

MICE

Travel Advisor

Volume: 10, Issue: July 2021

Spotlight On

Philadelphia

Cover Story

UNIQUE MEETING SPACES AROUND THE WORLD

Image Courtesy: @Philadelphia Convention & Visitors Bureau

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From the Editor's Desk

Dear Readers,

The business events and meetings are rapidly changing its definitions. Today, event planners are racing to adapt to new trends that make conferences and events more engaging and dynamic than ever before. The pandemic resulted more in virtual meetings, but as the industry is speeding up for normalization, affordable places are in the limelight.

Today, personalization is one of the major criteria. Now the attendees want fluid agendas with many options that appeal to different interests and preferences. In many cases, this means crowd-sourcing the agenda to present a personalized event agenda.

Now, letting attendees choose their path links them to the content at hand. When they can choose topics that excite them, there's more energy and increased engagement in the room.

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UNIQUE MEETING SPACES AROUND THE WORLD

Cover Story



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s the world is moving towards organising modern and sustainable form of meetings, event planners and organisers are looking forward to embracing unconventional spaces for their next corporate event or business meeting.

The idea of business venues is no longer restricted to a strict corporate setting. Instead, it is slowly turning towards creative and unusual places that stand out from the rest. Take a look at the some of the most unique meeting rooms around the world that provide new meeting experiences along with contemporary facilities.



Craneway Pavilion, California

Situated on the San Francisco Bay, the Craneway Pavilion in Richmond, California offers 45,000 sq. ft. of flexible event space ideal for meetings, conferences, exhibitions, trade shows and other MICE events. Set on 25 waterfront acres, the Craneway Pavilion was once an industrial factory turning out tanks and automobiles. The venue has been redesigned to serve as a sustainable and unique meeting and corporate event venue. The pavilion also comes with an adjoining 20,000 sq. ft. open-air patio overlooking the bay, the East Bay Hills and the San Francisco skyline.

Modist Brewing Co., Minneapolis

The modern artistic brewery in Minneapolis also stands as a unique and affordable meeting space. The Modist Brewing Co. comes with a semiprivate lounge that has a standing room for 15 and seating for up to 30. It also has a 3,000 sq. ft. taproom that can hold up to 130 individuals and a connected warehouse space with additional seating for 125 people. All meeting spaces inside the brewery are equipped with contemporary state-of-the-art audiovisual facility. The venue also has an adjacent outdoor patio. Attendees or guests are also allowed to tour the brewery and take part in tasting sessions post their meetings or events.



Shoreditch Treehouse, London

The Shoreditch Treehouse, located in Central Shoreditch, London is a unique loft space suitable for all-day meetings, small and intimate corporate events, breakout sessions and even short stays. The meeting rooms come with large windows and an open-plan layout with minimalistic seating arrangements and contemporary technologies required for modern-day meetings. The venue has a treehouse-inspired decor and abundance of plants along with a large kitchen and on-site catering and a parking space.



Marineland, Florida

The Marineland of Florida is one of the first mammal parks in the state and is considered to be the “*world's first oceanarium.*” The venue is known for its dolphin adventures. More recently, the venue has opened up as an off-beat destination for unique meetings and events. It now offers 2,400 sq. ft. outdoor event tent that can accommodate up to 125 people in seating. The venue is available for all kinds of corporate gatherings including meetings, small events and seminars. After the business activity, attendees can book a session of swimming alongside dolphins in groups of 10. Groups of 25 or more can also gather alongside the 1.3 million-gallon marine habitat to watch dolphin activities.

Intrepid Sea, Air & Space Musuem

Located in New York, The Intrepid Sea, Air & Space Museum is an American military and maritime history museum with a collection of museum ships. Situated Pier 86 at 46th Street, along the Hudson River, the floating venue consists of several areas capable of hosting meetings and events. The enclosed Hangar 3 offers 12,000 sq. ft. of space perfect for meetings and breakout sessions while the Flight Deck, with a length similar to three football fields, is the ship's grand outdoor event space. It can accommodate up to 1,500 people, against the backdrop of the river and the Manhattan skyline.

St. Ethelburga's Centre Bedouin Tent, London

The Bedouin Tent at St. Ethelburga's Centre is a unique meeting space located near the thoroughfare of Bishopsgate and Liverpool St. Station. Made in Saudi Arabia and adorned with woven goat's hair, the 16-sided structure is a peaceful space ideally designed for hosting meetings, seminars, workshops, presentations and trainings. The circular tent comes with a cushioned bench style of seating to provide attendees the authentic feel of a Bedouin style of meeting. The tent also has a garden courtyard and an undercover glass foyer to arrange for refreshment sessions post meetings. However, the actual tent has no tables. Guests need to remove their shoes before entering the meeting space.



MICE BITES

Events Industry Council announces new certificate programme for sustainable events

Events Industry Council (EIC) recently announced the launch of an online Sustainable Event Professional Certificate (SEPC) Programme. To earn the certificate, event professionals must have completed 16 online course modules covering a variety of topics related to sustainability, social impact and event management. The SEPC was initially launched and is still available as an in-person course, but has been updated and expanded to feature interactive, accessible online learning.

Developed by a globally diverse group of business events industry leaders and experts in the areas of sustainability, social impact and

event management, the course covers 16 modules that include understanding the business value of sustainability, improving environmental performance of meetings and events, and effective methods for achieving corporate social impact goals.



Planet Happiness signed UN Sustainable Development Goal

On World Environment Day, June 5, Planet Happiness signed UN Sustainable Development Goal MOUs with SUNx Malta and One Nature Global. The aim is to create mutual support between Planet Happiness, with its objective of measuring and enhancing host well-being in tourism destinations, and SUNx, which aims to advance climate-friendly travel based on low carbon outputs.

