

MICE

Travel Advisor

Volume: 10, Issue: June 2021

Centre of Attraction

Málaga

Tech Talk

**LATEST
VIRTUAL
MEETING
TECHNOLOGY TOOLS**



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From the Editor's Desk

Dear Readers,

It has been more than a year since the COVID-19 pandemic took the world by storm. As people across the globe continue to fight against the deadly virus, several countries are gradually restarting business activities in the hope of economic recovery. Now more than ever, new and experimental concepts are being encouraged to boost different sectors of tourism.

Therefore, in this issue our **Cover Story** explores the latest trend and growing demand of organising meetings and events at the sea. Read how the cruise industry has stepped up to venture into the MICE sector.

Another result of the new normal can be seen in the emergence of work-from-home system. Virtual meetings and events are an important part of the new work culture. So we have decided to take a look at the latest virtual technology tools launched this year in our **Tech Talk**.

Alongside new innovations, travellers are also looking out for new destinations with good business opportunities. Our **Centre of Attraction** covers Malaga, the smart city of Spain that has largely transformed its MICE sector by building new convention centres and luxury hotels.

Similarly, we have highlighted Lima, the capital of Peru in our **Venue Check**. The city is home to some of the finest convention centres and business hotels in the country. Lastly, read our **Spotlight On** to know more about the Oman Convention and Exhibition Centre. Besides offering great MICE facilities, the centre is also ready to serve as a COVID-19 vaccination centre in this time of need.

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Meetings at Seas



There is really no better time than the present to do something new, something you have thought about for a while, such as a meeting or an event in sea. Just as the land-

based hospitality industry is expected to bounce back vigorously, the cruise industry is also keen to grow in MICE sector.

This demand is obviously there, from increased



interest among luxurious companies for fresh-take meetings and bucket-list incentives to increased interest in cruising among the public in general and millennials.

It's also fuelled by the efforts of the cruise industry itself to expand its target markets beyond the traditional baby boomers to include millennials and Generation Xers.

Luxury At One Go

As the meeting experiences in seas is the “new luxury,” now most of the cruise lines like Royal Caribbean have upped their game on appointments and design. The exterior cruise-ship design has also undergone a “sea change,” as it is now becoming more focused on connecting deeper with the ocean environment, from more outside stateroom balconies and outdoor promenades to outside-facing or alfresco bars and restaurants. Now many cruises have purpose-built conference centres that can also be converted to smaller rooms, plus boardrooms and other flexible spaces for small and large gatherings.



Technological Advancements



The inbuilt Wi-Fi speed and reliability on cruises were a huge stumbling block for corporations considering an event in sea. But now most of the top-rated cruise lines have recently developed their games and dramatically enhanced connectivity infrastructure to better attract corporate meeting customers, especially their target demographic of younger companies. Royal Caribbean's Voom service offers the fastest connection in sea. Voom allows guests to go online, stream, video chat and share updates with those back home from onboard ships.



All New Dining Experience

The expectation of fine, land-based dining has always been higher. That level of sophistication has now reached the cruise industry as well and raised the bar considerably high. Today's cruise lines have drawn enough celebrity chefs to act as consultants and train their kitchen staff so that they can create their own network for enhanced foods.

At the same time, event planners also need to take into consideration the same special dietary needs of their groups as they would if they were contracting with hotels and resorts at home, from low carbs to low fat, paleo to vegetarian, gluten-free to vegan.

FACE TO FACE

*In an exclusive interview with MICE Travel Advisor, **Gareth Matthews, Marketing & Communications Director, Hotelbeds** shares his views on the challenges taken by global hotel industry due to pandemic. He also expresses his views on possible solutions to overcome the situation.*



MICE TRAVEL ADVISOR: Do you face any challenges in COVID-19 times or in post COVID-19 times?

Gareth Matthews: Like all the players in the travel industry, our volumes were hugely impacted by the global lockdown, but we used this time to focus on how we could adjust our value proposition, processes and digital tools to be in the best possible position to support the recovery of our partners globally. We can see that our strategy and initiatives are working, as in those domestic markets and short-medium

haul travel corridors that have had fewer restrictions in place such as the USA, Mexico and UAE, our volumes are in line or ahead of 2019. There is clearly significant pent-up demand worldwide, and whenever a government relaxes restrictions in a particular corridor we see an immediate spike in bookings. While this gives us a lot of confidence for the future, aligned with the wider industry view, it's fair to say we are not expecting a full global return to 2019 volumes until 2023, so the overall picture remains challenging for the industry.

MICE TRAVEL ADVISOR: What are strategies Hotelbeds taken to boost hotel industry in post COVID-19 time?

Gareth Matthews: FWe have been very agile to adapt our operations to support our hotel and travel distribution partners globally. One example of this has been our shift to a domestic focused portfolio to better respond to the current demand patterns, while making it much faster to onboard new hotels so that they can take advantage of our distribution reach as quickly as possible. Another example, for our client partners is how we are harnessing our search and booking data intelligence and making it accessible in a user-friendly, online platform that makes it easy for them to not only understand what are the fast changing 'trending' destinations for their source markets, but access the most relevant hotel properties together with marketing tools that allow them to personalize promotions with their own branding and launch it to their customers efficiently and effectively. stimulate and kick-start our domestic market. For example, MyCEB is creating packages for the domestic market called Let's Meet Locally, while the regional market will have a similar initiative called Let's Meet Tomorrow. There is strong collaboration between MyCEB with venues and hotels to kick start and simulate the resumption of bookings and enquiries for business events.

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MICE TRAVEL ADVISOR: How this pandemic has shaped the hotel industry and how much is affected in both hotel and tourism sector?

Gareth Matthews: It's still too early to predict accurately what the full impact of the pandemic will be on the travel industry overall, but certainly in the short to medium term, due to government restrictions and consumer confidence, the primary volumes are likely to remain in the domestic and short-medium haul corridors, changing

significantly the traveller profile, ADR and length of stay. Longer term, the pandemic is likely to accelerate the positive drive towards a more sustainable industry with greater awareness of the impact that the industry has on destinations worldwide with a range of initiatives likely to be launched by major industry players. One example of this in the case of Hotelbeds' is our popular 'Green hotels programme' designed to highlight and promote properties in our portfolio that meet strict sustainability KPIs.

MICE TRAVEL ADVISOR: What are the use of technology Hotelbeds taken to make easier in operations.

Gareth Matthews: 2020 was certainly a challenging year for all of us, but here at Hotelbeds we moved quickly early on to develop and roll out a range of digital solutions to support our partners deal with this unprecedented context. One example of this was the launch of our 'SelfSet' platform, providing our partners with digital self-service tools to make it much easier, efficient and user friendly to manage all aspects of their bookings and operations with us – something that is particularly important in these volatile moments where travel is subject to governmental decisions and travel corridors are opening and closing, often at short notice.

MICE TRAVEL ADVISOR: Tell us about Hotelbeds partnering with the Korea Tourism Organization to drive inbound US tourism.
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Gareth Matthews: Hotelbeds is working with the Korea Tourism Organization's New York Office on a tailored campaign until the end of September to promote the destination across its US based travel industry partners in an effort to encourage more tourists to visit the country when the time is right.

The company firmly believes that Korea has enormous potential to grow as a top Asian destination once mass international tourism resumes. Hotelbeds focus in this partnership is to market and improve the level of inbound US tourism into Korea, building on the already strong position the US holds as one of the top 5 of leading inbound markets for Korea.

MICE TRAVEL ADVISOR: Hotelbeds and IATA have partnered to launch a new travel agent platform featuring information on FAMs, training and discounts all in one place. Tell us about its operations.

