

# MICE

# Travel Advisor

Volume: 10, Issue: January 2021

Venue Check

## SALT LAKE CITY

Spotlight On

# MICO MILANO CONVENTION CENTRE



## 04. Salt Lake City



**04. VENUE CHECK:** *Salt Lake City* is noted for its luxurious hotels, modern convention centers and spectacular mountains. To know more about Salt Lake City's meetings venues, read this article.

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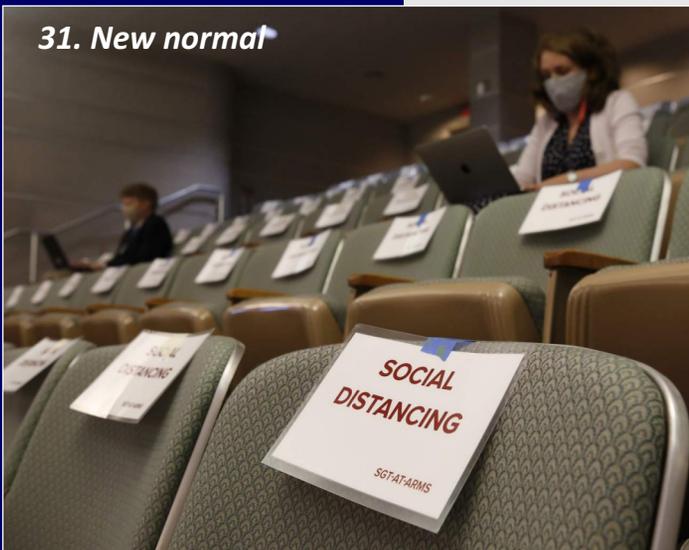
**21. CENTRE OF ATTRACTION:** An island province of the Philippines known for its natural landscape, white-sand beaches and beautiful islands, *Bohol* serves as an ideal location for events and meetings. Click here to know about the MICE opportunity of this picturesque island.

## 21. Bohol



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# From the Editor's Desk

Dear Readers,

First of all, I am wishing a very happy new year to all of our valued readers. This is the first edition of this year and in this issue, we are trying to catch some of the possible areas of the MICE industry in the time of “**new normal**”. Our Cover Story shows how the event planners are trying to speed up the market creating a demand for meetings and events by maintaining all safety protocols.

This issue also possessed with Italy's **MICo Milano Convention Centre** attracts global event planners throughout the year for its state-of-art services. This is one of the largest conference venues in Europe running under the protocols of Convention Bureau Italia. This meeting space in Milan makes the city more elegant to MICE workers. You can also get to know about Salt Lake City. This city in the United States is really noted as an urban gem for its location, tourist attractions, luxurious hotels, and most updated convention centres. It also creates a package to find serenity in the hustle after your daily schedule.

Our issue also highlights Asia's future **MICE destination- Bohol**. It is an island province noted for spectacular landscape & convention centres and you can easily compare with Utah's **Salt Lake City**. Also read about the **open-source learning procedure** in MICE industry to enhance the effectiveness of the industry workers.

## Editor-In-Chief

Mr. Anup Kumar Keshan

**President &  
Editor-In-Chief**  
Mr. Anup Kumar Keshan



**Editor**  
Mr. Apratim Ghoshal

**Executive Editor**  
Mrs. Puja Keshan

**Associate Editor**  
Mr. Devansh Keshan



**Content Writers**  
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Ms. Barsha Roy



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Ms. Sonali Khan  
Mr. Rajat Singh ( Web)  
Mr. Kaushik Das(Web)



**Marketing Executive**  
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# SALT LAKE CITY

## IDEAL MICE DESTINATION IN U.S.



Utah's most populous urban area, Salt Lake City is on everyone's mind for its luxurious hotels, restaurants, tourist attractions and spectacular mountains. It is an urban gem of the mountain west.

This city is set in an incomparable backdrop of the Wasatch Mountains and is home to *'The Greatest Snow On Earth'*. Salt Lake City stands out as a thriving hub of business, culture, innovation and an inherently industrious spirit. With proximity to five national parks and ample of skiing and outdoor activities, this city draws in a huge crowd. A metropolitan city located close to the international airport, Salt Lake City is the favourite among adventure-lovers, artists and

# BEST CONVENTION CENTRES IN THE CITY

## *Salt Palace Convention Center*



Located in the heart of downtown Salt Lake City, the Salt Palace Convention Center is the perfect place for meetings of any size or occasion. From full-facility conventions to one-room meetings, the staff here provides the highest level of service with utmost attention to detail. The Salt Palace Convention Center is an integral part of the vibrant downtown scene that makes your next event unforgettable.