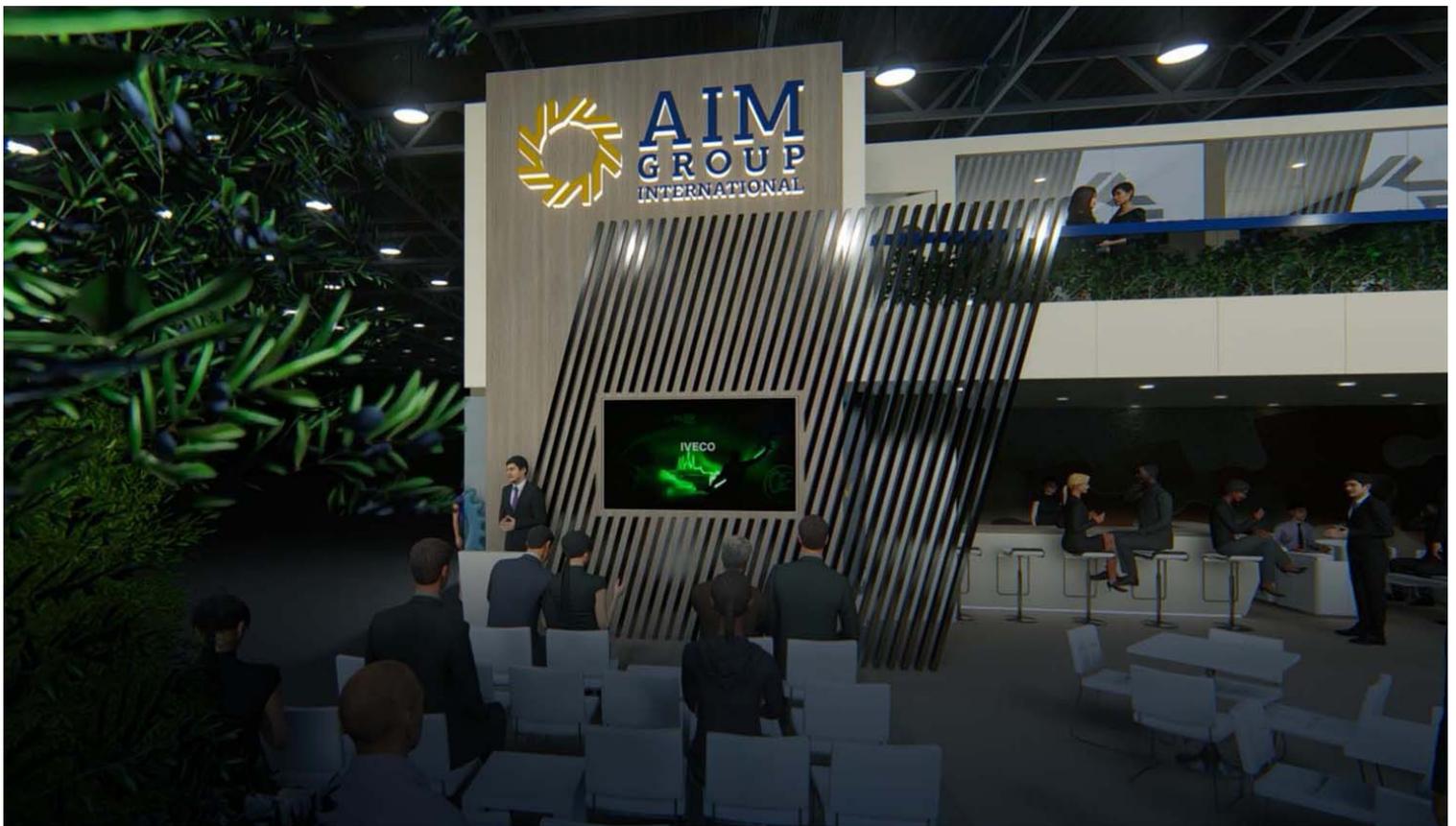
Both parties will focus attention on the well-being agenda to strengthen destination sustainability. They will work together partnering with destinations to engage businesses and host communities in steps to deliver climate-friendly travel.



Fiera di Padova entrusts AIM Group International with the communication campaign of new convention centre

Fiera di Padova has entrusted AIM Group International, an events, congress and communication company, with the communication project for the launch of its new congress centre which will be inaugurated in the coming months.

The construction of a new congress centre in Padua is part of the evolution of the exhibition centre as an “innovation hub” with different advanced functions: exhibitions, events, scientific and university research, technology transfer, innovative start-up incubation. The hub will act as an open space that facilitates the development of projects and frees up energies. Designed by the Japanese architect Kengo Kuma as a multifunctional and modular space, the congress centre will have two main meeting rooms, with capacity for 1,600 and 1,100 people respectively; five breakout rooms that can be divided into two independent areas; a modern press room; a restaurant with a terrace and a bistro.



MICE APPOINTMENTS

**MALAYSIA CONVENTION & EXHIBITION BUREAU
APPOINTED NOOR AHMAD HAMID AS THE NEW COO**



The chairman of Malaysia Convention & Exhibition Bureau, Hon. Dato' Dr Noor Zari Hamat has announced the appointment of Noor Ahmad Hamid as the convention bureau's new chief operating officer.

Dato' Dr Noor Zari Hamat said that he is pleased to welcome Noor Ahmad as their new COO. With his vast experience, knowledge, and

passion for the business events industry, the convention bureau firmly believe that he will be able to steer MyCEB as one of the best models of convention bureaux in the world. His appointment will be timely to strengthen the recently launched Malaysia's Business Events Strategic Marketing Plan 2021-2030 and also other initiatives to rebuild the business events industry now and post-pandemic.

CHRISTINA LAWFORD APPOINTED CHAIR OF THE INDUSTRY PARTNER BOARD AT THE BUSINESS TRAVEL ASSOCIATION



Christina Lawford, Founder and Managing Director at DiamondAir International have been appointed Chair of the Industry Partner Board at The Business Travel Association (BTA). Lawford will work to raise awareness of the significant role business travel plays in the UK economy.

She will ensure the ongoing success of the Association's business objectives and overall commercial plan following the Coronavirus pandemic. Lawford is the Founder and Managing Director at DiamondAir International, the leading provider of luxury Meet and Assist services to destinations across the world.

ADAM SNOW APPOINTED EXECUTIVE VICE PRESIDENT, STRATEGY & ANALYTICS AT AIMBRIDGE HOSPITALITY



Adam Snow has been appointed Executive Vice President, Strategy & Analytics at Aimbridge Hospitality, the leading, global, third-party hotel management company. As a part of his new role Snow will ensure data, analysis and strategy work together to streamline decision-making and drive more profitable growth.

FAIRMONT HOTELS & RESORTS APPOINTS JACCO VAN TEEFFELN AS GM OF FAIRMONT WINNIPEG



Fairmont Hotels & Resorts has announced the appointment of Jacco van Teeffelen as General Manager of Fairmont Winnipeg in Winnipeg, MB.

In his new position, Jacco van Teeffelen will lead the overall operations, performance, and strategic direction for Fairmont Winnipeg. Joining the Fairmont Winnipeg team following his most recent role as the Hotel Manager of Fairmont San Francisco, van Teeffelen brings over 15 years of progressive executive leadership experience within the hospitality industry to this role. Jacco van Teeffelen holds a BA in Hotel Management from Hotel Management School Maastricht and several certificates from Cornell University, including Hotel Real Estate Investment & Asset Management and Advance Hospitality Revenue Management.

Centre of Attraction

Jamaica

Caribbean's picturesque destination with rising MICE opportunities

Jamaica is one of the most popular island countries situated in the Caribbean Sea. The country is blessed with abundance of natural landscapes as well as a large wealth of flora and fauna. With a population of 2.9 million, it is the fourth-most populous country in the region.

Majority of the island's economy depends on tourism. The tourist board is also consistently working to establish the venue as a premiere MICE destination. It consists of several conference venues and luxurious hotels with ample MICE facilities.