Gareth Matthews: We were very pleased to announce this partnership with IATA, the trade association for the world's airlines. We are delighted that IATA has chosen our Travel Stack technology to provide their member agents with a booking solution. Via IATA/IATAN ID cards, travel professionals can access IATA's Agent Experience platform where they can view and book, in one convenient place, special offers such as FAM trips, training courses and personal discounts on flights, hotels, car hire, and attractions worldwide.

Hotelbeds' TravelStack technology gives ID Card holders full access to Hotelbeds' extensive portfolio of 180,000 hotel properties in 140 countries worldwide, many of which are contracted under special terms and conditions.

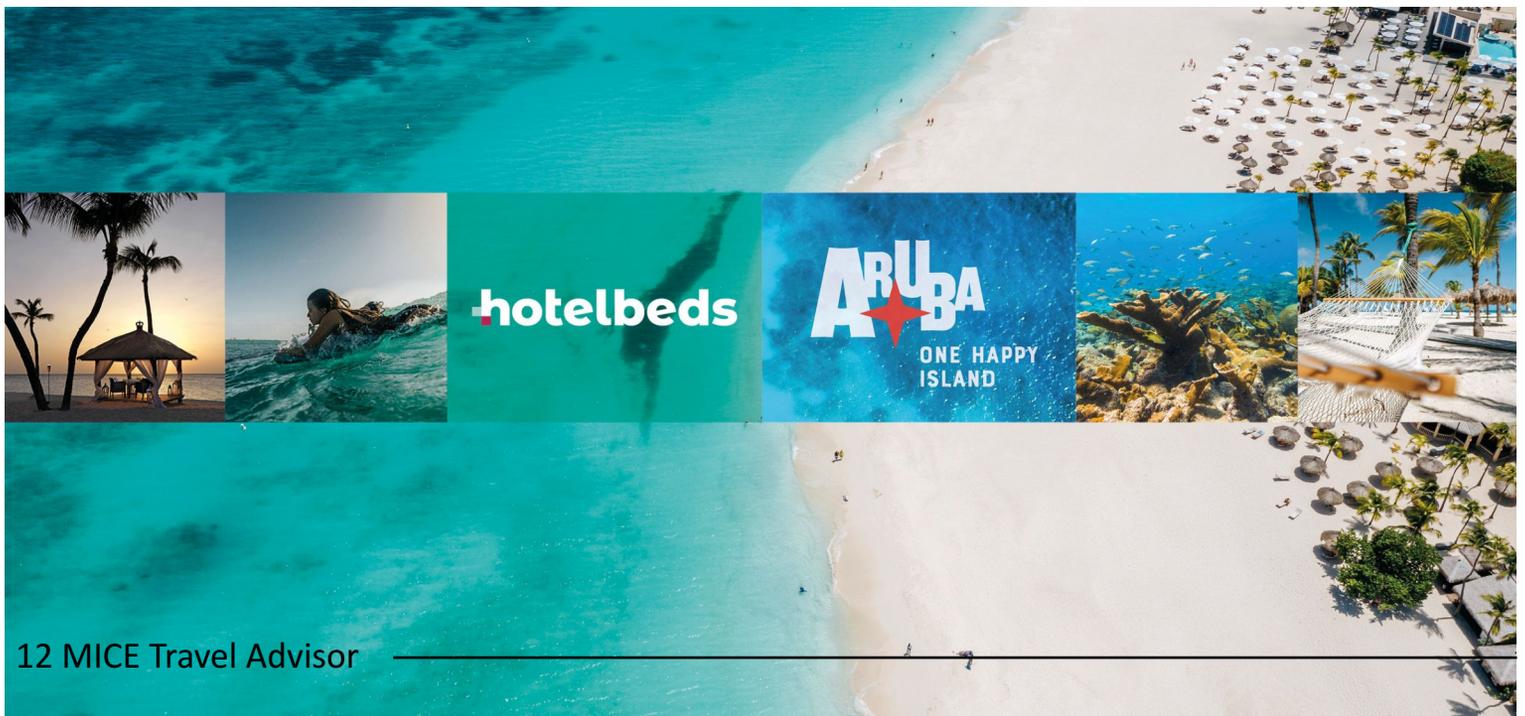
MICE TRAVEL ADVISOR: Tell us about the Green Hotel Programme. What are the objectives?

Gareth Matthews: The Green Hotels Programme is a turn-key solution designed to bring Hotelbeds and its partners into the green economy and accelerate the transition of the travel industry towards sustainability – a topic whose importance has clearly increased dramatically in light of the COVID pandemic. It enables our travel distribution partners to easily identify and market hotel properties that meet the strict criteria set by the Global Sustainable Tourism Council (GSTC), the leading global authority in setting and managing standards for sustainable travel and tourism. We

currently have more than 15,000 properties in our portfolio that meet these strict criteria.

MICE TRAVEL ADVISOR: Tell us about your future plans to expand the business.

Gareth Matthews: We made very good use of the global lockdown, to drive forward new approaches to harnessing data, digital processes and automation to improve the customer experience, efficiencies across the supply chain, and to ultimately help our trade partners to more effectively convert growth opportunities and it is our intention to continue on this journey. We believe that there is no other industry better positioned to capitalize on the benefits of AI, and a data driven, digital-first approach than the travel industry, and this need has only been further accelerated by the pandemic.



The COVID-19 pandemic has reinforced work-from-home culture and the system of virtual meetings and events. Conducting meetings and events through virtual or digital platforms is now the new normal. With the increasing demand for virtual meetings and events, organisers and participants have also started looking out for better facilities and technologies that would allow them to have a more advanced virtual meeting experience. Therefore, few companies have stepped up to introduce several enhanced services to provide better virtual experience to users. Let us take a look at some of the latest virtual meeting technology tools that have been introduced this year.



LATEST VIRTUAL MEETING TECHNOLOGY TOOLS

MeetingPlay

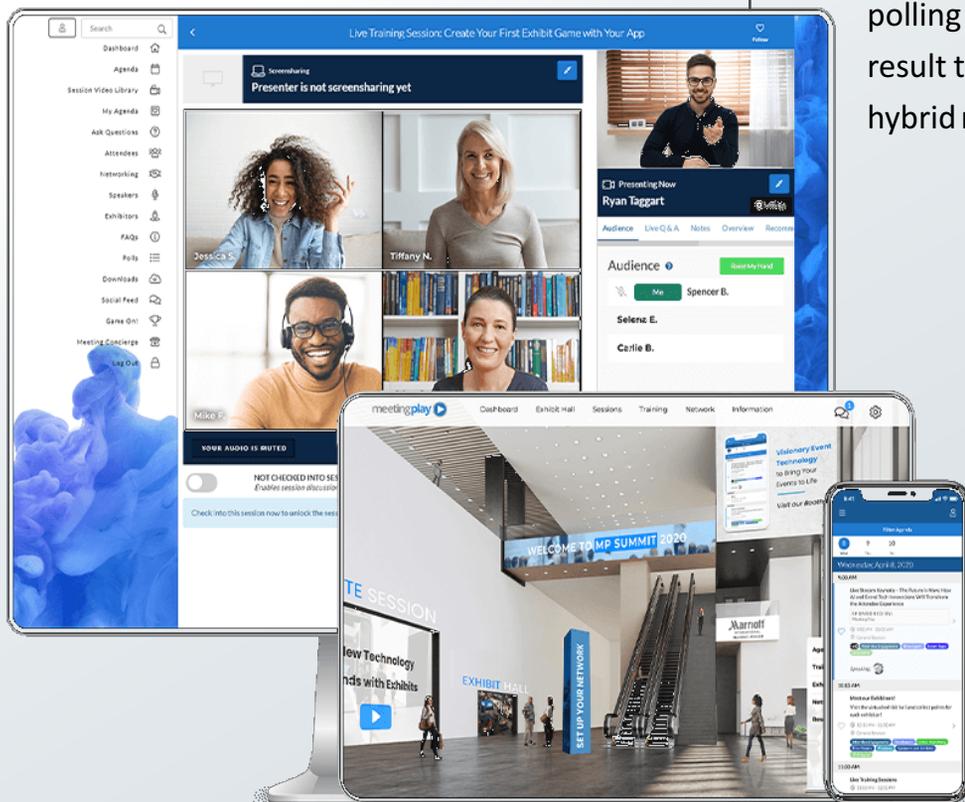
Technology company MeetingPlay, the virtual-event platform in Marriott's Connect with Confidence programme and industry leader in innovations for in-person and virtual events and conferences, has recently decided to introduce new developments in its programme. The company has launched The MeetingPlay Hybrid Experience, a new set of services to engage live and remote participants equipped with enhanced technology and service. On the other hand, the company has also revealed an upgraded version of the MeetingPlay Studio Platform. The new feature allows connecting with presenters backstage and has enhanced presenter tools, seamless connection, advanced interaction and customised branding as well as new layering effects and connection with other media.