## *Mountain America Expo Center*



Mountain America Exposition Center is centrally located in the heart of the Wasatch Front, with easy access and plenty of nearby amenities in Sandy City and neighbouring communities. Five exhibit halls, a grand foyer and several meeting rooms make this convention centre the perfect venue for large consumer shows, community-based expos, conferences, meetings, banquets and parties. It has 1,700 parking spaces and a TRAX light rail stop across the street to make attending events easy.

## *Hyatt Place Salt Lake City Downtown*

Hyatt Place Salt Lake City Downtown features an outdoor pool and a spa. This hotel is 5.5 miles from Hogle Zoo. Each guest room has free Wi-Fi. All air-conditioned rooms feature a seating area with a sofa bed, a flat-screen cable TV, a small refrigerator and coffee-making facilities.. A private bathroom equipped with a hairdryer is also provided. A business centre and a fitness centre are offered at Downtown Salt Lake City Hyatt Place. A 24-hour reception is available to assist all guests. Abravanel Hall is 10 minutes' walk from Hyatt Place Salt Lake City Downtown. Discovery Gateway Children's Museum of Utah is just 6 minutes' walk from the hotel.



## *Salt Lake Plaza Hotel*

This hotel in Utah offers free shuttle services to Salt Lake City International Airport. The hotel provides an outdoor pool and hot tub along with rooms that include free WiFi. While staying at Salt Lake Plaza Hotel at Temple Square, guest rooms are furnished with a refrigerator, a microwave and a coffee maker. Other amenities include a hairdryer, ironing facilities and a safety deposit box. The Temple Square Salt Lake Plaza Hotel features a gym and a business centre. The hotel offers a tour desk, room service and a cash machine.

The Genealogy Library is located next to the Salt Lake Plaza Hotel. Temple Square is 200 m from Salt Lake Plaza Hotel, while Salt Palace is 300 m from the property. The nearest airport is Salt Lake City International Airport, 5 minutes from Salt Lake Plaza Hotel at Temple Square.

## *Holiday Inn Express Salt Lake City Downtown*

This hotel offers an indoor pool. It is just 5 minutes' walk from the Salt Palace Convention Center. Free WiFi access is available. Guests can enjoy a sauna. A work desk, a flat-screen TV and a private bathroom are included in each room at Holiday Inn Express Salt Lake City Downtown. A microwave, a small refrigerator and coffee-making facilities are also included.





## ***Natural History Museum***

Natural History Museum of Utah offers ample opportunities for wonderful family activities. Housed in a spectacular copper-clad concrete building with soaring spaces, the museum has more than 40,000 square feet of displays and educational facilities with 1.6 million objects in its collection.



## ***Ski Resorts***

Salt Lake City is a destination that should be on your list of places to visit. Located within easy reach of the city are the ski resorts of Park City, Deer Valley, Snowbird, Alta and Solitude.

# Tourism Delights



## *Temple Square*

Temple Square is the holy place of the Mormons. Spread over 35 acres, Temple Square has beautiful flowering trees; colourful flowerbeds; fountains; and four key Mormon buildings: The Mormon Temple, the Mormon Tabernacle, the Temple Annex and the Assembly Hall. In addition to these spectacular buildings, you'll come across several historical monuments highlighting important people and events in the faith.

## *Mormon Temple*

One of the most iconic Salt Lake City landmarks is the Mormon Temple. Designed and built in the unique Mormon style, this stunning building was constructed between 1853 and 1893. At each end of this huge granite structure are three towers, the highest of which, at the east end, bears a 13-foot-high gilded figure of the angel Moroni.



# MICE BITES

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## 2020 GWS CELEBRATES WINNERS OF PRESTIGIOUS ACCOLADES IN FOUR CATEGORIES

The Global Wellness Summit (GWS), the foremost gathering of international leaders in multitrillion-dollar global wellness economy, recently announced details about the individuals who took top honors in four award categories announced during the 2020 GWS, an annual event that is recognized as the leading conference on the business of wellness. In this unique year, winners received their honors during the Summit's first-ever hybrid conference, which connected in-person delegates at The Breakers Palm Beach with hundreds of virtual attendees over three days of the Global Wellness Summit.



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## MALAYSIAN SOCIETY OF ASSOCIATION EXECUTIVES (MSAE) PRESENT THEIR OBJECTIVES WITH A VIRTUAL WEBINAR

The Malaysian Society of Association Executives (MSAE) held a virtual webinar recently, supported by Malaysia Convention & Exhibition Bureau (MyCEB) and Kuala Lumpur Convention Centre (the Centre), to present their association objectives and their survey findings on the Impact of Covid-19 to the Operations and Sustainability of Associations in Malaysia. Part of the webinar was also a panel session that discussed how venues are coping with the challenges posed by the pandemic and industry recovery programmes that were recently launched to boost the overall business events market.

