

MICE Travel Advisor

Volume 10, Issue: October 2021

Centre of Attraction

Italy

Cover Story

Hong Kong

Restarting after COVID-19



CONTENTS

4 Centre of Attraction

Besides being a dream tourist destination, **Italy** is also a popular hub for hosting international business meetings, corporate events and conferences. Take a look at some of the most popular MICE attractions in the country.



14 Spotlight On

The **Poznan Congress Center** is the largest convention centre in Poznan and aims to promote Poland as an ideal destination for corporate travellers. Read on to know about some of the MICE facilities the centre has to offer.

24 Cover Story

Hong Kong is known as one of the premier MICE destinations in the world and is home to world-class meeting facilities, event venues, exhibition arenas and luxurious hotels. The city is now welcoming post-pandemic MICE travellers.

MICE BITES	20
MICE APPOINTMENTS	32
SHOW HIGHLIGHTS	49
CALENDAR OF EVENTS	52

34 Venue Check

The capital and most populous city of Arizona, **Phoenix**, is also home to some of the best conference centres, meeting venues and convention hotels in the U.S. The city has largely developed its MICE over the years.



42 Tech Talk

Read this piece to know about the **inevitable role of social media in the MICE industry** and some of the prominent social media strategies to boost corporate events.



From the Editor's Desk

Dear Readers,

As the world is gradually recovering from the second wave of the COVID-19 pandemic, several MICE destinations are opening up to welcome back corporate tourists and business travellers to restart the meetings and events industry.

Therefore, our Cover Story highlight the reopening of Hong Kong's prominent MICE sector as it opens its doors to welcome MICE tourists once again. Similarly, our Centre of Attraction talks about Italy, a popular destination that has now opened up its MICE facilities to boost international events and conferences.

Meanwhile, our Venue Check looks at Phoenix, the capital and most populous city of Arizona and its incredible MICE offerings though some of the best conference centres, meeting venues and convention hotels.

In this issue, our Spotlight On sheds light upon the Poznan Congress Center and its noteworthy meetings, conventions and events facilities. Lastly, our Tech Talk discusses the importance and role of social media on the MICE industry in the digital age.

Editor-In-Chief

Mr. Anup Kumar Keshan

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



Editor
Mr. Apratim Ghoshal

Executive Editor
Mrs. Pujja Keshan

Associate Editor
Mr. Devansh Keshan



Content Writers
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Ms. Barsha Roy



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Mr. Kaushik Das (Web)



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Ms. Suthirshna Barua



**Asst. Communication
Executive**
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Circulation
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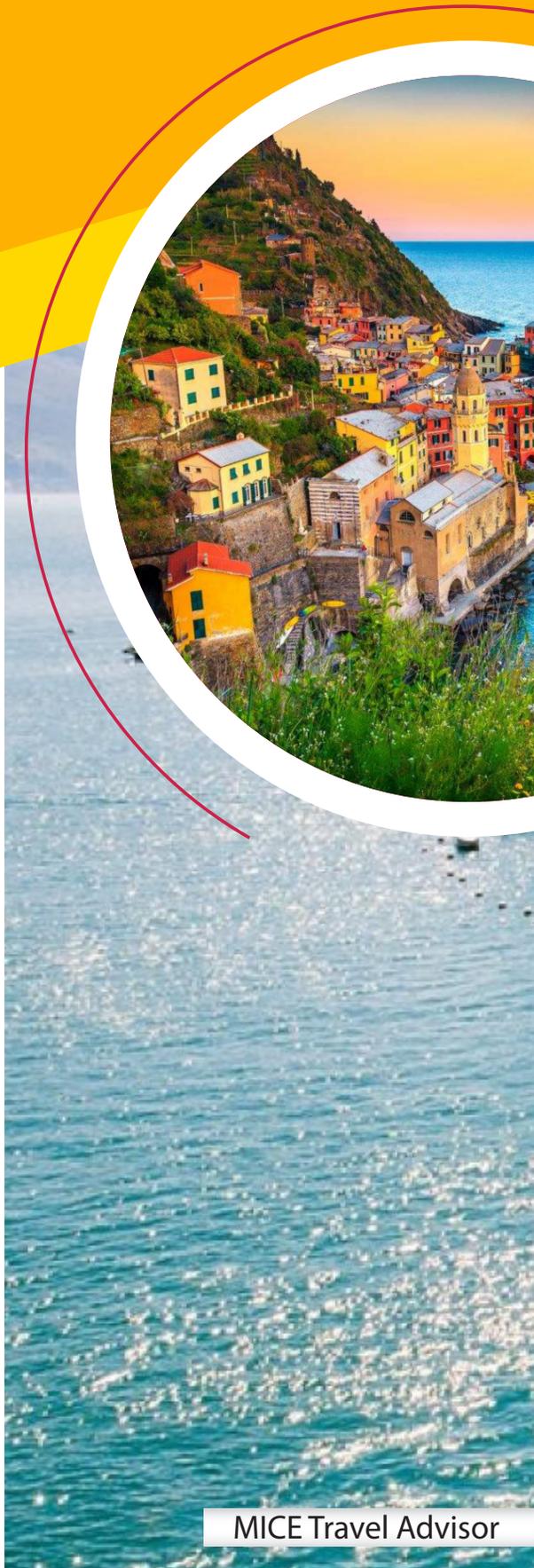
CENTRE OF ATTRACTION

Italy

Welcome to the creative hub of corporate events

Italy is a dream destination to the most eccentric of culture enthusiasts. But, how many of us know how popular the destination is for hosting global business meets, conferences, and other corporate events? The plethora of choices offered by the land of the greatest artists and sculptors of all times for MICE collaborators and delegates are actually way beyond what you can think of.

Some of the eminent MICE centres of attraction in Italy are located in historical palaces-some are amidst natural setting while others are in the heart of a bustling city. While Northern Italy is known for the highest MICE facilities, Southern Italy, on the other hand, is home to some of the plush venues.



Italy stands tall as an undisputed leader in long-haul tourism with some of the largest conference facilities on the planet. In addition, incentive trips and service excellence makes this beautiful European country a favourite destination for MICE event planners and associates.

Northern Italy is known for the MICE facilities; Southern Italy, on the other hand is home to some of the plush venues.