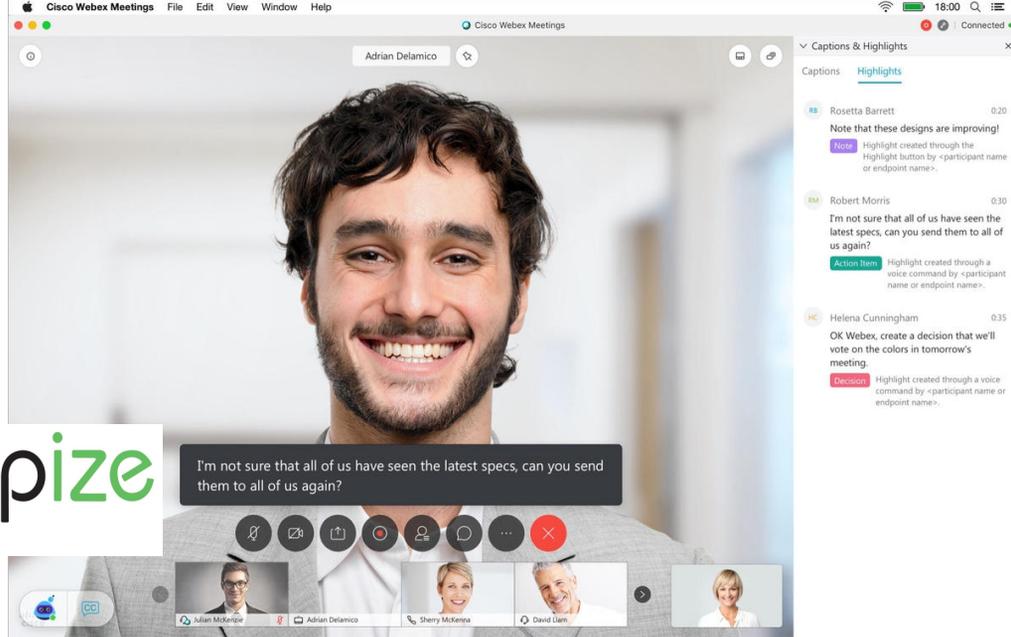
On24

Digital experience platform ON24 has also announced a new breakout-room feature for its webcasting services. The latest functionality allows audiences to move between breakout rooms live or simulate all virtual events. Details as to who joined and for how long they were engaged are captured. ON24's newest breakout technology will be available for all ON24 digital events by this summer.

Cisco

Cisco Webex, the leading solution for online meetings, video conferences, webinars and screen share, has recently acquired Socio Labs Inc., the socio event-management platform. The latest collaboration allows Cisco to merge Cisco Webex's video meeting platform with Slido, the Q&A and polling technology from Socio. The merger will result to create a more end-to-end portfolio of hybrid meeting tools.





vFairs

Powerful virtual events and trade shows platform, (vFairs), has been remarkable in hosting digital events all throughout the pandemic. More recently, the company announced new product integrations with Slido, Interprify, ReStream, Wordly, SyncWords and Oracle Eloqua. All these integrations will accelerate the virtual event management system and provide participants much more immersive user experience. Each of the newly integrated platforms will expand the functionality of vFairs and offer inclusive event experience to participants.

Glisser

Virtual meeting platform, Glisser recently announced the launch of Glisser Stream, its own video-streaming facility that will allow users to organise and host their own virtual events directly through the platform. The new service will eliminate the need for using any third-party integrations and make the platform more secure and much less complicated. Glisser will also continue to work with all other platforms it is integrated with.

Groupize

Groupize, the enterprise meeting management and registration-technology provider, has launched two new services, a web-based app and spatial recognition networking capabilities. Both the products can be used as standalone product or alongside the company's platform. The app has been designed to integrate several videoconferencing services like Zoom, Google Hangouts, GoToMeeting, Amazon Chime, Webex and Ring Central. It can host events of any size and allows branding and customisation, contactless check-in with QR code, sponsor and exhibition management, speaker profiles, documents, videos, locations and maps. Participants will get a more streamlined experience. This also allows users to integrate personal calendars. Meanwhile, the networking service will enable organisers to create virtual background spaces like conference rooms or lobbies and allow attendees to move through rooms.

The capital and largest city of Peru, Lima is located in the central coast of the country overlooking the Pacific Ocean.

Lima is also one of the largest cities in America with a population of 9 million. The city is also considered as the financial, commercial, political and cultural centre of the country. Lima has now established itself as a desirable destination for business and leisure travellers alike.

Over the years, the city has opened several MICE opportunities. It is now home to some of the finest convention centres and hotels in Peru. The city has also gained enormous experience in hosting some of the most important events in the world and continues to work towards establishing itself as a great MICE venue. The MICE sector in Lima plays a key role in creating a positive impact on the society and focuses on green and sustainable MICE facilities. Read on to know all that the city has to offer.