## TCEB LAUNCHES NEW PROGRAMME TO REBUILD SINGAPORE'S MICE INDUSTRY

The Thailand Convention & Exhibition Bureau (TCEB) has created EASE UP, an attractive package of financial and in-kind incentives to woo the Singapore MICE market as it rebuilds the MICE industry in the wake of the pandemic. Aimed at attracting international corporate meeting and incentive events, EASE UP is a collaborative financial grant offering up to THB1,500 per person or a dining experience of up to THB 300,000 per event. Participating DMC partners support with complimentary airport transfer and local experience, sightseeing or CSR team building activities for up to 20 delegates. For up to 20 paying guest rooms booked, participating hotels will match the same number with complimentary guestrooms.





## **VICTORIA EVENTS TO ATTRACT MICE TOURISTS FOR A STRONG RECOVERY OF TOURISM SECTOR**

Victoria has secured six new international business events, underlining the state's standing in the high-yield global market and providing confidence of a strong recovery for the sector.

The events will attract more than 4,500 delegates and fill almost 17,000 hotel room nights, enabling an economic impact of \$30.6 million. Taking place between 2021 and 2024, the events cover varied fields and demonstrate Melbourne's ability to host thought-provoking and informative conferences for local and international experts.

All events have been secured by the Melbourne Convention Bureau, with the F1 in Schools World Finals taking place in March next year the first cab off the rank. F1 in Schools is the premier global STEM education challenge and operates in 23,000 schools in 52 countries with international competitors participating virtually.

## CONSTRUCTION OF INFINITY CONVENTION CENTRE SET TO BEGIN IN 2021

The construction of the Infinity Convention Centre located at Green Square in Sydney is all set to begin next year. Developed by Crown Group, the new event and function space will be the first purpose-built convention centre to open in Sydney since ICC Sydney began operations in 2016. Infinity Convention Centre is designed to host events and functions ranging from intimate groups to large-scale gatherings.

The flexible space can be configured to provide options such as classroom-style for up to 65 people, conference for up to 315, sit-down dinners or weddings for 385 people, auditorium style for 425 people and cocktail events for 450 people. The centre has been designed to accommodate up to 450 people, and will form part of the stunning \$575-million Infinity by Crown Group, a striking 20-storey luxury apartment building designed by world-renowned Koichi Takada Architects.



## **GHM APPOINTS NEW THREE NEW INDUSTRY PLAYERS**

Though the pandemic has rewritten the playbooks of hotel management groups worldwide and precipitated waves of downsizing all over, GHM is ramping up for the robust growth expected once the hospitality industry is back on its feet. The 28-year-old hotel group has moved Ilkin Ilyaszade into place as vice president of operations and pre-opening services, overseeing the development of such up and coming properties as The Chedi Aquarius Koh Chang, Thailand and The Chedi Khorfakkan, United Arab Emirates.

Ilyaszade is a seasoned Asia hand, having opened 10 hotels and resorts across Asia and the Middle East for Banyan Tree and Pan Pacific over the past 15 years.



# **MICE APPOINTMENTS**



## **THE LANGHAM, HONG KONG APPOINTS NEW OFFICIALS TO ENHANCE CULINARY ART**

The Langham, Hong Kong welcomes Michael J Donlevy as Culinary Director and Ng Tzer Tzun in his right-hand position as Executive Sous Chef to enhance the work of culinary art.

Both of them will lead the hotel's culinary team in overseeing dining operations at the 498-room luxury hotel with six restaurants and bars, private dining for guests in residence, The Langham Club Lounge, as well as catering for various creative events.



## **KIRAN CHALLOJU APPOINTED AS PORTFOLIO DIRECTOR OF SALES & MARKETING OF HOLIDAY INN EXPRESS HOTELS**

Kiran Challoyu has been appointed as the Portfolio Director of Sales & Marketing for a portfolio of 10 Holiday Inn Express hotels under the SAMHI ownership effective 23rd Nov 2020. Kiran comes with around 17 years of rich experience in spearheading Sales and Marketing operations with expertise in Luxury, mid-scale and value segments of the hotel industry. He has worked with well established brands like IHCL, Oberoi Hotels and Resorts and ITC Hotels.

His last assignment was with Ginger Hotels within the IHCL, where he was the Corporate Director of Sales for Key Markets and Travel Trade.