Top-notch Convention Centres

Palazzo dei Congressi:

The classical and representative look of the Palazzo dei Congressi building is inspired by Mediterranean architecture and has won global acclaim in the MICE industry. Its Auditorium Capitalis, sited at the heart of the building, offers a seating capacity for 792 guests. Its open-air theatre, built of Carrara marble with a 774 sq. m. stage, is a perfect venue for hosting various shows and events. The 1085 sq. m. terrace adorned with hanging garden and containing 12 olive trees adds to the scenic charm of the property. The areas of the congress centre are decked with art works of eminent Italian painters of the 20th century. Several prestigious national and international events are hosted at the Kennedy Hall of the centre.



The classical look of the Palazzo dei Congressi building is inspired by Mediterranean architecture and has won global acclaim in MICE industry.



Centro Congressi Venice Convention:

Located on the prestigious venue of the annual Venice International Film Festival at Lido, the convention centre has a capacity to host around 3,000 guests at a corporate event. Its elegantly furnished spacious exhibition areas serve as a perfect setting to any type of event from international congresses to gala dinners. There are several meeting rooms such as Pala Darsena, Sala Grande, Sala Perla, Sala Laguna, Sala Mosaici, Sala Volpi and Sala Casino each equipped with a built-in stage and a seating capacity for 150 to 1,400 guests.

Centro Congressi Venice Convention is located on the prestigious venue of the annual Venice International Film Festival at Lido.

Centro Congressi Venice Convention:



MICO Milano Convention Centre acquires a prominent place in the MICE industry for being one of the largest of its kinds. The property's 70-fully appointed conference rooms can accommodate up to 18,000 guests. It also features two plenary rooms—one with a seating capacity for 4,000 delegates and another for 2,000 delegates. The auditorium, which accommodates about 1,500 guests, is used for hosting large scale performances and international conferences. The exhibition halls covering a space of 54,000 sq. m. are often set up as extra plenary rooms to accommodate 5,000 guests under one roof. The conference rooms are equipped with fixed video cameras, closed circuit TV, translator booths, sound system, Wi-Fi internet access and optical fibre cables.

The 70 fully equipped conference rooms of the MICO Milano Convention Centre can accommodate up to 18,000 guests.

Riva DelGarda Centro Congressi:

Located at the heart of the city, the Riva Del Garda Centro Congressi stands as an emblem of elegance and modularity to event planners. The 8,100 sq. m. property is directly connected to the multifunctional 2,000 sq. m. Palavela through a tunnel. Being flanked by an idyllic lake, the congress centre offers a perfect setting for conventions, meetings, shows exhibitions and other corporate events. The expansive congress area of this acreage comprises of a plenary room for 900 guests. It also features 14 meeting rooms, a reception area and conference halls and 6 break-out roomsto facilitate tailored events of flexible capacities.



*Riva Del Garda
Centro Congressi
stands as an emblem of
elegance and modularity
to event planners.*

Tourist Attractions

Chapel Santa Barbara:

The small chapel built in 1935 by the miners of the Ponale Power Plant is perched in a horrid yet panoramic location on the mountainside of Mount Rochetta. After night sets in, the chapel looks dazzling from afar when fully illuminated. It is located close to the Riva Del Garda Centro Congressi Convention Centre.



Pinacoteca di Brera:

After a day's meeting at the MICO Milano Convention Centre, visit the nearby Pinacoteca di Brera Museum in the city of Milan. The museum houses a stunning collection of the masterpieces by Italian painters like Raphael and Caravaggio. The gallery is housed in a 19th century monastery.



Canale Grande:

Flowing through the heart of Venice, the Canale Grande (Grand Canal) is the main thoroughfare of the city which connects Piazza San Marco, Rialto Bridge, arrival points of the rail station and the bridge from the mainland. After a hectic day, unwind your stress by riding on a 'gondola' along the canal. Palaces with Venetian Gothic and Early Renaissance élan are one of the major draws for tourists across the world.

Colosseum:

Probably the best preserved of Rome's historical monuments, the Colosseum takes you back to the days of Gladiator fights, hungry lions, bloodshed and lot of power-packed drama of ancient Rome. The 50,000 seat Colosseum was inaugurated in 80CE and still stands strong in remarkably good shape. As you visit the place, glimpses of frenzied spectators, armoured gladiators and gory fights come alive before your eyes.



Top Hotels to Stay



Hotel Nassa Garni

The upscale property located near the Palazzo dei Congressi puts the best of Lugano in front of you and makes your stay relaxing and exclusive. Some of the best attractions you can visit during your stay include Cattedrale di San Lorenzo (0.3 mi) and Chiesa di Santa Maria Immacolata (0.3 mi) that are close to the hotel premise.

Hotel Litta Palace

The 4-star hotel located close to the Centro Congressi Venice Convention introduces you to a world designed to make you feel at a home away from home. Furnished with all modern amenities, Litta Palace is a favourite among common tourists and entrepreneurs.





The Westin Palace

Located about 2.5 Km from the MICO Milano Convention Centre, Westin Palace offers its guests an incredible stay experience amidst vibrant Milanese neighbourhood. The accomplished and charismatic property overlooking the Piazza della Repubblica is a popular choice for those seeking a relaxing hideout.

Hotel IV Garden

Tucked amidst the picture-perfect Lake Garda in the core of Riva Del Garda, the hotel allows its guests to taste all the flavours of the Trentino region. Magnificent beaches and stunning panorama promise you a relaxing stay in this hotel.



Italy is rightfully designated as the creative hub of corporate and leisure events with an eye for sustainability, quality, environment and sophistication. With a plethora of amazing venues and attractions, MICE collaborators and event planners can attend their incentives or host meetings in one of the world's most amazing travel destinations.

Poznan Congress Center

Where diversity converges to unity

It is the largest congress centre in Poznan which hosts the famous Poznan International Fair



The Poznan Congress Center, located in downtown Poznan, strives to promote Poland as an ideal destination for organising all kinds of corporate events. It is the largest congress centre in Poznan which hosts the famous Poznan International Fair. An

integral part of Grupa MTP, Poznan Congress Center (PCC) has built a strong portfolio of international clients in the past 7 years. It lays a fair claim to its client base and long list of international stars who graced the venue with their concerts.



The three-storied, multi-functional property is popular among event planners for its upscale interior and posh location. The rich cultural offerings and unique heritage of the place inspire event planners to organise congresses, business meetings, conferences, fairs and cultural events at the venue.

Among its 16 exhibition halls, the biggest one can hold about 11,000 participants.