Peru's
capital
and
prominent MICE
destination
In the country

lima



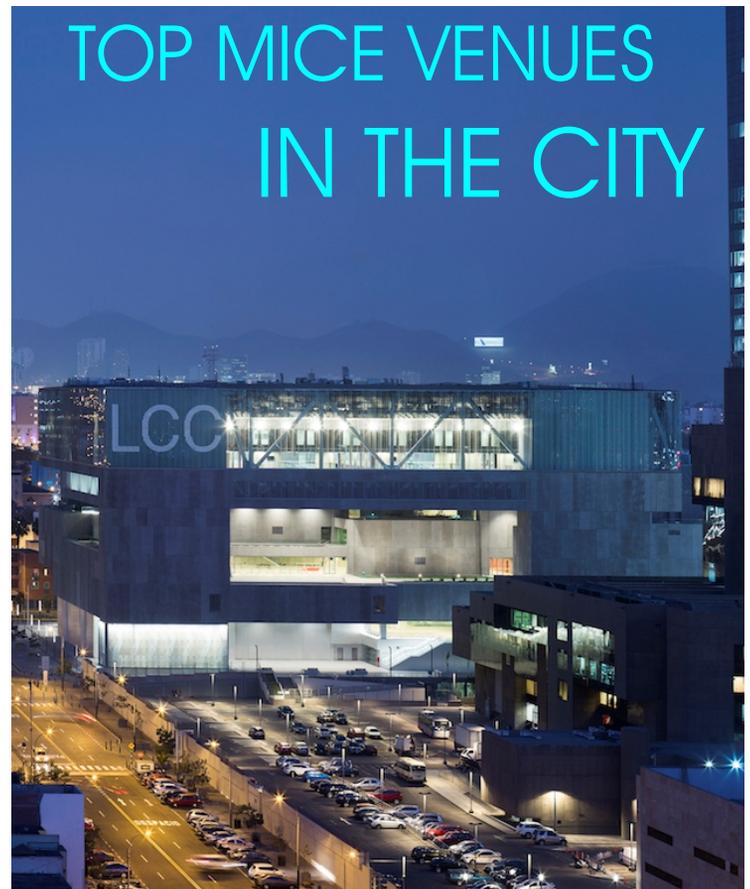
Lima Convention Centre

The Lima Convention Centre (LCC) was built as an agreement among the Peruvian State, the World Bank and the International Monetary Fund to host the 2015 Board of Governors. This particular event was used as an opportunity to extend and improve the convention centre further. The centre is strategically located in the Cultural Centre of the Nation (CCN) next to the National Museum, the Ministry of Education and the new headquarters of the National Bank. It consists of 15,000 m² area in total and features 18 multipurpose convention halls with varying sizes from 100 m² up to 3500 m² and can hold up to 10,000 people simultaneously. The centre is ideal for hosting conventions, conferences, meetings, seminars, trade shows, exhibitions and similar corporate or business events. In addition to the convention halls, the centre has separate spaces like exhibition areas, workshop areas, cafeterias, relaxations areas, kitchen and dining spaces as well as four underground car park floors.

Veterans Memorial Civic and Convention Centre

Located in the center of Lima's Town Square, the Veterans Memorial Civic and Convention Centre (VMCCC) is one of the most important venues for public gathering in Western Ohio. The centre is perfect for hosting conventions, meetings, exhibitions, seminars, banquets, galas and all kinds of corporate and social gatherings. The VMCCC

consist of a 14,500 sq. ft. exhibition hall, 10 meeting rooms, a 1774 seat theatre or Crouse Hall and large banquet facilities. The exhibition hall can be divided into three sections for simultaneous events and can accommodate up to 1200 individuals for conferences, trade shows and exhibitions. The meeting rooms also come into different sizes and can hold between 24 to 100 people. The rooms are mostly used for meetings, seminars, presentations, workshops and any other small gatherings of the same nature. Meanwhile, the Crouse hall or theatre offers a wide stage area for all kinds of on-stage events. The convention centre also connects to the 100-room Wingate by Wyndham and the Market Street Parking Garage making it an ideal choice for business travellers.