## **CONVENTIONS AND INCENTIVES NEW ZEALAND (CINZ) INCLUDES NEW BOARD OF DIRECTORS**

Conventions and Incentives New Zealand (CINZ) held its Annual General Meeting on 9th December, 2020, which was held virtually. CINZ Chair Tony Gardner says members took the opportunity to change the constitution and structure of the Board to reflect the future needs of the industry.

At the annual general meeting, Conventions and Incentives New Zealand (CINZ) also announced a name change to Business Events Industry Aotearoa (BEIA), which had already in effect from 1 December 2020.

The new board structure sees two seats elected from the Platinum member category, and one seat from each of the Gold and Silver member categories.

In a new rule, two seats will be appointed by the Chairman and elected Board Members following the Annual General Meeting, who may or may not be a Member of the Association.

There will also be one non-voting seat for an Air New Zealand representative, and one non-voting seat for someone nominated by Tourism New Zealand.

Gardner says that this gives them the opportunity to bring in additional skillsets, influence and diversity to respond to the most pressing issues facing their industry, and have the flexibility to look within and outside of the membership.



# MOODLE

## New Open-Source Learning Management System for Meeting Venues



**A**n Open Source Learning Management System is an essential tool for e-Learning professionals. It is now used in convention centres also. However, it can be a major expense, especially if one is looking for a robust, versatile LMS that can accommodate all eLearning development needs. Both L&D departments and education administrators tend to favour open source because it's a great platform for delivering training programmes.

Brisbane Convention & Exhibition Centre (BCEC) embraces the learning technology known as Moodle Technology. Its aim is to increase training effectiveness, ensure easy access to all staff and assist with increased compliance requirements for events. BCEC also aims to create an online environment where staff are able to empower themselves by taking control over their own learning path, engaging with a range of professional and personal development micro-learning programmes.

### What is Moodle Technology?



Moodle is a free and open-source learning management system (LMS) written in PHP and distributed under the GNU General Public License. Developed on pedagogical principles, Moodle is used for blended learning, distance education, flipped classroom and other e-learning projects in schools, universities, workplaces, convention centres and other sectors.



## Types of Moodle

Community-driven, this globally supported effort makes one of the largest open source teams in the world. Moodle comes with a full kit of features that allow not only corporates but also educators to create a private learning space online, filled with tools that easily create courses and countless activities – all optimised for collaborative learning.

## Moodle Mobile

Moodle Mobile gives easy access learning at the touch of a button, even when offline. It has Moodle Mobile app, available for both Android and iOS.

## Extend Moodle

Here anyone can browse the extensive Moodle plugins directory for extra activities, blocks, themes and more.