Look inside

The 150,000 sq. m. of interlinked space of Poznan Congress Center houses 80 conference rooms which can accommodate up to 4,000 guests. Among its 16 exhibition halls, the biggest one can hold about 11,000 participants. The property houses fully-appointed conference rooms of flexible size and a spacious vestibule that sprawls over 2,250 sq. m. It is ideally used for exhibitions and social events. The conference room of PCC is directly connected to the complex of four walls- a facility which allows an accommodation of 20,000 people in an event.



Highlight

Considered as one of the best and largest concert and opera halls of Poland, the Earth Hall is the nucleus of PCC in terms of its acoustics. The plenary chamber with its state-of-the-art multimedia facilities caters to the needs of event planners for organising top global events.



Where to stay?

Old Town Mystery: The property offers stunning garden views along with swish amenities for guests to relax and indulge in luxury. Set ideally at the city centre of Poznan, guests can go for a quick stroll to places like City Hall, Royal Castle, St. Stanislaus and the Bishop Church. The hotel is furnished with a sitting area, a dining corner and a fully-equipped kitchen to offer a homely ambiance

during your stay. Visitors can hire a bicycle to explore the place and its surroundings at length. They can also go for a short trip through the alleys and broadways to uncover its rich history.

Hotel Kolegiacki: Hotel Kolegiacki is the ideal place for travellers looking for a one-of-its-kind stay experience with the privilege of sightseeing at the prominent locations of the

city. Some of the best amenities offered by the hotel include friendly staff, airport shuffle, free Wi-Fi, outdoor dining, mini bar, bridal suite and more. Being located in a quiet area, the property is highly recommended for both short and long term stay.

Novotel Poznan Centrum: Novotel Poznan Centrum can be a decent stay option for all business personnel. Some of the amenities offered by this plush property include executive rooms, free Wi-Fi, business lounge, car rental, bar, restaurant and a casino. Guests can take a stroll around the Old Town or do some window-shopping at the Stary Browar shopping mall.

Tourist Attractions of Poznan

Citadel Park

The sprawling 89 hectares of green space blanketing the north of Poznan's Old Town has a long history of military battles, change of thrones and some untold mysteries. It bears remnants of a dilapidated Prussian fortress which was built between 1828 and 1839. Citadel Park offers a beautiful hideout to residents with its paved promenade and stunning architectural marvels that are dotted across its length and breadth. Tourists can also visit the Army Museum and the Museum of Armaments located inside the park precincts.





Imperial Castle

The monumental edifice that was once the residence of the German emperor was built sometime between 1904 and 1910. The striking architecture of the neo-Romanesque, multipartite castle is inspired by the Romanesque monuments in Germany and Italy. Some of the highlights of the castle that are worth seeing include an animation theatre, a cinema and the Rose Courtyard. The courtyard houses a fountain modelled on the 13th century Lion Fountain in Alhambra Palace, Grenada.

Old Market Square



Established in 1253, the Old Market Square is the third biggest in Poland after those of Wrocław and Kraków. Every year in the month of June, the square houses a vibrant street fair (*Jarmark Świątojański*). Various cultural events including some performances of the Malta Theatre Festival are held throughout summer. Travellers should make it a point to visit the Beer Gardens to quench their thirst with Polish coffee and beer.

The 534 sq. m. green oasis exhibits palms of different varieties. The two wings of the Palm House are used for hosting exhibitions of cacti and other tropical plants. The century-old Palm House is one of the largest greenhouses of Europe amassing a total of 17,000 plants. It is home to over 700 species and subspecies of flora from the tropical, subtropical, Mediterranean, savannah and desert regions of the world.



Palm House

Poznań Congress Center is one of the most urbane venues for hosting corporate events of all kinds. Whether it is for a handful or some thousands of attendees, the experience of a business meet or corporate event or a convention is truly one-of-its-kind at PCC.



Melbourne Convention and Exhibition Centre supports OzHarvest in CSR projects

Melbourne Convention and Exhibition Centre (MCEC) is proud to be supporting OzHarvest in their commitment to fighting food waste through food rescue, education programmes and sustainability work. Each year, food waste costs Australia \$20 billion, while five million people experience food insecurity.

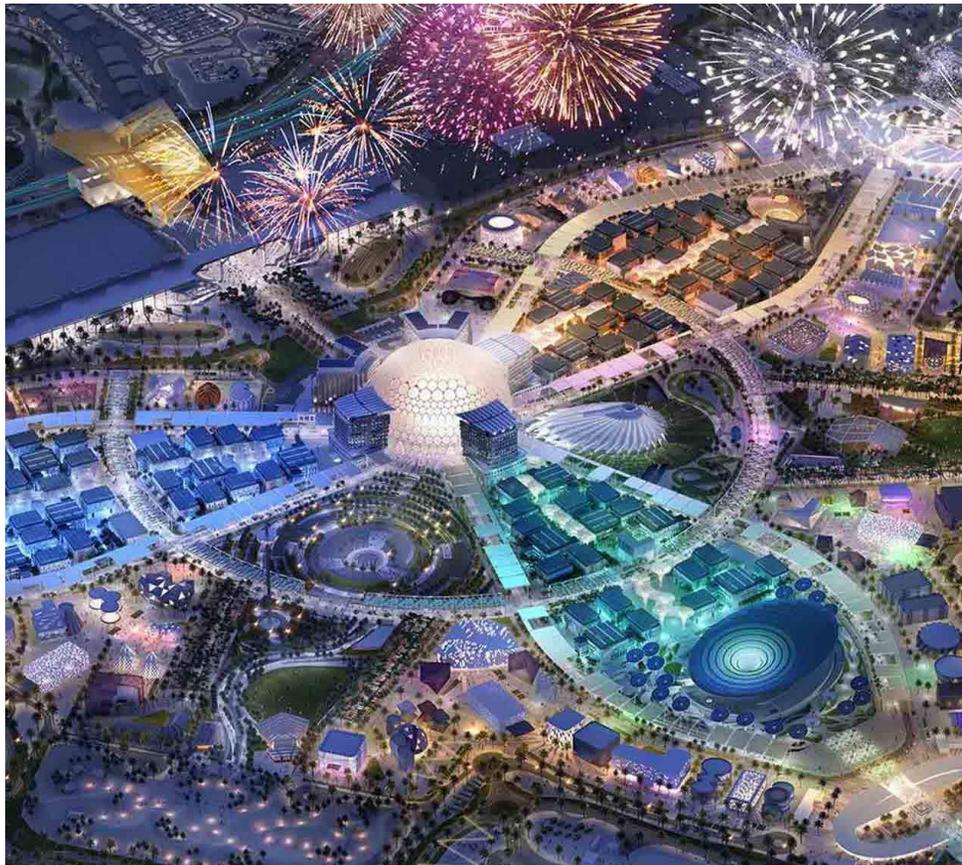
OzHarvest are committed to rescuing and redistributing this food to those who need it most, especially during times of increased need. MCEC is aligning with OzHarvest to increase sustainability in the food waste sector. It will help them advocate, inspire and influence others to halve food waste by 2030.