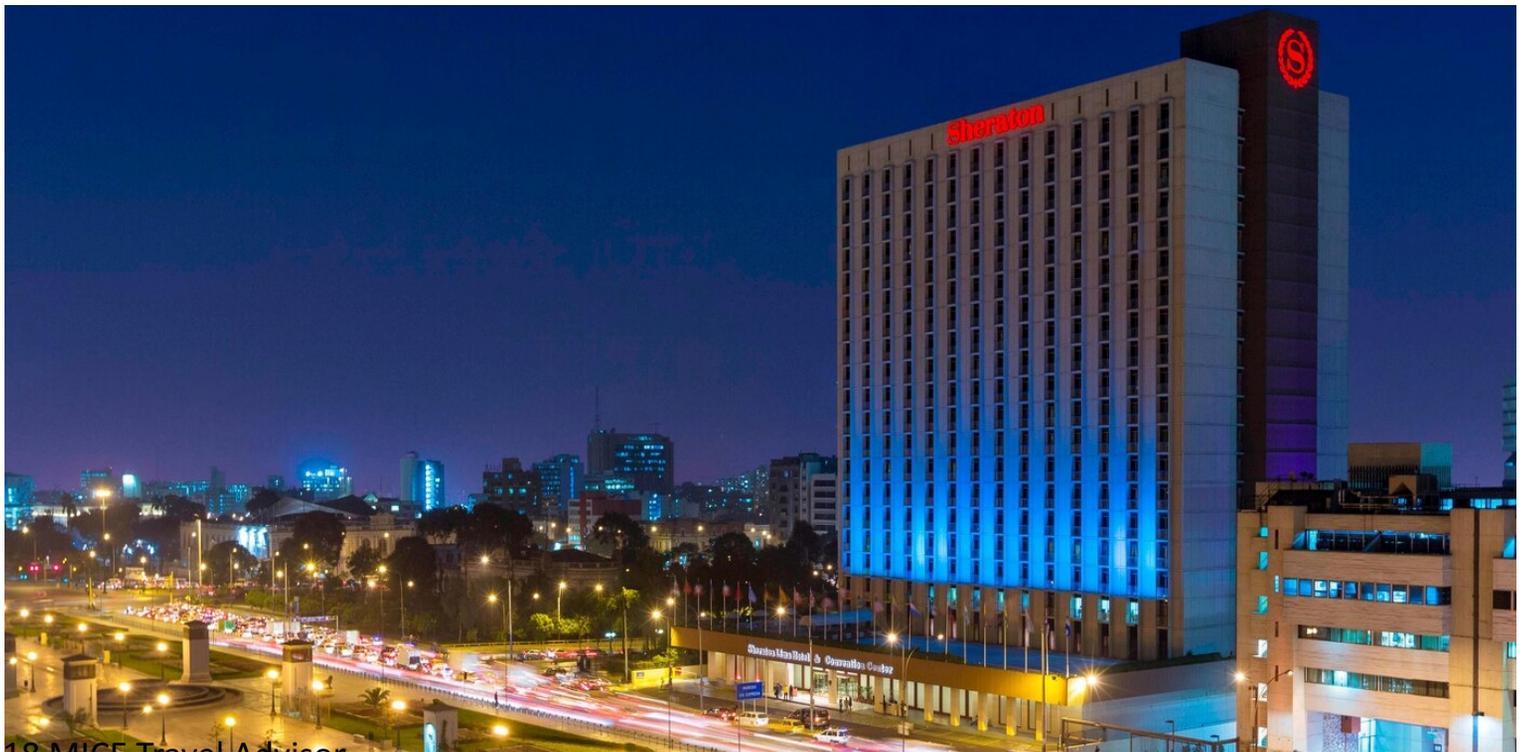


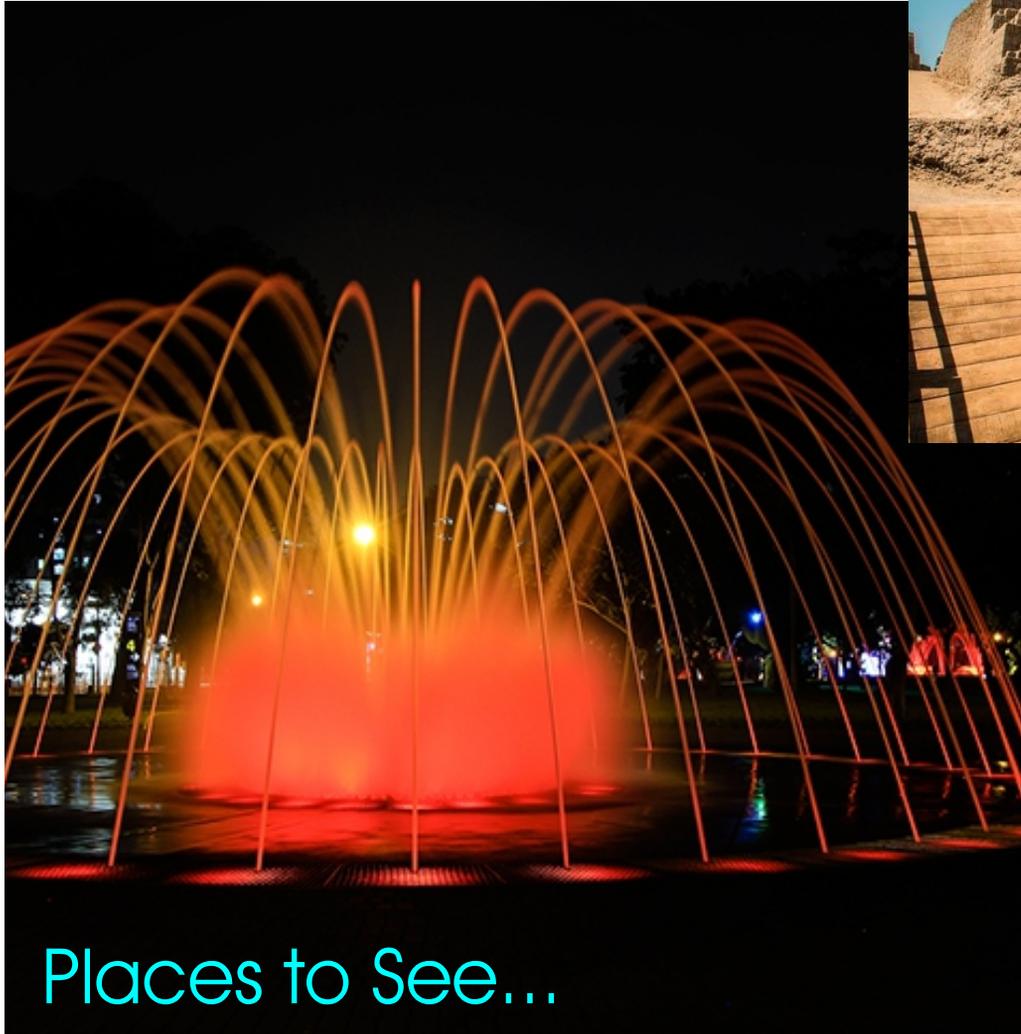
Sheraton Lima Hotel and Convention Centre

The Sheraton Lima Hotel and Convention Centre is one of the most ideal locations for business travellers in the city. It provides great accommodation facilities and MICE opportunities. The luxury rooms offer comfortable and convenient stays at the Historic District, less than 7 miles from the Jorge Chavez International Airport. The hotel is also perfect for hosting conferences, conventions, meetings, seminars and other corporate gatherings and events. It consists of 10 event rooms and 37,458 sq. ft. of total event space. The hotel can hold up to 750 individuals in its largest space. All spaces come with state-of-the-art audio visual equipment. The hotel also has a 24-hour business centre that can help with all kinds of requirements necessary to organise meetings or events.

Westin Lima Hotel and Convention Centre

Located in the San Isidro district of Lima, the Westin Lima Hotel and Convention Centre is one of its kinds. It is one of the finest convention hotels in the city and offers 301 rooms and suites for a modern stay. Besides providing luxurious accommodation facilities, the hotel features nearly 27,936 sq. ft. of total event space. It offers 19 diverse venues ideal for all kinds of meetings, conferences, exhibitions, shows and other business events. The hotel can accommodate anywhere between 10 to 2000 guests. It also boasts one of the largest convention rooms in Peru called the Limatambo Room that has the capacity to hold nearly 1600 individuals at one time. Every meeting and event room in the hotel is equipped with state-of-the-art technology.



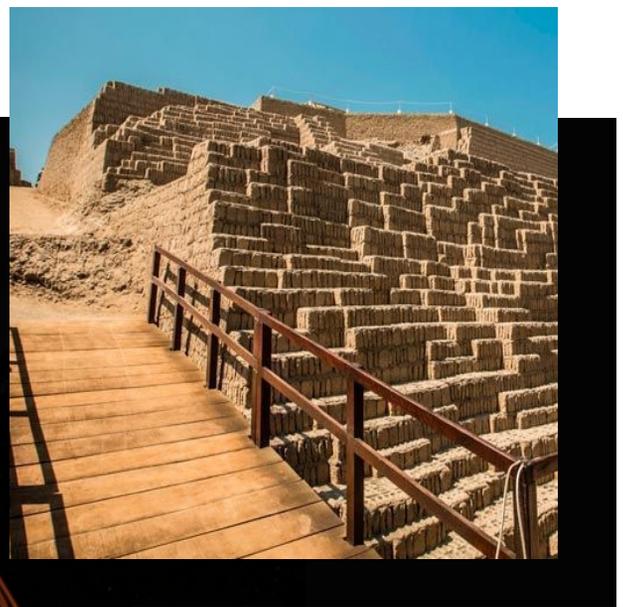


Places to See...

Alongside the great MICE opportunities, Lima also has several tourist sites that business travellers can explore beyond work.

Take a tour to **Miraflores**, one of the most picturesque venues in Lima. Here you can enjoy the sea and the scenic landscapes as well as get great shopping opportunities and clubbing options. Make sure to visit the **Huaca Pucllana** in Miraflores, considered as Lima's key landmark monuments and know more about the pre-Inca history.

Visit the **Parque de la Reserva**, a beautiful park that



turns into **Circuito Mágico del Agua** by the day and into a magnificent water fountain park by the night. During the day you can enjoy a nice stroll around the park and at night you can see the sounds, water and light show. The fountains create some of the most spectacular displays on water ever seen. You can also take a tour of some of the most famous historic venues in Lima like the **Plaza De Armas**, the birthplace of the city, **Museo Larco**, a private museum that features pre-Columbian art and collections representing 5000 years of Peruvian history as well as the **Lima Cathedral**.

OMAN CONVENTION AND EXHIBITION CENTRE, MUSCAT, OMAN



The Oman Convention and Exhibition Centre (OCEC) is a major business and tourism venue located in the Seeb area of Muscat, Oman. The facility is developed and owned by Oman Tourism Development Company. The centre is situated within its own integrated precinct, only 4 kms away from the Muscat International Airport. The venue is designed to host international conventions, congresses, meetings, exhibitions, and similar corporate and social events and performances.

The entire precinct provides infrastructure that is ideal for hosting global, regional and local MICE events. The whole facility is managed by AEG Ogden, an Australian business organisation that specialises in the operation of conference centres. OCEC is now considered to be one of the finest MICE venues in the country and attracts numerous business travellers from around the world to host their events. The venue has been recently transformed into a COVID-19 vaccination centre for Oman due to its size and ability to handle large crowds.

History



The Oman Convention and Exhibition Centre was developed in two phases. In the first phase, Carillion Alawi built the exhibition halls that were designed by regional architectural firm, SSH. Five exhibition halls were created that provided 22,000 sq. m. of exhibition space. These halls built in the first phase were opened in June 2016.

The second phase of development included the convention centre itself and was being developed as a joint venture between Shapoorji Pallonji and Oman Shapoorji Company. In the second phase of its development, the centre included an auditorium with the capacity of holding up to 3,200 individuals and a theatre that can accommodate around 450 people. The latest developments were launched in June 2018.

The second phase also saw the opening of the Crowne Plaza hotel inside the facility in 2017 and the JW Marriott Hotel in 2018.