Best Conference Spaces

Jamaica Conference Centre

Jamaica Conference Centre is one of the premiere conference venues and most sophisticated meeting places in the Caribbean. Situated on the scenic Kingston Waterfront, in the heart of the downtown business district, the conference centre stands as one of the finest examples of Jamaican architecture, offering comprehensive MICE facilities to meet the key requirements of business travellers. The convention centre is located on 220,000 sq. ft. of land, of which buildings account for 210,000 sq. ft. of total area. The building was constructed over a period of 19 months and opened to the public in 1983. The complex consists of two buildings, the Centre and 14 MICE Travel Advisor





the Secretariat. The Centre building is also home to the Kenneth Rattray Conference Room, the largest conference space in the building that can accommodate up to 1200 individuals. The building comprises of five Conference Rooms, three Caucus Rooms, a Reception Foyer, a Dining Block, several Delegates Lounges and Offices. The venue is ideal for hosting all kinds of conferences, congresses, meetings, seminars and all other corporate functions.

Montego Bay Convention Centre

Located along the elegant corridor of Rose Hall, Montego Bay, the Montego Bay Convention Centre with its ocean front location and panoramic views offers some of the finest conference facilities in the Caribbean. The centre has a total area of 139,302 sq. ft. and is 10 times recipient of the World Travel Award for being the Caribbean's Leading Meeting and Conference Centre. It is recognised for being a world-class facility with superior event management and personalised first-class service. The centre consists of 5346 sq. m. of exhibition space that can be divided into halls and has the capacity to hold nearly 6,277 individuals in theatre style. It has three grand ballrooms and nine separate meeting rooms, all of them being ideal for hosting different types of national and international conventions, meetings, exhibitions, trade shows, seminars and other MICE events.





Bellefield Great House and Estate

Set across a primitive 10 acres of land and nestled amid the hills of Montego Bay, the Bellefield Great House and Estate is a unique event and meeting venue in Jamaica. The picturesque estate offers a range of spaces suitable for all kinds of social and corporate events. The venue is encircled by green natural landscapes and many architectural delights. The Great House was constructed back in the 1600s as a military outpost and was later taken over by the Kerr-Jennet family. The family has owned the historic property for more than eleven generations. The Great House and Gardens together is a five-star event venue. Ideal for hosting conferences, meetings, seminars, presentations, exhibitions and corporate galas or gatherings, the venue can accommodate anywhere between 10 to 600 individuals.

Top Hotels With Convention Facilities

Knutsford Court Hotel

Considered to be one of the best convention hotels in Jamaica, the Knutsford Court Hotel is an ideal destination for business travellers. The hotel offers affordable rooms with all kinds of contemporary amenities. It features more than 10,000 sq. ft. of events space divided into six meeting rooms that can hold more than 550 individuals. The largest conference room is 4,061 sq. ft. with the ability to accommodate 400 people in auditorium style. With state-of-the-art internet and audiovisual facilities, the hotel has established itself as one of the ideal venues for hosting meetings, conventions, seminars, workshops and other business events.

AC Hotel by Marriott Kingston

AC Hotel Kingston, Jamaica is situated on six acres of island greenery within the golden triangle and business and entertainment hub of New Kingston. Located just 10 minutes away from the Norman Manley International Airport, the hotel offers luxurious accommodation facilities. The hotel comes with more than 30,000 sq. ft. of conference space and hosts all types of corporate events like conventions, meetings, exhibitions, shows and seminars. The largest meeting room in the hotel can hold up to 900 guests in theatre style.

The Jamaica Pegasus Hotel

Known as one of the most distinguished business hotels in the Caribbean, The Jamaica Pegasus Hotel is set within a 17-storey building in New Kingston, surrounded by a lush green garden offering striking views of the mountains and the Caribbean Sea. Besides offering 300 luxurious rooms, the hotel comes with a 5000 sq. ft. of indoor and outdoor conference centre space including banquet hall, several boardroom-style meeting rooms and our Gardens at the Pegasus. The venue is perfectly suited for meetings, conferences, seminars, workshops, business gatherings and can host up to 1000 people individually.



Places To Enjoy After Work

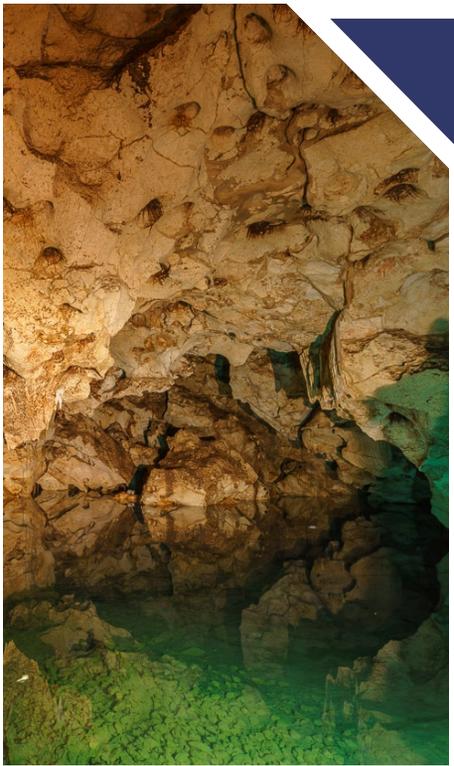
Visit the **Bob Marley Museum in Kingston**, in Kingston, Jamaica to witness the ultimate dedication to Bob Marley and reggae music. The museum was the former residence of the legendary musician. It is also the birthplace of Tuff Gong reggae record label founded by The Wailers in 1970.

Also visit the **Rose Hall Montego Bay**, a Jamaican Georgian plantation house that stands as a historic house museum. The museum displays the dark history of slavery and the legend of the White Witch of Rose Hall. Take the guided haunted tours to experience the venue to the fullest.

Take a look at the **Dunn's River Falls**, one of the most popular tourist destinations in the Caribbean. The waterfalls are 180 ft. high and 600 ft. long and falls into the Caribbean Sea creating an enthralling sight. Surrounded by lush green vegetation, trekking along the waterfalls is a popular tourist activity.



You can also enjoy an adventurous day out at the **Mystic Mountain Jamaica Adventure Park**, take a stroll around the **Doctor's Cave Beach** or tour the popular **Green Grotto Caves** covered in green algae standing atop an underground lake.



Spotlight On

Affordable Event Venues in Philadelphia

Philadelphia is noted for its tourism and event congresses. This city has served as one of the most important cities in the history of the United States. The connection of Philadelphia to American history continues to be on full display from its Independence Hall to the Liberty Bell to many of the historic event venues that remain today. Its history can be found in its remaining slender cobblestone streets.