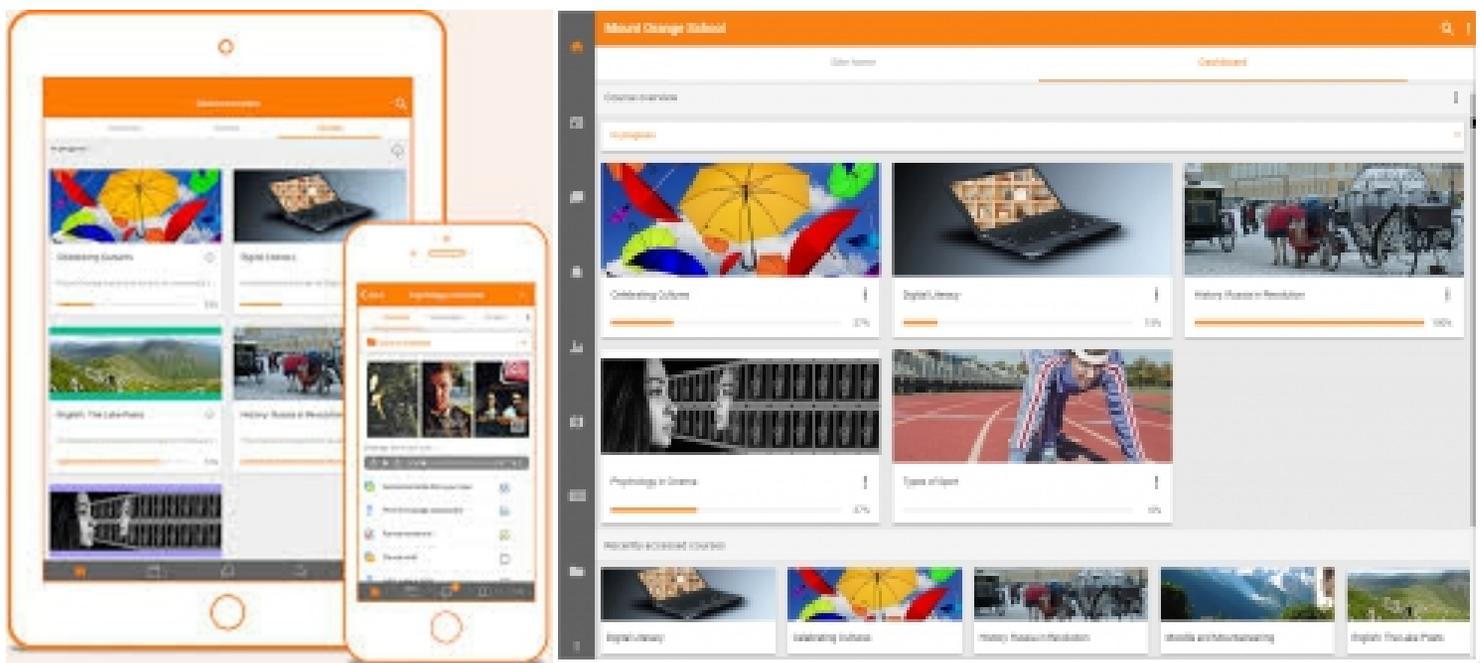


## Usage of Moodle

The Moodle Technology system was initially implemented by Brisbane Convention & Exhibition Centre (BCEC)'s IT Department and was hosted on premises. However, BCEC required an expert in Moodle Learning Management Systems to further develop it. As a result, My Learning Space (MLS) provided an in-depth consultation and training to the key stakeholders. To ensure Moodle was being used effectively across the organisation, My Learning Space provided support to all BCEC staff on how to best utilise the learning management system.

The overall outcome of moodle has been positive for Brisbane Convention & Exhibition Centre (BCEC). All new staff now complete the orientation programme online via Moodle, as part of a blended training approach. This blended approach now extends to several operational teams' new staff training programmes. All staff now under-take mandatory annual compliance refresher training via Moodle, ensuring compliance with legislation and aligning with industry's best practices.

With Moodle, it is easier for facilitators to share resources, communicate, collaborate and assess staff. Moreover, there has been significant savings through automated activity and course completion, tracking and reporting.



# BOHOL (PHILIPPINES)

*A picturesque island with great MICE opportunities*



*Located in the Central Visayas Region, Bohol is an island province of the Philippines known for its natural landscape, white-sand beaches and beautiful islands. Authorities today believe that the island's dynamic natural ambiance can serve as the ideal location for knowledge-sharing, team building and brainstorming.*

*Therefore, Bohol has started to work towards establishing itself as a prominent location for corporate events and business travel so that it can open up for more MICE opportunities. Take a look at some of the important conference venues and hotels with convention facilities in the island.*

# CONFERENCE VENUES

## Henann Resort Bohol Convention Centre



Located in Panglao, Bohol, the Henann Resort Bohol is home to the “*biggest convention centre*” in the region. The Henann Resort Bohol Convention Centre is located within the 6-hectare prime property of Henann Beach Resort and features 2,160 sq. m. of event space. The convention centre can accommodate up to 1,000 seated guests and 1,500 guests in a cocktail set-up. It has 13 break-out rooms that can accommodate 30 to 90 individuals per room. Each meeting room can comfortably host 30 to 70 guests. The convention centre is ideal for conventions, meetings, seminars, exhibitions and similar corporate and social events.

## The Metrocentre Hotel and Conference Centre

The Metrocentre Hotel and Conference Centre is located in the central business district of Tagbilaran City and is an ideal choice for business travellers. The property features spacious function rooms and state-of-the-art facilities for conventions, conferences, meetings, seminars and banquets. The conference centre has a total event space of 1086 sq. m. with 6 meeting rooms that can hold up to 1730 guests. The largest conference room is of 266 sq. m. and is ideal for corporate gatherings. The venue also comes with its own business centre and provides all technical assistance and amenities required for organising successful corporate events.

## CONVENTION HOTELS

### The Bellevue Bohol Resort

Situated on the serene shores in the north of Bohol, the Bellevue Bohol is a 5-star resort offering luxurious rooms and suites. The hotel also offers great facilities for corporate and social events. From small gatherings to large galas, the hotel has a variety of event spaces. Ideally suited for conferences, meetings and business gatherings, the Bellevue Pavilion is the main corporate space with a professional ambience. In addition, it has the Cena function and event space with a stunning backdrop of the sea as well as a Luxury View Deck for gatherings under the open sky amid a picturesque landscape.



## Belian Hotel

Located in Tagbilaran city, Belian Hotel is the perfect venue to enjoy comfortable and relaxed accommodation. The hotel comes with small to medium sized private event rooms that offer an ideal setting for any close corporate or leisure meeting and event. For a bigger event, the hotel offers the Lotus Banquet Hall, a large function venue with a spectacular view overlooking the pristine beauty of Tagbilaran Bay and Panglao Island. The hall can accommodate up to 100 guests and is ideal for conferences, meetings, business gatherings as well as weddings and other celebrations.