Expo 2020 will boost Dubai's hospitality and MICE industry

Expo 2020 Dubai will be a 'strong catalyst' in the recovery of the country's hospitality industry as leading industry experts say. Just over a month is left for the global showcase event to open for the public. The hotels are already witnessing an increase in bookings and suites at Rove Expo 2020 are nearly sold out.

Christopher Lund, Head of Hotels at Colliers (Middle East and North Africa), told Arabian Business that currently, Dubai is in low season. However, the bookings reported so far show strong signs of recovery for the upcoming main touristic season.



Dubai

Puerto Rico will host Connect Marketplace 2022

Discover Puerto Rico announced that Puerto Rico will be the host of Connect Marketplace 2022, an event that will bring more than 2,000 tourism and hospitality professionals.

This major travel industry event will take place May 22-23, 2022, at the Puerto Rico Convention Center, using several hotel properties and the Distrito T-Mobile, with an estimated economic impact of \$3 million, the entity confirmed. The announcement was made at the Connect Marketplace 2021 Convention in Tampa, Florida.



Australia



Cairns Convention Centre becomes first mass COVID-19 vaccination site

Cairns Convention Centre is going to become the region's first mass COVID-19 vaccination site, with jabs scheduled to start next week. Across four long weekends in October, anyone aged between 12 and 59 years can visit the

centre to receive a Pfizer shot. The Walk-ins are available, but the Cairns and Hinterland Hospital & Health Service (CHHHS) is urging residents to register their interest online in order to get an appointment.

Hong Kong's MICE Industry

Restarting after COVID-19

Hong Kong is esteemed as one of the world's premier destinations for meetings, incentives, conventions and exhibitions (MICE). With world-class meeting facilities, event or exhibition arenas and luxurious hotels, this tourists' paradise in Asia deserves more acclaim than many others cities of the world do.

All about the City

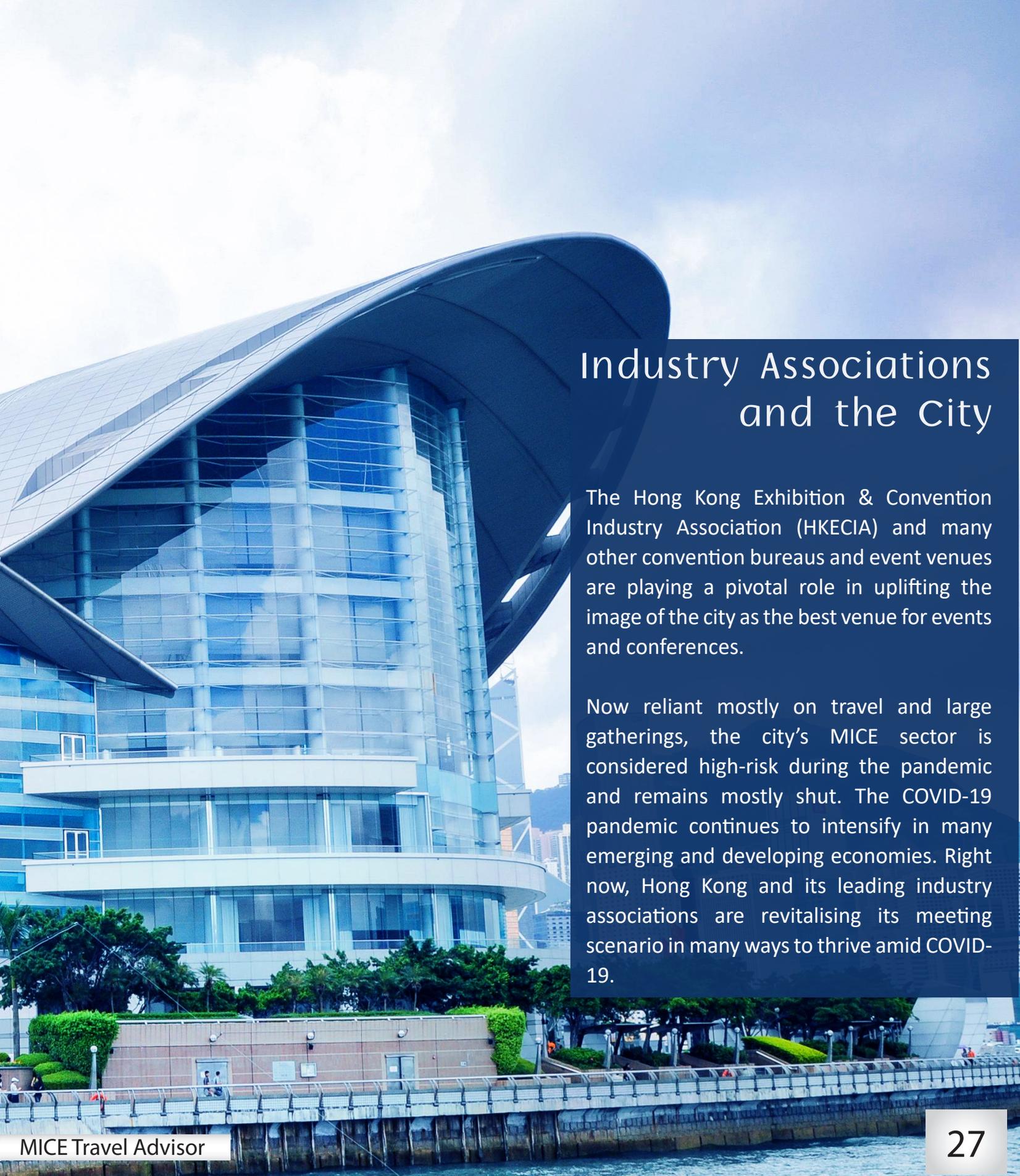
Being the world's 7th largest merchandise trading economy, Hong Kong has developed into a leading convention venue in the region. As a free port with best air connectivity at the heart of Asia, travelling to Hong Kong and arranging an event is extremely convenient. Thus, it makes the city a preferred location for staging international conventions, meetings, events and exhibitions.