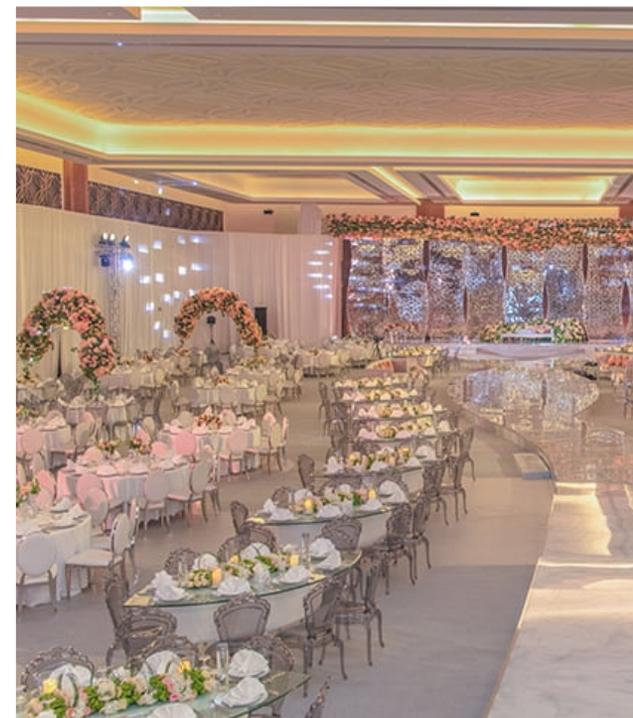


The Centre

The centre offers five exhibition halls with a total of 22,396 sq. m. of column-free event space. The first two halls together can seat more than 10,000 individuals in theatre-style. The main hall one serves as a multi-purpose venue for large events, conferences, meetings, business sessions and galas. It also has a two-tier auditorium called the Madinat Al Irfan Theatre that can hold 3,200 people and another small auditorium that can seat around 450 guests.

The complex also comes with a grand ballroom that can seat nearly 1000 guests in banquet style along with a junior ballroom that can seat up to 540 individuals. It also offers an additional 20 meeting rooms that can hold anywhere between 25 to 360 people, a VIP pavilion and 10 hospitality suites. The centre covers nearly 55 meeting and events spaces in total and also has its own multi-story car parking with a capacity to accommodate nearly 4000 vehicles.

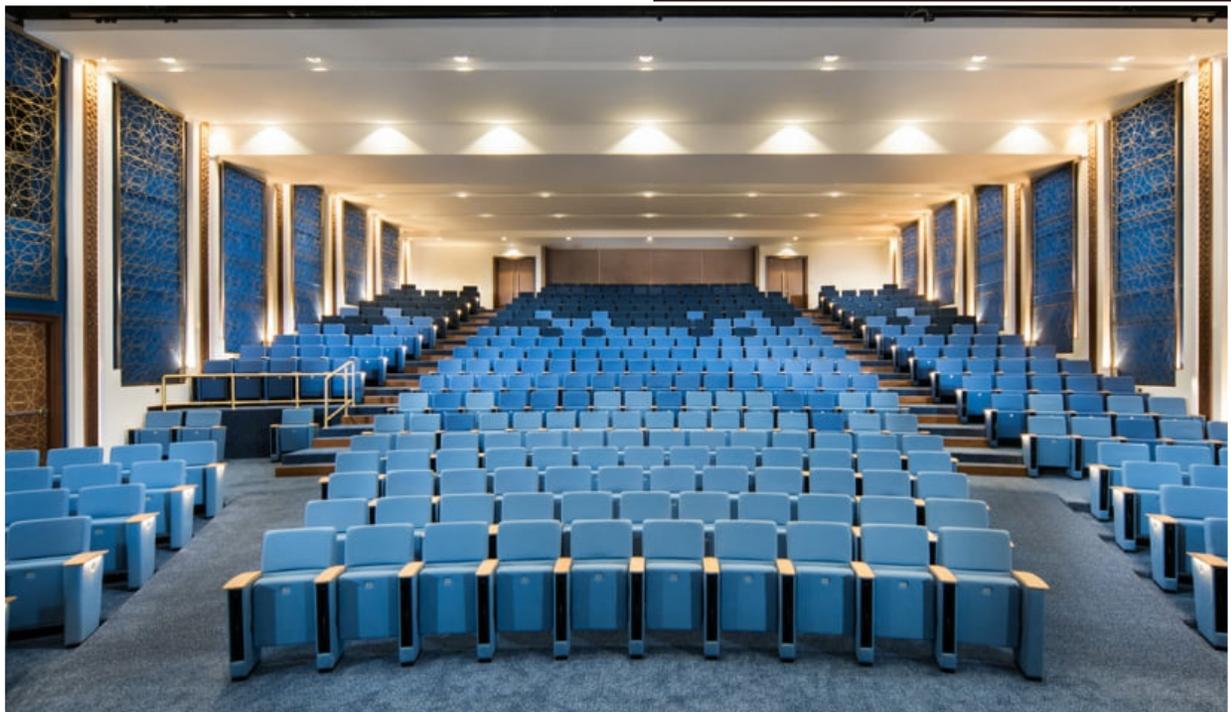
The convention centre is also connected to the 5-star JW Marriott hotel and the 4-star Crowne Plaza Hotel located inside its precinct. The precinct also includes a business park that is surrounded by a natural reserve and is a paradise for Oman's birdlife, parklands and valleys. The picturesque precinct combined with incredible MICE facilities has made the Oman Convention and Exhibition Centre popular among delegates, international visitors, and the local community.





OCEC as the COVID-19 vaccination centre

The Oman Convention and Exhibition Centre is set to be transformed into a COVID-19 vaccination centre for the next phase of vaccination in Oman that will begin in June 2021. Oman's Ministry of Health and Ministry of Tourism is looking after the work in progress. The decision has been well received by residents and citizens all across Oman. The venue will largely contribute to the vaccination drive as it is one of the prominent landmarks in the capital city. The centre also has huge space as well as the ability to handle crowds and can largely help in the process of vaccination.



Spain's Smart City

Málaga

Málaga is known as the smart city of Spain. Málaga has created a name for its smart energy, environment and services despite being low in Information Technology and economy.



Scope of MICE



This port city of Spain is not only rich in tourism, construction business and technology services but also in other sectors such as transportation and logistics. This city has seen a major transformation in meeting and event industry with the construction of luxurious hotels and convention centres.



Convention Centers & Hotels

Málaga Trade Fairs and Congress Centre

The Málaga Trade Fairs and Congress Centre was founded to supply a strategically located hub for trade fairs and conferences. It offers its clients the possibilities of strengthening business and collaborative links in Málaga, the economic motor of Andalucía. Málaga has all necessary features for becoming a first-rate congress and exhibition destination. Málaga Trade Fair and Congress Centre has become a first-class reference point in the sector. The functional design of the enclosure of 60,000 m² space and its technological features make the Málaga Trade Fair and Congress Centre an ideal place for a business centre.

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El Gran Hotel Miramar Resort & Spa

El Gran Hotel Miramar Resort & Spa is located in the La Caleta area, between the Paseo de Reding and the Paseo Marítimo, with the main facade facing the Mediterranean Sea. It offers spectacular views of the bay of Malaga and is located just 5 minutes from the main museums of the city.