## Bohol Beach Club Resort

One of the finest venues in the island with exceptional accommodation and convention facilities, the Bohol Beach Resort is located in the Panglao Island. Besides featuring 184 guest rooms including 8 suites, the resort offers a range of opportunities for hosting various corporate and social events. It boasts a total event space of 5,942 sq. ft. including 4 meeting rooms and the largest function room, Taclobo Pavilion that has a total space of 3,175 sq. ft. The room can hold up to 150 guests in theater style and 120 guests in round table style. The board rooms or meeting rooms are perfect for small business meetings and corporate gatherings and can host 12-20 individuals. The resort also has a large open air lawn area ideal for team building activities or any kind of outdoor corporate or social gatherings.



## PLACES TO VISIT AFTER WORK



Bohol is one of the best locations to enjoy the natural landscapes of the Philippines and boasts some wonderful attractions that can be visited after work. Visit the world-famous **Chocolate Hills** spread across 50 sq. m. of land that turn green during the rainy season and brown in the dry season and enjoy picturesque views from the top of the Chocolate Hills Complex in Carmen Tower. Take a look at the natural rock formations and freshwater lagoon of the **Hinagdanan Cave**, a hiding spot used by locals during the Second World War. Make sure to visit the **Philippine Tarsier Sanctuary**, home to several endangered and protected species of tarsiers. Enjoy the popular **Loboc River Cruise** as well as take a stroll along the **Alona Beach** after work.



# MiCo MILANO CONVENTION CENTRE



Italy's one of the major versatile and Europe's largest convention centres, MiCo Milano Convention Centre attracts global MICE delegates for its modular and flexible exhibition areas. MiCo Milano Convention Centre can accommodate up to 18,000 people in 70 or so fully appointed conference rooms with permanent control booth.



It features two plenary rooms, one with seating for 4,000 and the other for 2,000 and an auditorium that seats 1,500 delegates. It is the ideal venue for large-scale performances and for international conferences requiring many rooms.

The exhibition halls offer 54,000 sq.m of exhibition space and can also be set up as extra plenary rooms accommodating more than 5,000 people.

This meeting venue has conference rooms featuring full range of technologies such as video projector, sound system, translator booths, fixed video cameras, closed circuit TV, Wi-Fi internet access and optical fiber cables. Showcasing a strong track record of corporate and associative international events, MiCo team collaborates with an established network of qualified suppliers and stakeholders at national and regional levels.

**Rooms  
and Halls**

## Easy Communication

This state-of-the-art meeting and hospitality facility has ample connections to Milan's public transportation network and international airports. Milan Malpensa Airport is located close to this convention centre.

### City of Milan

Milan is an ideal location for meetings and conferences, thanks to its role as undisputed business and financial capital of Italy. It is also home of the financial markets and is the base of the country's multinationals, making Milan a confirmed international metropolis.

This city has fine aesthetic traditions that are upheld in new projects carried out in the city by star architects. The city also enjoys an enviable setting in Lombardy.

Filled with enchanting art cities, this is the Italian region with the largest natural parks and splendid lakes – like Como – surrounded by mountains, and is a paradise for both mountaineers and skiers. The region's strong attachment to its long-standing traditions is reflected in the unforgettable flavours of internationally renowned local cuisine and wine.



# Tourist Attractions around MICO Milano Convention Centre

## Il Duomo (Milan Cathedral)

The massive Cathedral of Santa Maria Nascente, which the Milanese call "Il Duomo", is among the world's largest (it holds up to 40,000 people) and most magnificent churches, the ultimate example of the Flamboyant Gothic style. The construction of the church started in 14th century, but its façade was not completed until the early 1800s under Napoleon.



## Santa Maria delle Grazie

The construction of the Gothic brick church of Santa Maria delle Grazie, in the Corso Magenta, was started around 1465. Its massive six-sided dome in the finest Early Renaissance style was designed by Bramante, one of Italy's most influential Renaissance architects.

The church – and the adjoining refectory, which holds Leonardo da Vinci's Last Supper – were badly damaged in World War II. During the repair work, the old sgraffito paintings in the dome were discovered. At the end of the north aisle is the Baroque chapel of the Madonna delle Grazie, with an altarpiece of the Madonna.

Forming one side of Piazza del Duomo and opening on the other side to Piazza della Scala, the grand Galleria Vittorio Emanuele II was designed by Giuseppe Mengoni and built between 1865 and 1877. It was then the largest shopping arcade in Europe, with a dome soaring 48 m above its mosaic floor.