Hong Kong was crowned as “Asia’s Leading Meetings & Conference Destination” in the World Travel Awards, “Best City for Meetings in Asia” in the Smart Travel Asia Awards and “Best MICE Destination” in the India’s Best Awards.

There are more than 50 state-of-art convention centres and event venues available in the city. The prime venues for meetings and business events are *Hong Kong Convention and Exhibition Centre (HKCEC)*, *Asia World-Expo (AWE)* (another major event venue opened in 2005) near the airport and the *Hong Kong International Trade and Exhibition Centre* in Kowloon Bay.





Industry Associations and the City

The Hong Kong Exhibition & Convention Industry Association (HKECIA) and many other convention bureaus and event venues are playing a pivotal role in uplifting the image of the city as the best venue for events and conferences.

Now reliant mostly on travel and large gatherings, the city's MICE sector is considered high-risk during the pandemic and remains mostly shut. The COVID-19 pandemic continues to intensify in many emerging and developing economies. Right now, Hong Kong and its leading industry associations are revitalising its meeting scenario in many ways to thrive amid COVID-19.







There are vast majority of exhibitions in the Hong Kong Convention and Exhibition Centre (HKCEC), which are recurrent and well established in the business calendar of the respective industries. Despite the recent challenges, these international and national events are staying with Hong Kong and the HKCEC. For the MICE exhibition and convention industry, an allocation of over HK\$1,020 million (US\$130 million) will be injected to subsidise exhibition and convention organisers and participants, in order to reinvigorate Hong Kong's reputation as the event capital of Asia."



Monica Lee-Müller, Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited



The Hong Kong Exhibition & Convention Industry Association (HKECIA and the Association) presented the results of the latest survey “Impact of COVID-19 to Hong Kong Exhibition & Convention Industry 2021” (Survey) to the Commerce and Economic Development Bureau (CEDB), Hong Kong Special Administrative Region and urged the Hong Kong government authority to repurpose the fund of the Convention and Exhibition Industry Subsidy Scheme (Subsidy Scheme) and guide a proper planning of relaxing compulsory quarantine requirements for qualified elite business travellers; failing which, 45% of industry players may close down in 12 months. This is an urge for the immediate financial assistance of Hong Kong government from the local convention and exhibition industry players struggling to survive over the pandemic storm.



Hong Kong has been chosen as host city for four international business events, including the conventions of high strategic values and 2 repeated events amidst pandemic challenges. This is expected to bring in more than 10,000 visitors to the city and deliver great economic contribution to the city.

Hong Kong’s MICE tourism has manifold effects on the economy through various types of expenditures. Moreover, MICE tourism can contribute towards generating more income than leisure travel because the elite MICE event planners usually spend more for world-class convention centres, luxurious hotels and dining services.

MICE APPOINTMENTS

Dr. Debbie Kristiansen is the new GM of Bahrain International Exhibition & Convention Centre



ASM Global has appointed experienced Middle East venue management and entertainment professional Dr. Debbie Kristiansen as General Manager of the new Bahrain International Exhibition & Convention Centre, due to open in 2022.

The appointment of Dr Kristiansen, who has lived and worked in the Middle East for 16 years, has been applauded across the industry. Ranked in the Top 30 Most Inspirational Women in the Arab World 2019 and Middle East Female CEO of the Year 2018, with a long and distinguished career in the tourism, exhibition, events and entertainment industries, Dr Kristiansen's knowledge and understanding of the culture and the character of the region will be an invaluable asset in her new role.

Bill Courtney appointed VP and Chief Financial Officer at CWT

Bill Courtney has been appointed as an Executive Vice President and Chief Financial Officer of CWT, a business and MICE Travel Management Company. Based in North Carolina, Courtney will report to Michelle McKinney Frymire, Chief Executive of CWT, and serve as a member of the executive leadership team.



Jad Shamseddin appointed as Chief Operating Officer at Aleph Hospitality

Jad Shamseddin has been appointed as the new Chief Operating Officer for Middle East at Aleph Hospitality, a third-party hotel management. His move to the executive team is part of Aleph's expansion plans across the region. His primary duties will be to lead the implementation and management of the company's operational strategies across its hotel portfolio. Currently, Aleph manages a range of hotels across Africa and announced plans for a Dubai opening during October last year.



STIC Travel Group appoints Anju Wariah as Director, Group Business Development

The Board of Directors of the 47-year-old STIC Travel Group, announced the promotion of Ms. Anju Wariah, from Senior Vice President of Alliances and Corporate Affairs to the position of Director – Group Business Development effective 1st September 2021.

With a career spanning over three decades, Ms. Wariah is an aviation specialist and industry veteran. Having held various leadership positions at STIC, Ms. Wariah has successfully launched and grown multiple international airline operations in the Indian marketplace.



PHOENIX

Arizona's 'Valley of the Sun' with Ample MICE Facilities



Phoenix is the capital and most populous city of Arizona. It is also considered one of the fastest growing cities in the United States with a business-friendly environment, ample job opportunities and affordable cost of living.

Over the years, the city has worked towards developing its MICE scene and is currently home to some of the best conference centres, meeting venues and convention hotels in the country.



Read on to know about some of the best MICE facilities the city has to offer.