Venues for small events

Philadelphia Colonial Dames Society

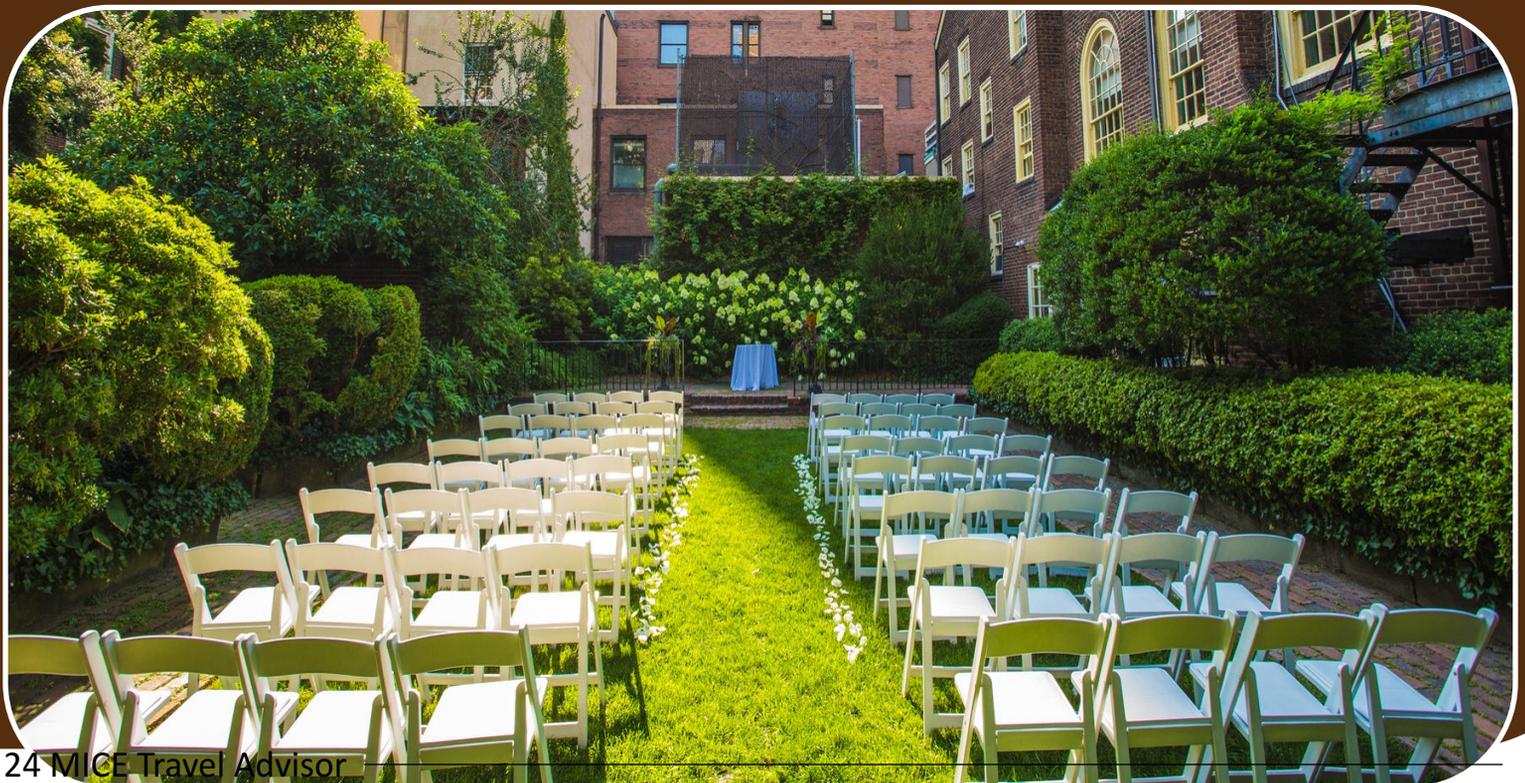
Situated in the heart of the city, Colonial Dames dates to the historical roots of Philadelphia. It is an ideal location for both indoor and outdoor events. Its interior is luxurious class, and sophisticated, while its outdoor area is a cozy space surrounded by lush greenery.

Fonthill Castle

Fonthill Castle is a mansion venue located in Doylestown, PA, that is available for private events. Suitable for events ranging from large outdoor weddings to intimate parties, this venue offers a one-of-a-kind backdrop for private gatherings.

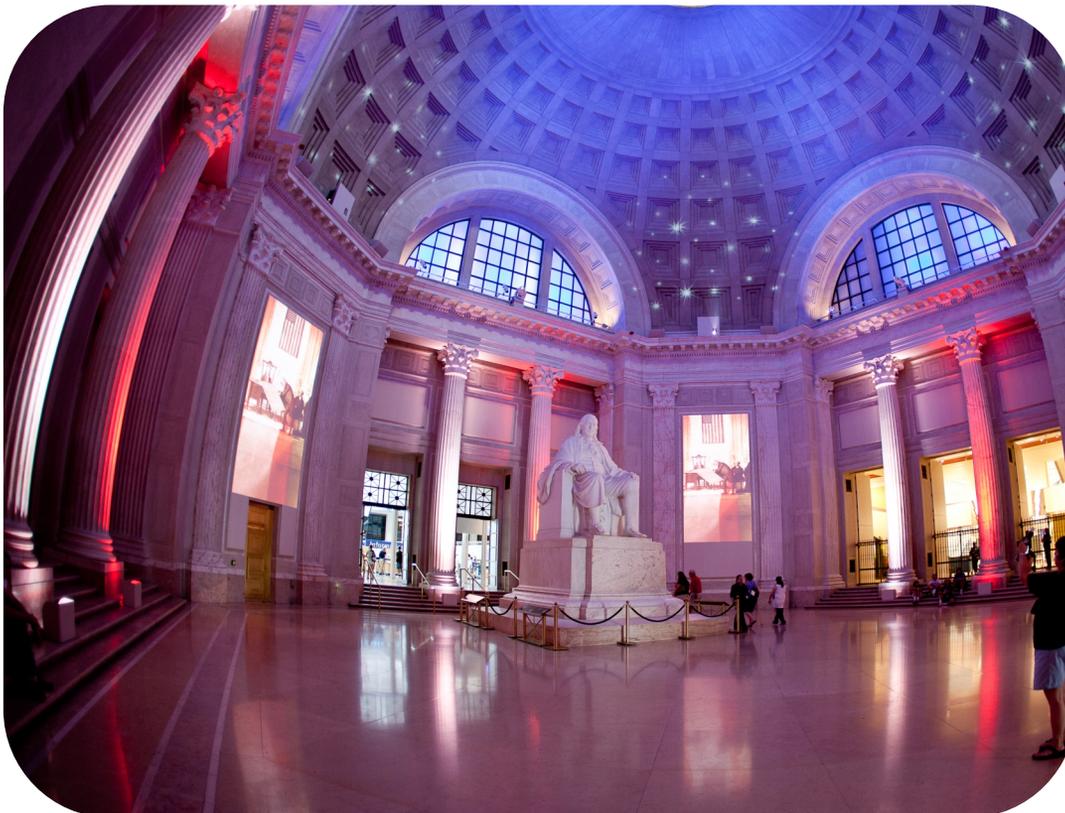
Lincoln Financial Field

Just across the street from Citizens Bank Park is the home of the city's football team, the Eagles. Known as the Linc, Lincoln Financial Field is ideal for all events, from photo shoots to trade shows and expos. Events can be held in a number of indoor locations as well as its two outdoor locations, the Headhouse Plaza and the Bud Light Eagles Nest.