## Piazza del Duomo



Castello Sforzesco, held by the Visconti and the Sforza families who ruled Milan from 1277 to 1447 and from 1450 to 1535 respectively, was built in 1368 and rebuilt in 1450. The 70 m Torre de Filarete is a 1905 reproduction of the original gate-tower.

The Castello houses the Musei del Castello Sforzesco, a series of museums, one of which features striking sculptures. The collection includes the Pietà Rondanini, Michelangelo's last masterpiece, brought here in 1953 from the Palazzo Rondanini in Rome.

## Castello Sforzesco

## Opera at Teatro alla Scala

Considered the most prestigious opera house in the world, La Scala has hosted shows of all the great operatic composers and singers. Seating almost 2,800 people, the theatre is known (and feared) as the most demanding in Italy.

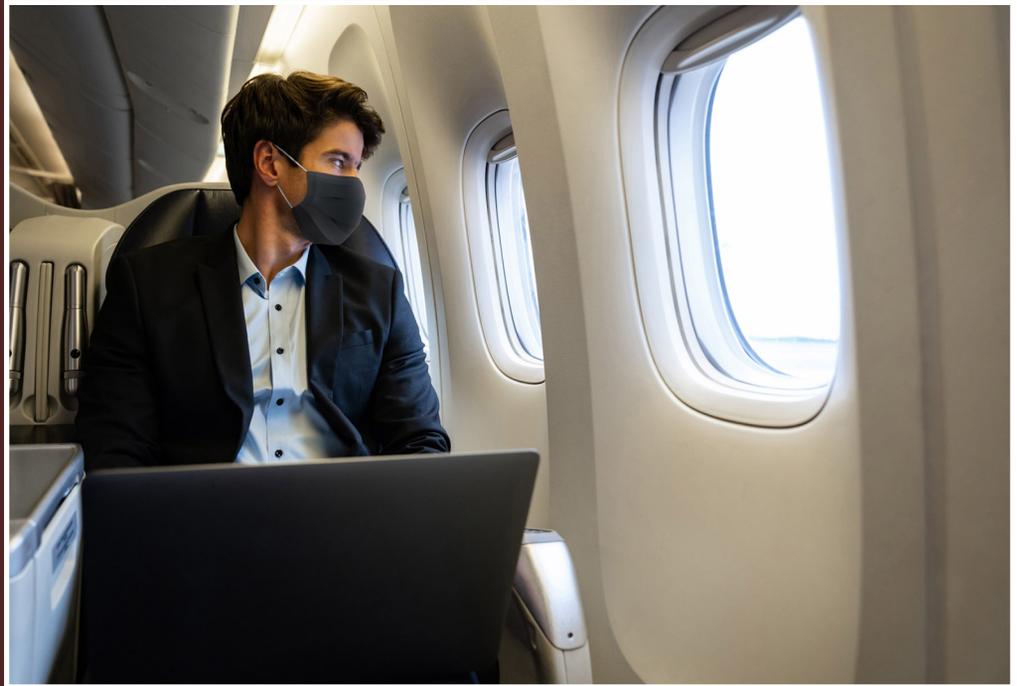


# S

*imilar to all other sectors of tourism, the MICE travel industry has also been largely affected by the COVID-19 pandemic. However, as the new year starts to set in, companies and travel providers are looking forward to restart MICE tourism with renewed hope and vigour. It is most likely that the face of the business travel industry will change post the pandemic. Read on to know how MICE tourism would look like in the 'New Normal.'*

## MICE Tourism in the 'NEW NORMAL'

COVER STORY



### More responsible MICE Tourism



*The year after the COVID-19 pandemic will bring in an era of responsible corporate travel. The entire industry will work towards regaining travellers' confidence by showing that travel can resume in a safe manner. Moreover, with so many events going virtual in 2020, travelling for business will be recommended only under unavoidable circumstances, at least until the world completely recovers from the effect of the pandemic. Members of C-suite, essential workers and salespeople are likely to be the early adopters of corporate travel.*

## Business Travel will return in phases

As the companies and their employees prepare to travel for work once again, they will undertake a phased approach based on sector, proximity and reason for travel. Travel planners will identify segments of business that are likely to return to travel first and plan their trips accordingly. Besides government regulations and health and safety policies, employees' willingness to travel will also be considered. Employees' confidence in travel is also likely to develop gradually as the world recovers and not all at once. Some experts are of the opinion that there will be a need to establish a 1-3 months of buffer time in order to ensure safety.