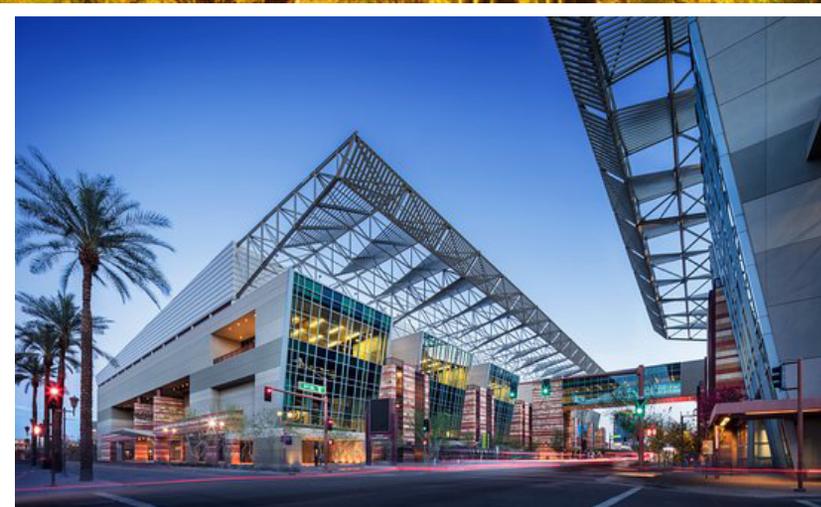
TOP CONFERENCE AND MEETINGS VENUES

Phoenix Convention Center

The Phoenix Convention Center is one of the most prominent convention centres in Arizona. Opened back in 1972, the centre has a total of massive 900,000 sq. ft. of event space. The north and the west buildings of the centre are connected in the exhibition hall at the lower level and a sky bridge on the upper level.

The buildings have 502,500 sq. ft. of combined exhibition space with 81 meeting rooms and two large ballrooms. The south building has 143,400 sq. ft. of event space with 18 meeting rooms and 28,000 sq. ft. ballroom.

The centre also has an additional 80,000 sq. ft. of transformative event space. The centre has been home to international and domestic conventions, conferences, trade shows, exhibitions, meetings and other large-scale prominent MICE events.





Phoenix Shrine Auditorium and Conference Center

Established in 1988, the Phoenix Shrine Auditorium and Conference Center, also known as the El Zaribah Shrine and Events Center is located off the Loop 202 on 40th Street close to the Phoenix airport.

It features 19,000 sq. ft. of event space with eight conference rooms and a large auditorium that can accommodate anywhere from 20 to 800 individuals. It is an ideal venue for organising meetings, conferences, seminars, presentations, exhibitions and trade shows, among other events.

The centre also has a dining room called the “Fiesta Room” and an intimate meeting space called “Red Fez Room” for relaxation and friendly interactions between work schedules.

Desert Willow Conference Center

The Desert Willow Conference Center comes with more than 40,000 sq. ft. space with 11 flexible conference rooms and the Cottonwood Ballroom that can accommodate up to 500 individuals.

Each room in the centre is individually designed with distinctive art work and is furnished with ergonomic chairs. Every room is equipped with retractable screens, hard writing surfaces, wall charts, LCDs and wireless high speed internet.

The centre is perfectly suited for meetings, conferences, incentives, seminars, team-working activities as well as other intimate corporate events.



Sheraton Phoenix Downtown



Considered to be one of the premier convention hotels in Arizona, the Sheraton Phoenix Downtown is the ideal venue for MICE travellers. Besides providing contemporary lodging amenities, the hotel comes with 110,000 sq. ft. of meetings and event space.

It has 26 event rooms with the largest space capable of holding more than 2500 individuals. It also has a 27,000 sq. ft. ballroom.

With the perfect space for hosting conventions, meetings, seminars and other corporate events as well as incredible accommodation facilities, the hotel provides a memorable experience to business travellers.

Hyatt Regency Phoenix

Located across the Phoenix Convention Centre, the Hyatt Regency Phoenix is a favourable choice for MICE travellers.

It provides world-class five-star hospitality with 693 rooms and suites. Moreover, it also offers 50,000 sq. ft. of event space with 30 meeting rooms capable of hosting conferences, meetings, shows, banquets as well as several other corporate and social events.



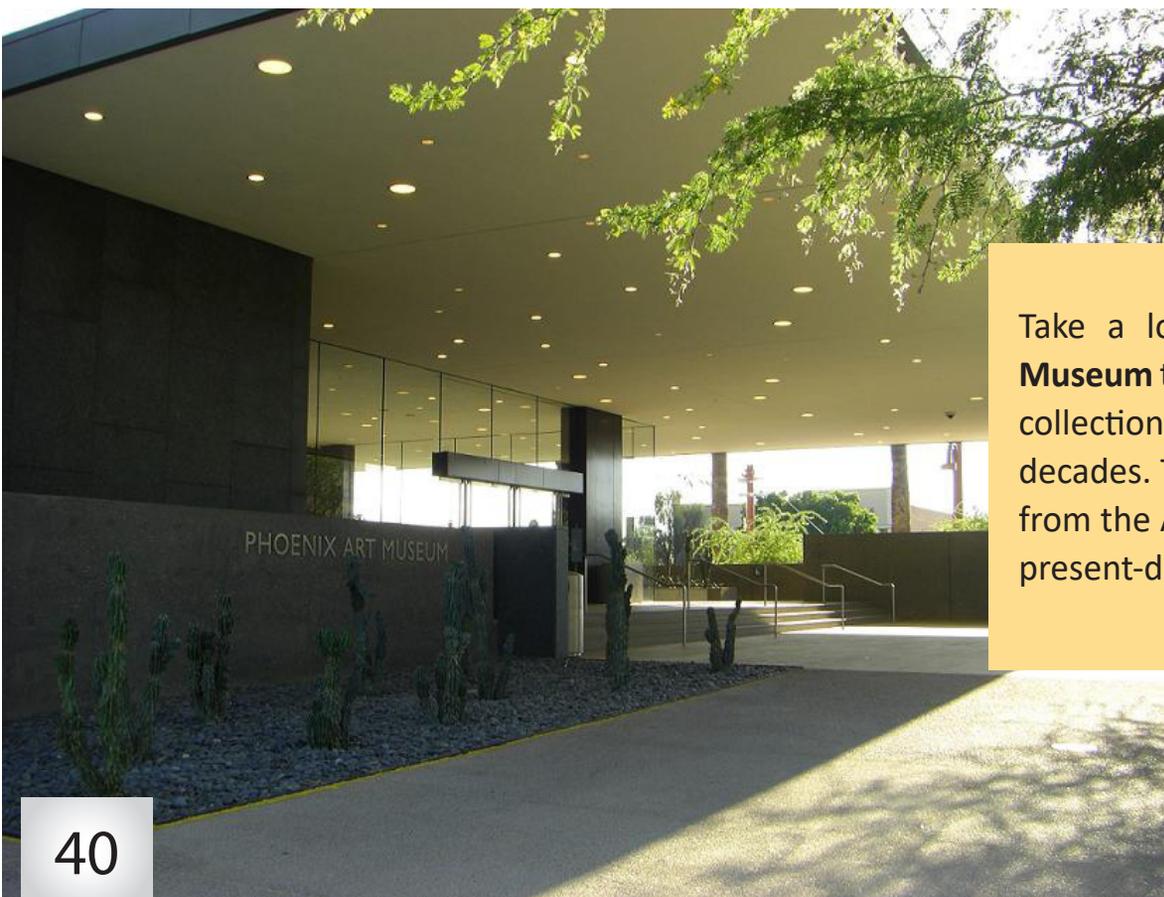
Renaissance Phoenix Downtown Hotel

The four-star Renaissance Phoenix Downtown Hotel is situated in the heart of Central Phoenix close to the prominent attractions of the city. It comes with several luxurious accommodation options as well as 50,000 sq. ft. of conference space. It has 22 event rooms with the largest space capable of holding 950 delegates. The event space is perfect for conventions, meetings, exhibitions, seminars and other business gatherings.