National Museum of American Jewish History

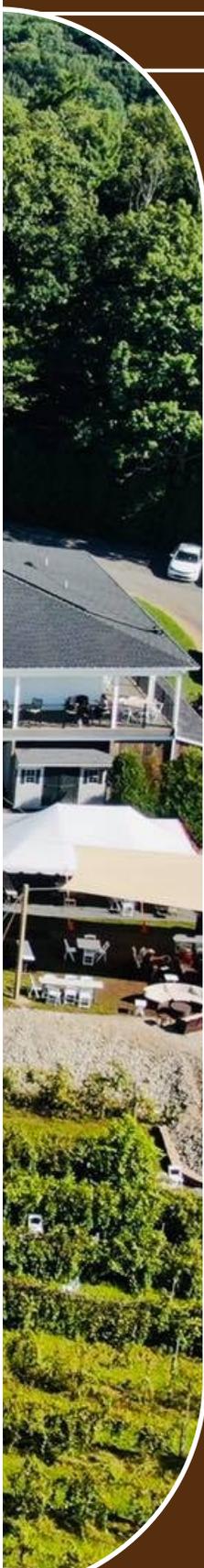
The NMAJH offers event planners 20,000-square-foot of multi-purpose Philadelphia event space, making it ideal for corporate and personal occasions of varying sizes. Events can be held in the ballroom, on the terrace, in the Dell Theater, or in several exquisite locations on the premises. As a bonus, the venue also offers discounts for non-profit organizations.



The Franklin Institute

The Franklin Institute is an interactive museum and regarded as one of the most memorable museums in the city. As an event space, it is capable of hosting large gatherings, meetings, weddings, and even escape rooms. The space offers exquisite dining experiences as well as private, guided tours of the latest exhibits.





Fort Mifflin

Fort Mifflin, located in the bustling city of Philadelphia, is a National Historic Landmark and event venue. It offers a unique space, as celebrations can be hosted at the only fort in the city and the only intact Revolutionary War battlefields.

Blue Ridge Estate Winery & Vineyards

Located in Northeast Pennsylvania is the picturesque, Blue Ridge Winery offering stunning views of vineyards, mountains, and farmland. The tasting room, otherwise known as the vineyard room, is available to be exclusively rented for private intimate events for 20 to 45 guests.

The Lake House Inn

The Lake House Inn is a waterfront venue located in Perkasio, PA, that is available for private parties. Nestled on the shores of Lake Nockamixon, this venue provides a scenic and relaxed backdrop for various events. The inn is housed in a renovated 19th-century building that once functioned as a general store and post office.

The Lake House Inn's event spaces offer sweeping views of Lake Nockamixon and the 6,000-acre state park beyond. The lawn boasts plenty of space for outdoor cocktail hours or al fresco dining. Alternately, the boathouse ballroom features a soaring draped ceiling and tall windows overlooking the lake

Industry Event Space

Industry Event Space is a warehouse venue located in Huntingdon Valley, PA, that is available for private hire. This blank canvas easily transforms to suit different events and themes, making it an absolute fit for clients who wish to customize their venue. From weddings and mitzvahs to business presentations, the venue's staff is delighted to work with clients to accommodate their needs.

Mercer Museum

Mercer Museum is a museum venue located in Doylestown, PA, that is available for private events. The facilities are housed in a stately castle designed by Henry Mercer. It is and constructed in 1916. The building is now recognized as a National Historic Landmark. Featuring both indoor and outdoor event spaces, each with its own unique characteristics, this venue is suitable for various events of many sizes.



New Hotels

The Live! Casino & Hotel

The Live! Casino & Hotel recently opened in February 2021 in South Philadelphia's Stadium District. The hotel is adjacent to Citizens Bank Park, home to the Philadelphia Phillies, the city's Major League Baseball team, and it's just steps away from Lincoln Financial Field where the Philadelphia Eagles play American Football. Also close by is the Wells Fargo Center where both the Philadelphia 76ers (basketball) and the Philadelphia Flyers (hockey) play.

W Hotel Philadelphia

The W Hotel Philadelphia opened in May 2021. The 460-room hotel is the largest Element Hotels property in the world. Featuring a range of wellness-inspired amenities geared towards families, groups and business travellers, the hotel offers complimentary 'Rise' breakfast and a complimentary glass of wine or local beer in the lounge during the 'Relax' evening reception. For explores keen to experience as much of the city as possible, Element's Bikes to Borrow programme offers custom-designed bikes for visitors looking to discover the city's biking trails, murals and historic sites.

Guild House Hotel

The Guild House Hotel opens in June 2021 at 13th and Locust streets, in the heart of the Midtown Village neighbourhood. The luxury boutique hotel occupies a Victorian-era rowhouse that was once the home of The New Century Guild — one of America's oldest and most prominent women's empowerment organisations.



Hyatt Centric Center City Philadelphia

The Hyatt Centric Center City Philadelphia opened in October 2020 and marks the first of Hyatt's upscale lifestyle brands to open in Philadelphia. The hotel is now welcoming guests just steps from the bustling Rittenhouse Square and future travellers to the city can enjoy time spent strolling around the neighbourhood's charming shops and dining in cafes and restaurants that fill its streets.



INTERVIEW ZONE



T. Jeffrey Yau

Senior International Tourism Sales Manager at
Philadelphia Convention and Visitors Bureau (PHLCVB)

In an exclusive interview with MICE Travel Advisor, Jeffrey Yau, Senior International Tourism Sales Manager at Philadelphia Convention and Visitors Bureau (PHLCVB) shares his insight on the recent development of Philadelphia's hotel industry

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MICE TRAVEL ADVISOR: Kindly share with us about the recent development in Philadelphia's hotel industry.
.....

Jeffrey Yau: Philadelphia has 14,000 hotel rooms within walking distance of the Pennsylvania Convention Center, providing visitors with a huge variety of hotel brands to choose from for accommodation and event venue purposes. By the end of this summer, five new hotels will have opened in Philadelphia since the start of the pandemic. The blog section on our Discover PHL website provides travellers with a comprehensive list of all the new hotel openings and recently renovated hotels.

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MICE TRAVEL ADVISOR: Tell us about the MICE and leisure tourism activities in Philadelphia.
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Jeffrey Yau: Philadelphia is such a vibrant city, continuously developing and expanding its tourism attractions. A few of the new additions to Philadelphia's tourism landscape include the Neon Museum of Philadelphia which opened in January, adding to Philadelphia's vast collection of art museums. Whilst the Philadelphia Museum of Art underwent a Frank Gehry-designed renovation in Spring this year. Restaurateurs Steven Cook and

Michael Solomonov, whose restaurant group includes acclaimed Philadelphia restaurants such as Zahav, K'Far and Laser Wolf, have also announced plans to open a new private event space in the heart of Philadelphia's Fishtown neighborhood. Named Lilah, the event space will occupy a former industrial warehouse and will be able to accommodate up to 250 guests.