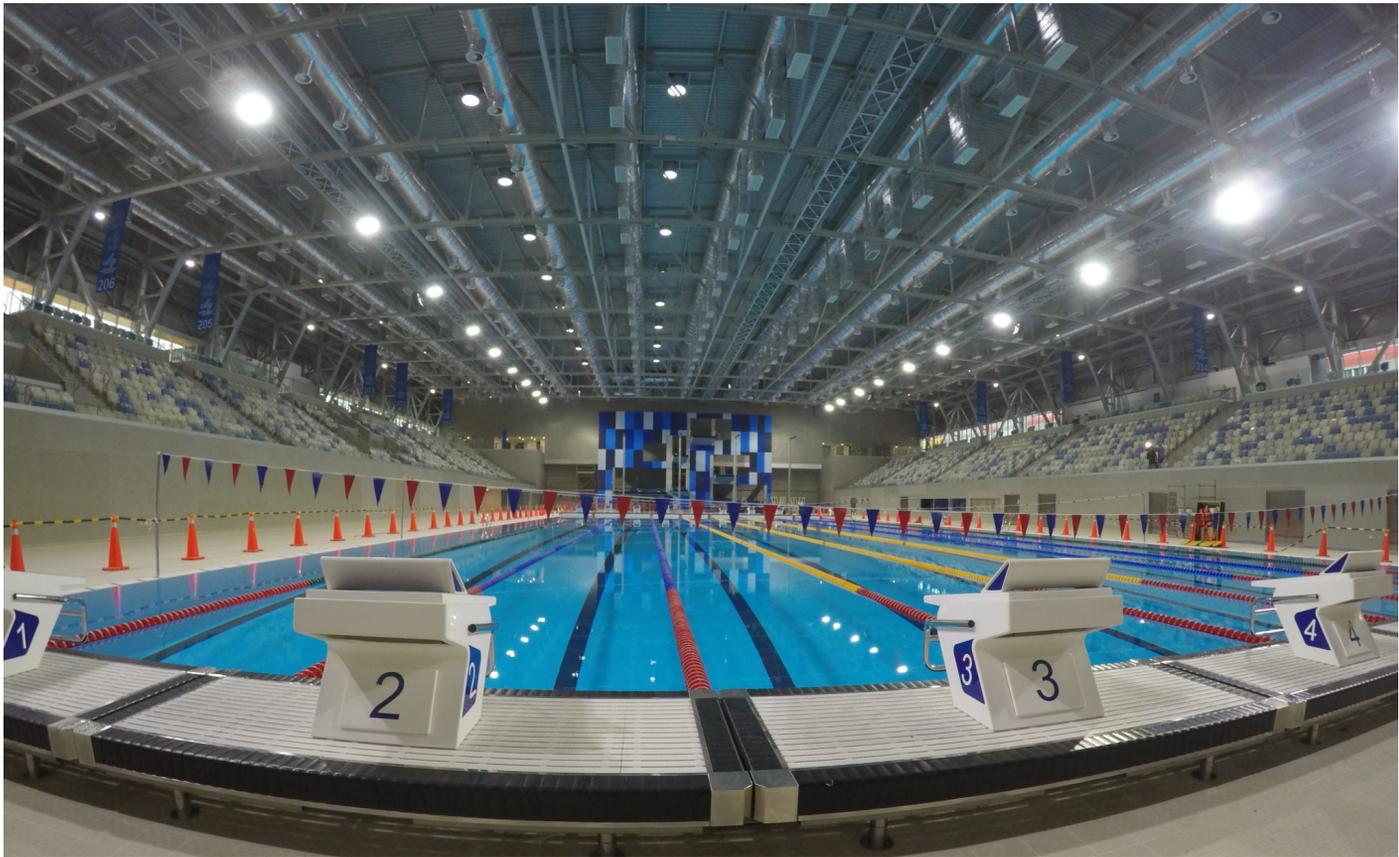
Hotel Vincci Selección Posada del Patio

Vincci Selección Posada del Patio is an incomparable hotel in the historic centre of Malaga where you can enjoy days full of comfort, luxury and relaxation. It is a unique space, equally ideal for couples, friends and family. Plunge Pool on the roof with views of the city, gourmet restaurant, suites and meeting rooms are other exciting offerings.



CAC MÁLAGA - Centro de Arte Contemporáneo

It is one of the most important centres of Contemporary Art in Spain. Here the meeting room has projector screens and can accommodate 190 people. An area of the Centro de Arte Contemporáneo can be reserved for cocktail receptions, presentations and the likes through the MCB.



Centro Acuático

Centro Acuático consists of four pools, giant Jacuzzi, stands for the public, spa centre, fitness area, aerobics, spinning and yoga, health and beauty centre, shopping area, restaurant and car parking area. The biggest swimming centre in the city has two Olympic swimming pools, one outdoor and one indoor, an indoor Olympic pool and a leisure pool. Open 365 days a year, this centre can accommodate up to 15,000 users in winter and 17,000 in summer.

Exploring City.....

Explore the attractive laneways and lively plazas in the historical centre of the city and sample the full-bodied flavours of Andalusian cuisine in the many bars and bistros throughout the city.

Muelle Uno

An attractive promenade lined with shops, restaurants and bars stretches out alongside Malaga's port, forming the Muelle Uno mall, just a short walk from the city's historical centre. Here the local artisans and merchants share stalls at the El Zoco de Muelle Uno, a local market selling gourmet food, handmade products and vintage clothing.



Jardin Botánico Histórico La Concepción

Jardín Botánico Histórico La Concepción is considered one of the most alluring and important exotic gardens in Spain. It has a rich history and hosts the largest collection of subtropical plants in Europe. Built in 1855 and originally the private gardens of members of the rising bourgeois class, these were acquired by a family from Bilbao in the 20th century.

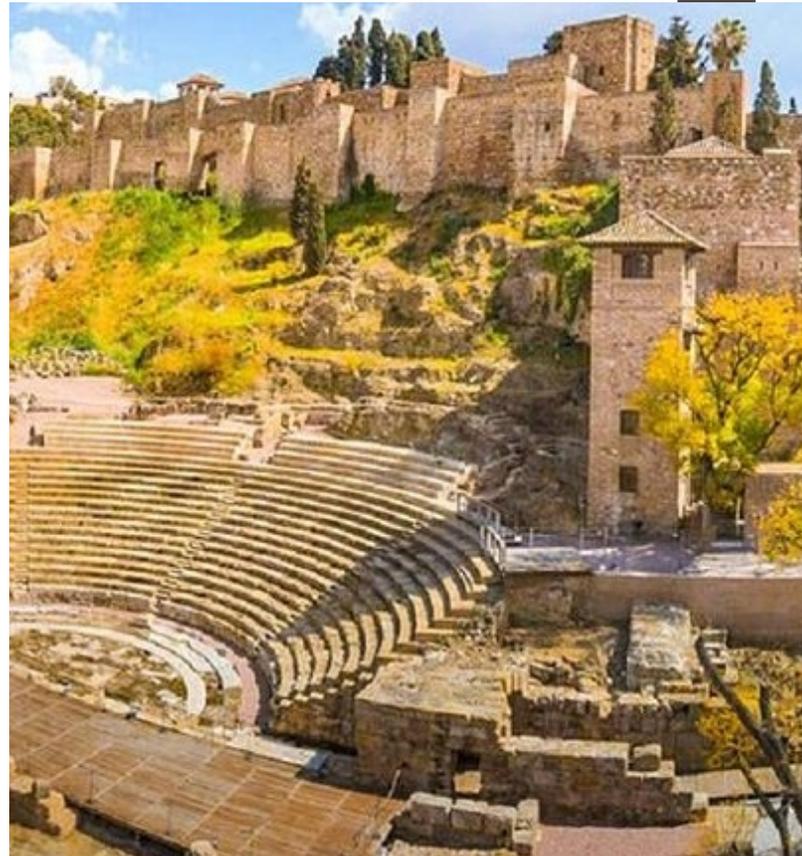


Museo Picasso Malaga

Museo Picasso Malaga is the birthplace of one of the most well-known artists of modern times, Pablo Picasso. Set within the 16th-century Buenavista Palace in the historical heart of the city, more than 200 pieces spanning most of his career hang against white-washed walls.

Alcazaba de Málaga

The well-preserved Alcazaba de Málaga dates back to 11th century Moorish period and is set amid the lush greenery of towering palms and orange groves. Built upon the ruins of a former Roman bastion on the hillside of the mount of Gibralfaro, the site once had 110 main towers with a series of smaller columns peppered throughout.



Catedral de la Encarnación de Málaga

The design of the Catedral de la Encarnación de Málaga comprises an intriguing blend of Gothic, Renaissance and Baroque architectural styles, built on the ruins of the former mosque of Aljama. Malaga's historical centrepiece is more than 250 years old and, despite construction spanning from mid 16th century to late 18th century, it was never fully completed due to lack of funds. Even so, it still remains one of the most impressive cathedrals in the region.