THINGS TO SEE

Visit the **Desert Botanical Garden** to witness the grand collection of nearly 50,000 desert plants. The venue has been declared as a 'Phoenix Point of Pride' for being one of the top attractions in the city.



Take a look at the **Phoenix Art Museum** to experience an extensive collection of art spanning across decades. The museum holds pieces from the Age of Renaissance to the present-day modern form of art.



Travel to the **Camelback Mountain** to have the perfect hiking or mountain climbing experience atop a 2704 ft. of elevation. The venue is ideal for tourists to enjoy a short hike. They can also witness the natural local fauna and a beautiful mountainous landscape.

Explore the **Phoenix Zoo** to witness a wide array of wildlife spanning across four different trails representing several native wildlife around the world. With 125 acres of area and 1400 animals on show, it is the largest privately owned zoo in the United States.



With abundance of event venues, accommodation options, local restaurants, tourist attractions, a thriving international airport and ease of communication, the “Valley of the Sun” stands as one of the most favourable venues for business travellers and MICE tourists to host their next meeting or conference.

Inevitable Role of Social Media in MICE industry

With digitalisation soaring high over the past few years, the world has now embraced the new technological shift. With technological advancement and digital evolution, it has become crucial for small and big sectors to cope with the emerging trends of online marketing.

Every industry has to strategise plans and investments in digital marketing campaigns to achieve a sustainable

commercial future. Social media has seen an inevitable rise in the event and meeting industry recently.

Today, it is difficult to ignore the digital trends that are becoming a part and parcel of meetings, conferences and corporate travel world. However, the power of social media is immense and it contributes significantly to the event industry.



Benefits of Using Social Media in Events

Below are some of the most notable benefits of using social media in events.

Engaging Audience in Events

One of the main reasons why social media's presence is vital in events, is because it provides a platform for engagement with attendees. Determining the success of an event largely depends upon event engagement.

In order to engage the audience with the event, social media comes into play. Since social media is used by more than half of the world's population, it effectively increases participation in events. In most events, Twitter is the most used social media platform.

Offering Great Scope for Event-Goers

Several reports suggest that all event-goers find social media to be incredibly helpful in adding value to their experience. The role of social media in event marketing makes it easy to reach out and connect with the audience.

Enhancing Brand Promotion and Exposure

With social media becoming a thriving platform, promoting brands has become exceptionally easy and convenient.

When guests share pictures of events and meetings online on their social media handles (Facebook, Twitter, LinkedIn, Instagram, Reddit, StumbleUpon/MIX), it increases event exposure to the public. For example, Snapchat uses event hashtags and puts them up on its homepage for viewers to see.

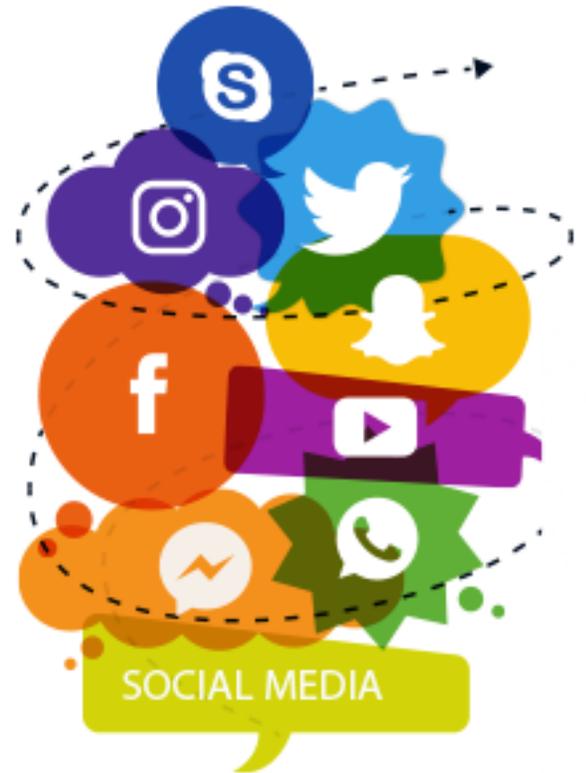


Targeting Ideal Attendees

One of the most critical aspects of social media management for the event and meeting industry is targeting the ideal audience. Audience can choose whether they are interested in the topic and want to be a part of the event. This is done by joining discussion groups on LinkedIn, Twitter, Facebook and more.

Social Media for MICE Industry

The goal of a MICE planner is to create an event that impacts the audience and fulfills its marketing goals. Different social media platforms work differently for the event industry. Facebook, Twitter and YouTube have a massive influence on the culture. LinkedIn connects you to the professional world, while Pinterest, Flickr and Instagram are used to generate new ideas and inspire young minds.