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MICE TRAVEL ADVISOR: What are new hotel additions in Philadelphia for 2021-2022 tourism seasons?
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Jeffrey Yau: Philadelphia has continued to add to its extensive collection of hotels this year, making it easy for future travellers to find something that suits their travel needs and budget. New hotel openings in the city include Hyatt Centric Center City Philadelphia which opened in October and features 332 stylish rooms and over 5,000 square feet of customisable meeting and event space; Live! Casino & Hotel Philadelphia, which brings 200 guest rooms and entertainment space within walking distance of the city's Stadium Complex in South Philadelphia; Philadelphia's first W and Element hotels in Center City, marking the first dual-brand adventure for the hotels anywhere in the world, and the soon to open luxury boutique Guild House Hotel, featuring 12

rooms and suites named after history-making women.

MICE TRAVEL ADVISOR: What are the safety guidelines for tourists or the meeting delegates visiting Philadelphia?

Jeffrey Yau: As of 11th June 2021, all of Philadelphia's 'Safer at Home' restrictions have been lifted, including capacity and density limits on group gatherings and physical distancing guidelines, as well as the 11pm deadline for dining orders and indoor and outdoor mask requirements. Mask wearing, however, will remain in hospitals and health care facilities, on public transportation, and in educational settings.

MICE TRAVEL ADVISOR: What are the technological updates the hotel industry and the convention centres have taken to make the stay and the events or the meetings safer and more hygienic?

Jeffrey Yau: Many hotels have instituted contactless services for guest check-in and meeting rooms. Philadelphia's premier meeting and event venue, The Pennsylvania Convention Center has used the past year to make a number of improvements, such as UV handrail sanitation units on escalators throughout the building, as well as enhanced air purification systems and upgraded HVAC filters. For an overview of new health and safety

protocols, PHLCVB's 'Tips for Meeting in Philadelphia Right Now' profiles many of the upgrades and renovations.

MICE TRAVEL ADVISOR: Tell us about your marketing strategies to allure more event planners and tourists.

Jeffrey Yau: Now the City of Philadelphia has lifted all of its 'Safer-at-Home' restrictions due to the lowest number of new COVID-19 cases since late September 2020, we've launched a new campaign called 'Meet the Moment' that encourages both local and regional corporations and businesses to hold meetings, conventions and sporting events in the city in 2021-2022.

Philadelphia has shown that it is prepared to bring back in-person meetings. Earlier this year, PHLCVB hosted the East Coast Volleyball's 2021 Northeast Volleyball Qualifier (NEQ) tournament, making Philadelphia the first major Northeast city in the US to host a citywide event at a convention center in over a year due to the pandemic. Over three weekends, 21,650 attendees visited the Pennsylvania Convention Center for NEQ. More than 11,000 room nights were generated at 27 hotels throughout the city, leading to an overall economic impact of \$14.3 million. PHLCVB created a case study on the event detailing all of the health and safety protocols leveraged to keep attendees and organisers safe.

The City With A Difference

ATLANTA



The capital city of the US state of Georgia, Atlanta is a destination known for its contribution in the Civil War and the Civil Rights Movement of 1960. Besides its rich history, “The Big Peach” is also known for its brilliant street art, musical heritage, mesmerising skyline and Southern hospitality. The city is also home to several conference venues and convention hotels.

BEST CONFERENCE FACILITIES

Georgia World Congress Centre

The Georgia World Congress Centre is the third-largest convention centre in the U.S. and hosts more than a million guests every year. It features 1.5 million sq. ft. of primary event space and is the largest LEED certified conference centre in the world. The centre consists of three adjacent buildings. The three buildings have twelve exhibit halls, 105 meeting rooms and two ballrooms in total. Located in the heart of downtown Atlanta, the centre was established back in 1976 as the first state-owned conference centre in the U.S. It is one of the best venues in the world to host congresses, conferences, exhibitions, trade shows, meetings and all other world-class MICE events.





The Atlanta Exposition Centres

Located three miles east of the Hartsfield-Jackson International Airport, the Atlanta Exposition Centres are a pair of twin convention centres situated at the intersection of Jonesboro Road and Interstate-285. The North Building consists of 161,000 sq. ft. of total exhibition space while the South Building boasts a massive 205,000 sq. ft. of event space. It is the perfect venue for hosting international conferences, exhibitions, trade shows, large-scale meetings and several other corporate events. Each year the centre turns home to some of the biggest national and international events and hosts large group of crowds. It also offers decent electronic security systems, WiFi services and many other facilities to guests and event organisers.

Loudermilk Conference Centre

The Loudermilk Conference Centre is a premier, full-service conference centre offering 15,000 sq. ft. of flexible event and meeting facilities. The venue is ideal for conferences, business meetings, seminars, workshops, community service events, private banquets and can host up to groups of 500 people. The centre comes with a lobby or exhibition hall, large ballroom, amphitheater and boardroom, all of which can be customised according to the needs of the event organiser. The centre is also known for its culinary services and state-of-the-art technical assistance.



The Cobb Galleria Centre

Based in the Cumberland or Galleria district of Cobb County in northwest Atlanta, the Cobb Galleria Centre is another premier MICE venue in the city. The centre comes with more than 320,000 sq. ft. of total area and has hosted nearly 20,000 events and 10 million guests. It features 144,000 sq. ft. of exhibition space, 25,000 sq. ft. ballroom, 20 meeting rooms and four executive boardrooms. The centre was constructed back in 1994 by the Cobb-Marietta Coliseum and Exhibit Hall Authority with the aim to serve the need for a facility to host small and mid-sized tradeshows, conventions, meetings and social events. Today, it stands as one of the finest meeting and event venues in Atlanta.



TOP ACCOMODATION FACILITIES

Georgia Tech Hotel And Conference Centre

Located in the heart of Atlanta's vibrant Technology Square, the Georgia Tech Hotel and Conference Centre is the only venue in Georgia Tech campus that serves as a city centre hotel and a world-class conference centre. The centre is ideal for business travellers with incredible accommodation facilities and 21,000 sq. ft. of meeting and conference spaces.

Emory Conference Centre Hotel



The Emory Conference Centre Hotel is designed by the legendary American architect, Frank Lloyd Wright and is set on a 26-acre forest preserve, Hahn Woods. With 32,000 sq. ft. of event space, a world-class business centre and excellent accommodation amenities, the venue is an ideal destination for business travellers offering unforgettable business stays.