Playa de La Caleta

Playa de La Caleta is set along the affluent coastal neighbourhood of the same name and is skirted by villas and mansions that were built by the haute bourgeoisie of 19th century. The wide, palm-lined promenade leads to the neighbouring cosmopolitan beach of La Malagueta, which shares no natural border with Playa de La Caleta and is the busier of the two shores.



MICE APPOINTMENTS

Hyatt Regency Salt Lake City appoints Jarrod Finley as Director of Sales & Marketing

Hyatt Regency Salt Lake City announced the appointment of Jarrod Finley as the hotel's opening Director of Sales & Marketing. In his role, Finley will develop and implement strategic sales and marketing initiatives to help achieve a variety of objectives for the 700-room convention hotel.

Attached to the Salt Palace Convention Center, the Hyatt Regency Salt Lake City is designed for large scale meetings and conventions and will welcome guests to experience a vibrant and thriving urban hub, with breathtaking views of the snowcapped mountains.



Clarksville-Montgomery County Economic Development Council appoints new CEO

The Clarksville-Montgomery County Economic Development Council announced that they have received a commitment from David “Buck” Dellinger to fill the position of chief executive officer.

The EDC was established in 1996 and promotes local economic growth and development, according to a news release. The EDC also serves as an umbrella agency over the Industrial Development Board, Convention & Visitors Bureau/Visit Clarksville and the Chamber of Commerce.



Therese Cedercreutz appointed Member of Board of Directors at Scandic

Therese Cedercreutz appointed Member of Board of Directors at Scandic. Prior to Scandic Hotels Group AB's Annual General Meeting 2021, the Nomination Committee has already proposed Therese Cedercreutz as a new member of the Board of Directors. The number of members on the Board will thus be increased to seven Board members elected by the annual general meeting and one employee representative.



Rachel Jordan promoted to Director of Membership and Financial Protection at ABTA

Rachel Jordan has been promoted to the role of Director of Membership and Financial Protection at ABTA. The move sees Jordan take on overall responsibility for membership onboarding and management, in addition to her existing financial protection role. Her enhanced brief comes as John de Vial, the current director of financial protection and financial services at ABTA, moves to focus on major initiatives supporting the delivery of the strategic plan.

Both Jordan and John de Vial report to ABTA Chief Executive, Mark Tanzer. Tanzer said that the members are ABTA's beating heart and in Rachel they will have an extremely capable new director of membership and financial protection, supporting them as we move into travel's restart and beyond. He mentioned that the successful transition from in-person events to virtual formats during the pandemic has enabled ABTA to stay in touch and relevant to the members.



MICE BITES

**PENANG RECORDED A TOTAL 156 EVENTS WITH
19,283 PARTICIPANTS AND 48,963 ROOM NIGHTS LAST YEAR**

PCMA, the world's leading business events association, and AC Forum, Europe's only networking platform established exclusively for and by associations, have partnered together to launch a new research study, set to start in April 2021 and funded by PCMA Foundation. The study, "Digital Events Outlook: Insights, Behaviours, Best Practices," will provide valuable and actionable insights for businesses and organisations engaging audiences and customers in digital, hybrid and omnichannel events.



KUALA LUMPUR CONVENTION CENTRE UNVEILED ITS LATEST INNOVATIVE ENGAGEMENT TOOL

Kuala Lumpur Convention Centre (the Centre) has unveiled its latest innovative engagement tool, an interactive virtual tour, now available on the venue's website. The meeting and event organisers and visitors can now visit the Centre, with just a few clicks, from anywhere in the world.

The Centre's General Manager, Alan Pryor, said that this is a huge leap for us at the Centre as we continue to transform the way we conduct our business. With this interactive virtual tour, we are able to bring our customer engagement to another level, meeting the demands of the current marketplace, especially in this Covid-19 times. Realising our dream of virtualisation has put them in the forefront of digital transformation of the business events industry, not only in Malaysia but regionally and globally.





AFRICAN TOURISM INVESTMENT SUMMIT CALLS FOR STANDARDISED TRAVEL PROTOCOL TO RECOVER TOURISM

African Governments must work together to define a standardised travel protocol if tourism is to recover swiftly and deliver the economic benefits that are so critical for the continent. That was the overarching message of the recent African Tourism Investment Summit (ATIS), hosted by International Tourism & Investment Conference (ITIC) and World Travel Market Africa (WTM Africa) at Africa Travel Week (ATW) which featured no fewer than 9 incredible ministerial and investment expert panel discussions and presentations. Sounding the call for collaboration, ITIC Chair and former Secretary-General of the UN World Tourism Organization (UNWTO) Dr Taleb Rifai said it would take five years for 70% of the world's population to be vaccinated and that it would be impractical to pin tourism's hopes on this before travel could resume in earnest.

MADRID REGION WILL BE THE DESTINATION PARTNER TO ALLURE MORE INTERNATIONAL TRAVELLERS

The Madrid region in Spain will highlight at FITUR 2021 as a FITUR 2021 Tourist Destination Partner at this special edition, the 41st. The theme will be Tourism Is Back. This is an excellent opportunity for the Madrid Region to position itself once again as a world leader and preferred tourist destination for international travellers. Being FITUR's Partner destination opens up a wide field for major joint advertising and promotion initiatives at this major tourism industry event.

From 19th to 23rd May, IFEMA MADRID will again bring the international tourism industry together at this important meeting that aims to relaunch the global tourism industry and be the first major international safe mobility experience. On this unique occasion, the Madrid Region wants to engage even more actively with FITUR to show the world the Region's leadership as an economic driver, with its competitive industry and business community, where freedom and legal certainty are features of the legislative and political context.



CALENDAR OF EVENTS

Vakantiebeurs Utrecht
Online
www.vakantiebeurs.nl



04-05 June
2021

08-12 June
2021

BBTF
Bali, Indonesia
www.bbtf.or.id



GITF
Guangzhou, China
www.gitf.com.cn



10-12 June
2021

11-13 June
2021

B- Travel
Barcelona, Spain
www.b-travel.com



THE HOTEL SHOW DUBAI
Dubai
www.thehotelshow.com



31 MAY - 2 JUNE 2021
DUBAI WORLD TRADE CENTRE
#THEHOTELSHOW

31st May-2nd
June 2021

Travel AND Tour™ WORLD



Paris



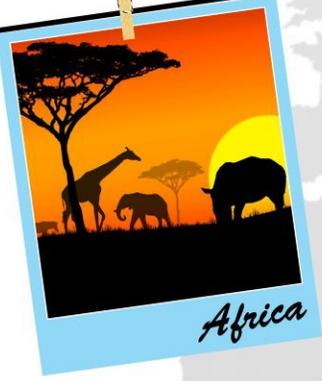
Egypt



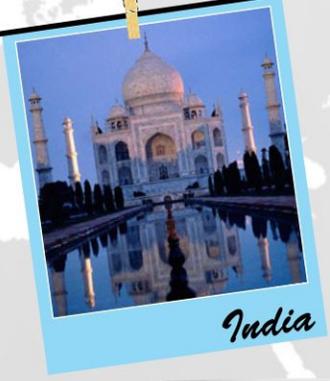
Brazil



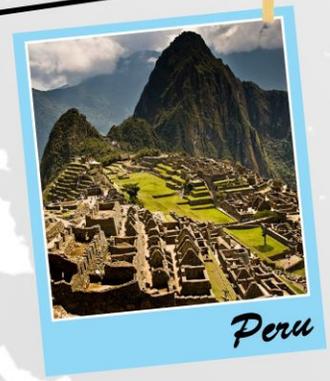
Italy



Africa



India



Peru



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