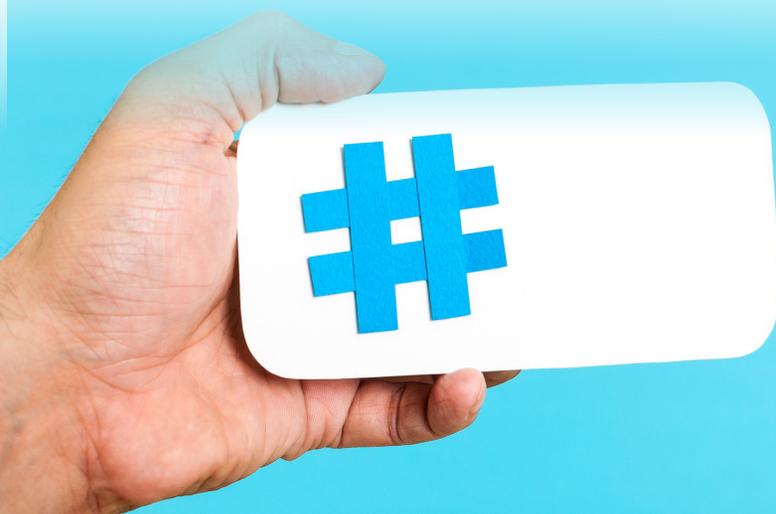


Developing Social Media Strategies

Since social media has become such a prolific platform to reach the mass audience, events today is incomplete without engaging with the audience virtually through social media. It is a known fact that conferences, especially trade shows, have immense competitors and those with low social media strategies find it difficult to flourish in the market.

Use Hashtags

When we speak of virtual platforms like social media, hashtags play a pivotal role in reaching a greater audience. Using catchy hashtags like #event2021 or #tradeshows2022 encourage attendees to post on social media using these hashtags. People with similar interests in the meeting industry will eventually find these hashtags useful to view the event.



Blogging

With social media and digital platforms taking the world by storm, we cannot ignore the importance and essence of bloggers. In fact, everyone in the MICE industry or travel business must have a blog. It should upload recent and essential news, information and stories for promotional purposes. They can also upload updates from the event or meeting attended by world-class business owners.



Add Video Content

Instead of reading, people love to watch. Whether it's pictures or live videos of events, it grabs much more attention than news articles. In case videos are not possible, upload photos with a bit of information attached to it.

Make Announcements on Social Media

More than half of the world population use social media and approximately half are very active on it. This makes it easy for you to grab immediate attention by making announcements online on the most used social media platforms. Besides, several people look for news on the media. This gives audience a better opportunity to find what they are looking for online.



Popular Social Media Platforms

Several social media platforms are available to promote and support MICE and travel industry. Among the most popular ones are mentioned below.

Facebook:

With no surprise, Facebook has been a platform used for years by people of varied age groups. It has immense benefits when it comes to promoting events, travel and tourism and conferences.



Instagram:

Instagram is a highly coveted social media platform today! It has many impeccable features. Especially with the new reel features, it potentially attracts a great audience towards your event.



Twitter:

Twitter hashtags are among a few of the popular social media tactics to promote events. Whether attendees are at an event or anywhere else, it attracts or engages the audience. For instance, you can use the hashtag #imexamerica2021 to gather the attention of people interested in the event. This way, you can keep them informed about the happenings, event date and more.



LinkedIn:

LinkedIn is a social media platform for professionals. It is a stage where intelligent minds meet. If you are planning a MICE event, you can use your company's LinkedIn page to promote your event.



Social media today has made an enormous contribution in bringing the world together. Besides being a platform to connect virtually, it is a brilliant way for businesses to flourish in the market. Not only does it provide the opportunity to stay ahead of the competition, but it also does it in a cost-effective manner. To sum up, it creates a community where your events are received positively by like-minded people from across the globe!



SHOW HIGHLIGHT

ITE Hong Kong 2022

When:

June 9-12, 2022

Where:

**HKCEC Hall 1,
Hong Kong**



Held successfully in July 2021 with some 30000 trade and public visitors and more overseas exhibitors than from locally, ITE which Hong Kong's only travel fair, will next be held from June 9 to 12, 2022!

Hong Kong as market is big (2019 outbound spending totaled US\$26.9 billion and world's 12th largest) and safe (confirmed cases now total fewer than 12100)! It is also part of China's Greater Bay Area with GDP of US\$1.67 trillion in 2020, as compared to Canada with GDP of US\$1.60 trillion which ranked world's 9th largest economy!



What's more! The online survey which received 4514 replies from ITE2021 public visitors found strong pent up travel demand as 60% respondents maintain or increase travel spending in coming year; Over 80% paying more for safer holiday and after restrictions lifted 21% will travel abroad within 1 month and cumulatively 69% within 6 months.

Thus, Hong Kong a priority source market to countries re-opening borders to foreign tourists and ITE 2022, which incorporates the 36th ITE (Leisure) and the 17th ITE MICE, a timely and proven platform!

The annual ITE Hong Kong - first held over 30 years ago is the city's only travel fair, it was held successfully in 2019 despite protest marches, canceled in 2020 due to pandemics and held as scheduled amid closed borders in July 2021, quality upheld, well attended by 2544 (11613*) trade and 27106 (73665*) public visitors! Of its 103 (675*) exhibitors 64%



(85%*) from outside Hong Kong, and some pavilions like China (mainland), Glamorous Camping and Taiwan, attractively decorated! There were 3D photo spots, vehicle display, and regular zoom meetings between speakers overseas and visitors etc., and some of the 50 seminars held onsite some of which live streamed on Facebook.

Based on successful experiences this year, ITE2022 can offer international exhibitors / advertisers services like zoom seminar pre-show or during ITE to interact with visitors in exhibition halls; onsite seminars which can be live-streamed; broadcast video in dedicated seminar sessions; ad panel or shelf-help photo corner etc. Also TKS the organizer will facilitate exhibitors to work with their local office or agent to control number of staff be sent from abroad etc.

Again, ITE 2022 will be eligible for the Convention & Exhibition subsidy by the Hong Kong SAR Government which TKS will share it with exhibitors who confirm and pay on or before 30 December, 2021 can enjoy 20% discount on space rental and 10% discount thereafter.



CALENDAR OF EVENTS 2021



G&A | ZCTE

**G&A Zhongshan
International Games &
Amusement Fair 2021**
Zhongshan, China
zsgaf.com/English/

10-12 Oct 2021



World Routes
Milan Italy
[routesonline.com/events/212/
world-routes-2021/](http://routesonline.com/events/212/world-routes-2021/)

**10-12 Oct Physical,
18 – 20 Oct 2021(Virtual)**



TTG Incontri
Rimini, Italy
en.ttgexpo.it/

13-15 Oct 2021



**HICAP – Hotel Investment
Conference Asia Pacific**
Singapore
burba.com/hicap

20-22 Oct 2021

CALENDAR OF EVENTS 2021



**6th China Low Cost
Carriers Summit 2021**
Shanghai, China
summitasia.cn/En/Aviation

21 Oct 2021



ITB Asia
www.itb-asia.com

25-29 Oct (Virtual)



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