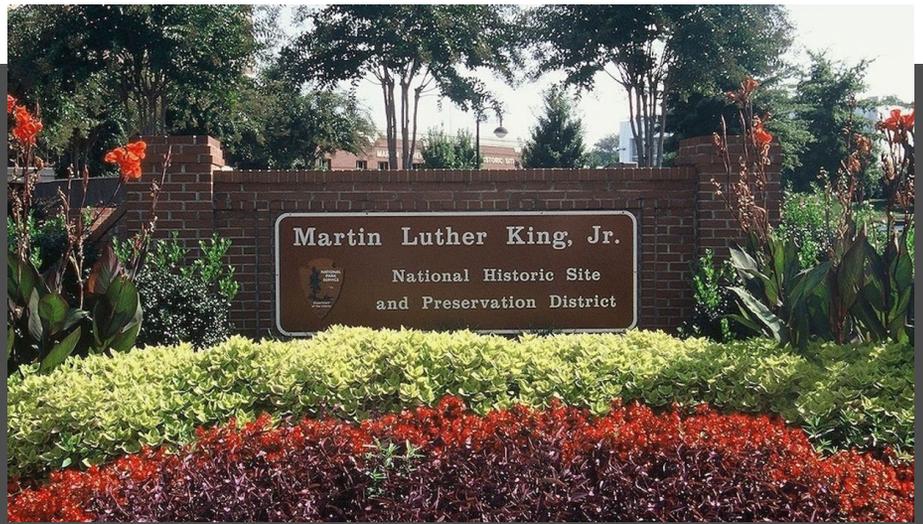


PLACES TO SEE

Visit the **Martin Luther King Jr. National Historic Site** and witness an integral part of Atlanta's history. The three important sites in the venue include the birthplace of Martin Luther King Jr., the church he preached in and the memorial site he was buried in.

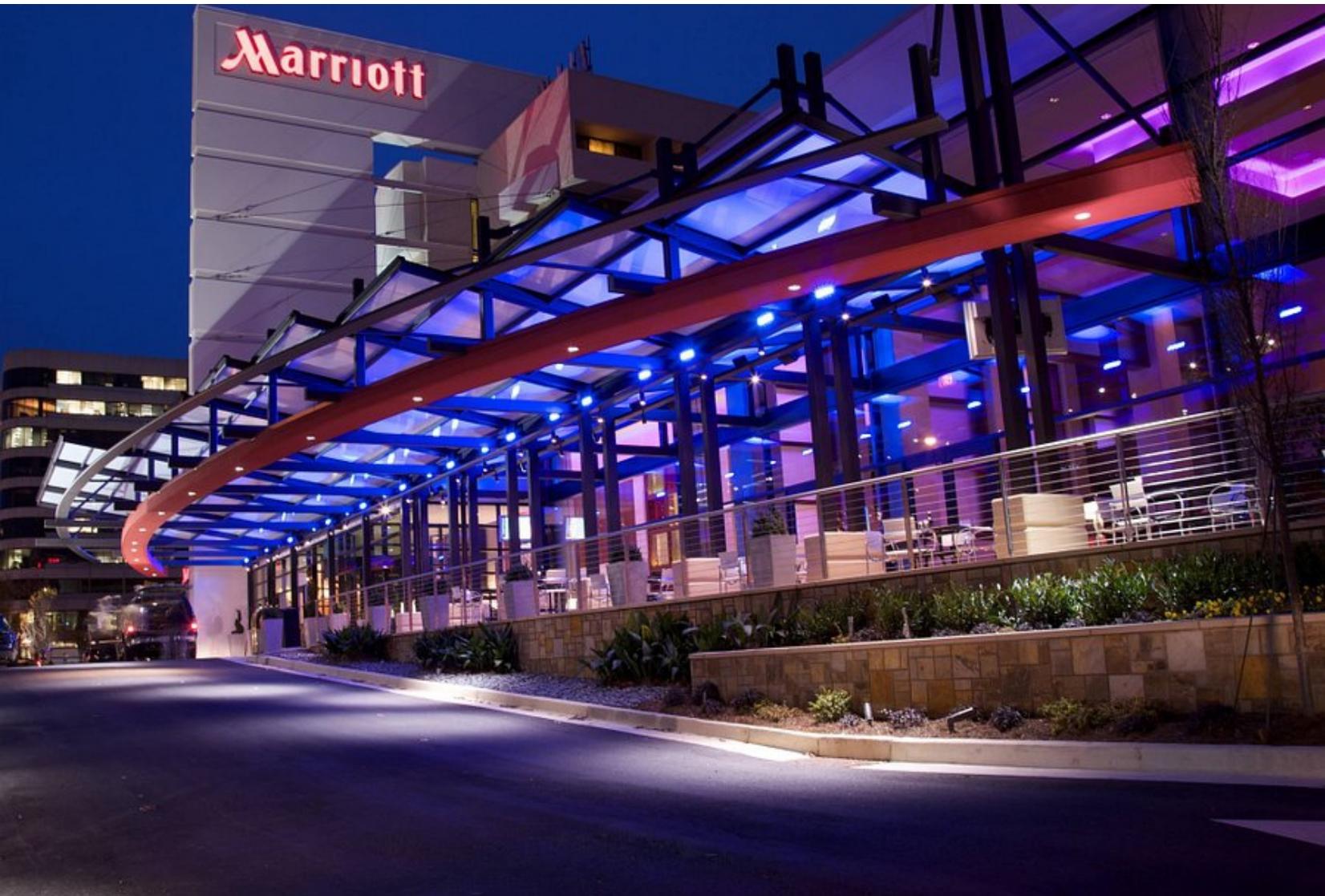
Similarly, visit the **National Center of Civil and Human Rights** in downtown Atlanta. See four legendary exhibit spaces and the rotating gallery with personal items from Martin Luther King Jr.

Enjoy some time in the **Atlanta Botanical Garden** and see some beautiful flora and fauna spread across 30 acres. The large collection of plants in the garden is preserved for education, enjoyment, conservation and research purposes.



Atlanta Marriott Buckhead Hotel And Conference Centre

The Atlanta Marriott Buckhead Hotel and Conference Centre is a modern business hotel situated just walking distance from Phipps Plaza, Lenox Square and Lenox MARTA Station. Besides luxurious accommodation options, the hotel also features 30,000 sq. ft. of conference space ideal for hosting conventions, meetings, seminars, workshops, corporate gatherings, galas and other business or social events. It is also Buckhead's only IACC-certified conference centre that offers innovative spaces and personalised service for inspired events.



Adjacent to the garden is the **Piedmont Park**, a picturesque venue covering 185 acres of total area. It consists of a lake, a wide path for walking and cycling, several picnic spots, playgrounds and much more.

Lastly, take a look at the **Georgia Aquarium**, one of the most popular aquariums in the world with 10 million gallons of water, thousands of marine animal species and more than 70 habitats. It is the third-largest aquarium in the world and the largest in the US.



Touchless Meeting Technology

As the meetings and business summit industry looks for ways to bring back attendees to big conferences, there is much talk about contactless processes right from parking lot to convention centre.

Though we have the vaccine now, there are still threats of getting infected. Conducting on-site events require strict adherence to guidelines set down by the Centers for Disease Control and Prevention (CDC) and the World Health Organisation (WHO).



Creative Contactless Solutions

Advanced Registration

Advanced registration and self-check-in kiosks can help to avoid the use of paper. Once registration happens, remind attendees that there will be no materials given out, including name badges. Send them the mandatory requisites like mask-wearing, social distancing, and anything else related to COVID-19.

Hybrid Sessions

Even when the “all clear” status is granted for big events, there will be a subset of your members who will wish to participate remotely. Providing a hybrid approach (at a cost) will ensure greater meeting participation.

Contactless check-in

Event planners can create or use an app that asks a series of COVID-19 screen questions that they must answer before checking in. Once completed, provide a QR Code to scan at a kiosk that will confirm they are registered.