### Safety will be the key

Maintenance of proper safety standards will be the ultimate goal of the MICE tourism sector this year. Companies will prioritise the health and safety of their employees and associates and expect travel providers to do the same. Businesses will certainly raise the bar of safety protocols and will require employees to abide by government guidelines according to changing COVID-19 border policies, quarantine requirements and necessary documentation. Maintaining social distancing and usage of face coverings are also likely to be mandatory at all corporate gatherings.

### More focus on regional and domestic MICE destinations

As international travel will take a longer time to rebound, regional and domestic business travel will be the first choice for many. In a time when international travel involves government policies, quarantine requirements and similar complex processes, domestic travel appears to be simpler and safer. More focus is already being given to promote regional and domestic MICE destinations and business travellers are also looking forward to visit locations closer to their homes.



## Technology will be at the forefront

In light of the COVID-19 pandemic, technology has started to play an even more important role in MICE tourism. As corporate travel plans to return with a greater priority on safety, technology will play an important role. From bookings to luggage drop-offs, check-ins and check-outs everything will become more and more safe and personalised with the help of touchless mobile technology. Advanced technologies like artificial intelligence and virtual reality are also bringing various changes to the business travel industry with the help of biometrics, facial recognition and even AI robots.



## Sustainability will be prioritised

The shift to remote working process due to the pandemic has resulted in a much lower rate of emissions in 2020 with an increased consciousness about sustainability among travellers. Many businesses are now mindful about their role in climate change and are planning to establish more sustainable ways of corporate travel like travelling with a low carbon footprint and supporting local communities among others. Business travellers are also likely to embrace environment-friendly transportation systems that are safe as well as cheap.

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# CALENDAR OF EVENTS

**ADVENTURE TRAVEL SHOW**  
London, UK  
[www.adventureshow.com](http://www.adventureshow.com)

**ADVENTURE  
TRAVEL SHOW**

**16-17 Jan  
2021**

**18-20 Jan  
2021**

**TRAVEL & TOURISM FAIR (TTF) - CHENNAI**  
Chennai (India)  
[www.ttfotm.com](http://www.ttfotm.com)



**SATTE - MUMBAI**  
Mumbai, India  
[www.satte.in](http://www.satte.in)



**20-22 Jan  
2021**

**20<sup>th</sup> Jan  
2021**

**CONVENTA**  
Ljubljana, Slovenia  
[www.conventa.si/](http://www.conventa.si/)



**TOURISSIMA LILLE 2021**  
Lille, France  
<http://www.salons-du-tourisme.com/Lille>



**29-31 Jan  
2021**

# Travel AND Tour <sup>TM</sup>

[www.travelandtourworld.com](http://www.travelandtourworld.com)

W O R L D



2021

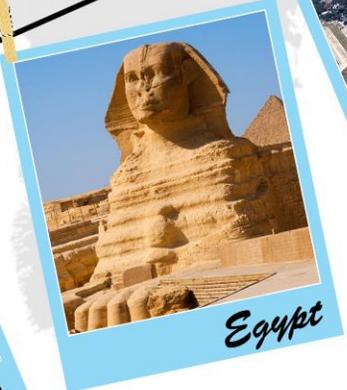
HAPPY NEW YEAR

[pr@travelandtourworld.com](mailto:pr@travelandtourworld.com)

# Travel AND Tour™ WORLD



Paris



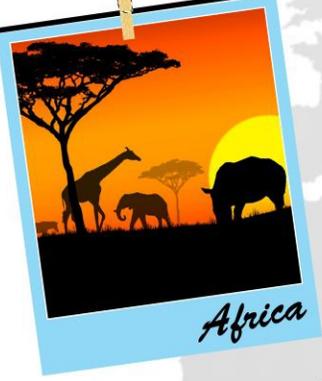
Egypt



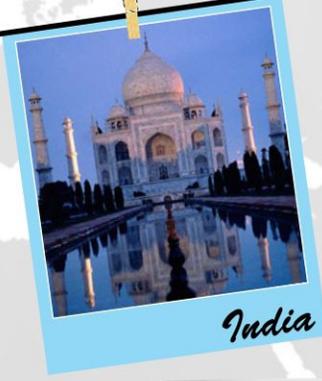
Brazil



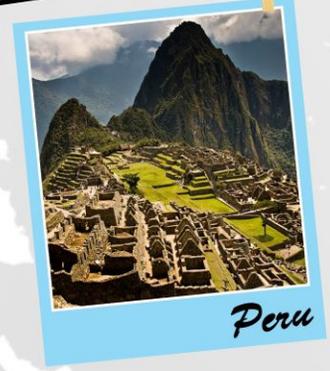
Italy



Africa



India



Peru



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