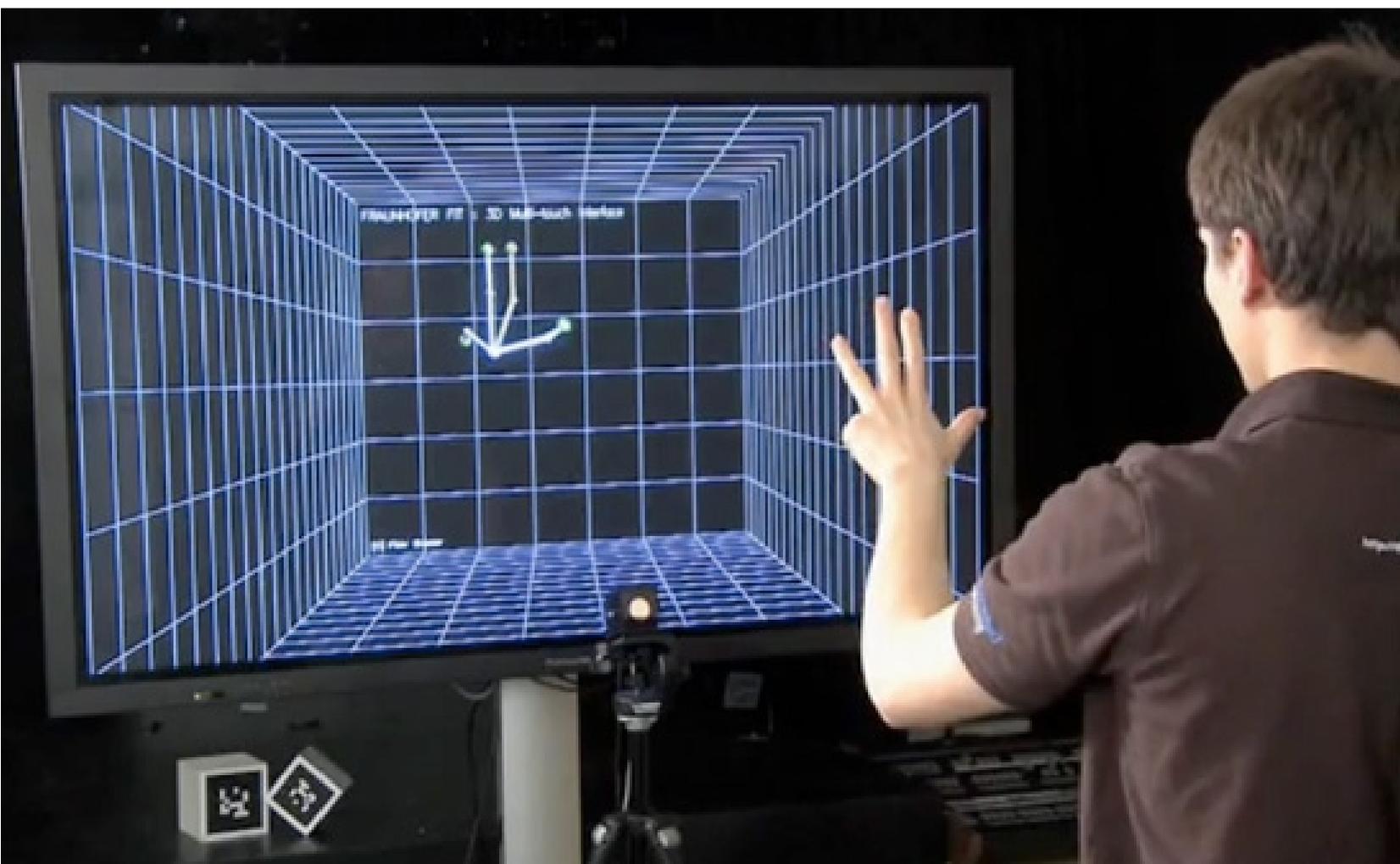


Hand Sanitizing and Temperature Screenings

Temperature screening monitors can be rented to detect a fever without touching the participant using heat map technology. UV-C sanitizing charging lockers, touchless hand sanitizers and UV-sanitizing shells are also available for rental. Attendees can place phones and other personal items over some of these stations during the course of your event to kill coronavirus that might be on the surface.

Application Sensors

Event organizers can control lighting, room temperature and number of attendees in each room through a smartphone applications.



Touchless Presentations

Everything from turning on and off the LCD projector, moving slides to adjusting the large monitor can be controlled through your smartphone.

Instead of handing out laptop and tablet rentals at the check-in area, each device will be placed in the attendee's room in a sterilised container. For one-day events, individuals can pick up their devices in a specified conference room.

CALENDAR OF EVENTS

ILTM ASIA PACIFIC

20-22 July

Virtual

iltm.com/asia-pacific



Universal Tourism Exhibition
20th -22nd July & 27th -29th July
Kunming & Zhengzhou , China
china-ute.com/en/



Universal Tourism Exhibition 2021

RDA EXPO GMBH

27th -28th July

Barcelona

rda-expo.de/en/cologne



ITE Hong Kong International Travel Expo

29th-30th July

HKCEC Hall, Hong Kong

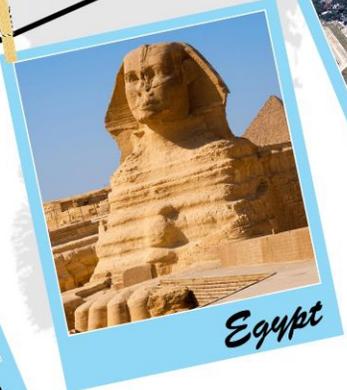
itehk.com/travelexpo/



Travel AND Tour™ WORLD



Paris



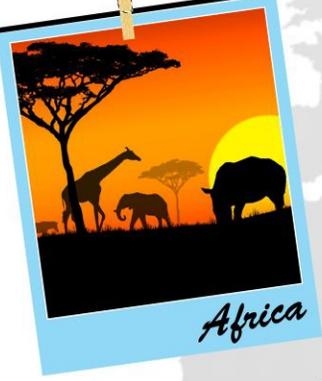
Egypt



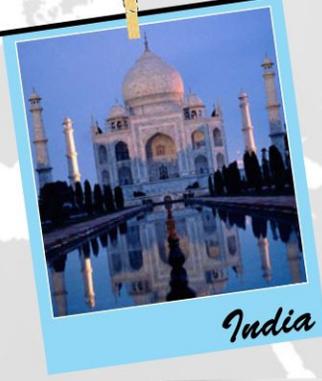
Brazil



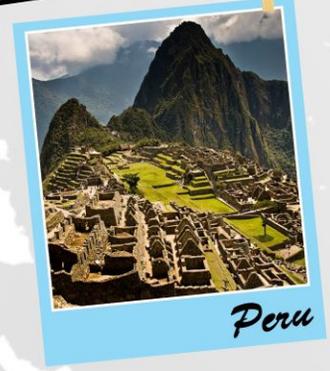
Italy



Africa



India



Peru



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