

MICE Travel Advisor

Volume: 11, Issue: June 2022

Centre of Attraction

Denmark

Venue Check

Milan

Cover Story

Incentive Travel Destinations in

USA

CONTENTS

04 | Centre of Attraction

The country is known for breathtaking landscapes and rich culture, **Denmark** has a unique blend of modern architecture and Viking charms. Click here to know more about the business events and meeting sector in the country.



21 | Spotlight On

HITEX Hyderabad is India's prestigious meeting venue for hosting meetings, exhibitions and conferences. Click here to experience this wonderful location.

32 | Cover Story

Incentive travel can be used for team-building, networking opportunities or just for rewarding employees. This is a guide to the top **incentive travel destinations in the United States**.



45 | Venue Check

We know **Milan** as the fashion capital of the world. But little do we know about the city's business event industry. This article guides you about the convention venues and hotel stays in Milan.



59 | Tech Talk

For meeting venues, we need high capacity electrical systems. Now we are going for sustainability standards. Click here to get an idea about **Photovoltaic System** that generates more electricity.

FACE TO FACE	14
MICE BITES	28
MICE APPOINTMENTS	42
INTERVIEW ZONE	56
CALENDAR OF EVENTS	65

From the Editor's Desk

Dear Readers,

Welcome to another successful issue of MICE Travel Advisor.

In the June edition, we are highlighting more in the diverse arena of meetings and event sector globally. The incentive travel is a top motivator for all employees, and many reward earners are eager for a new adventure. An upcoming incentive trip could be the first time travelling for any top performers since the pandemic began. The incentive travel allures employees for once-in-a-lifetime experiences to make travel dreams a reality. Here you can get to know about the top incentive travel destinations in the United States. These destinations offer a more relaxed atmosphere for rejuvenation, crazy shopping modes, enchanting malls and restaurants for exclusive dining experiences, all with plenty of sunshine, city travels, rustic exploration and miles of beaches.

Also in this issue, Vitanart Vathanakul, the CEO of Royal Cliff Hotels Group and Pattaya Exhibition Convention Hall (PEACH) and Roman Muška, Managing Director at the Prague Convention Bureau shares their views on the latest MICE travel trends globally and how the meetings industry is taking a new turn in post-pandemic.

In addition, read the MICE industry scenario of Denmark and Milan, easy digest for any event planner for future meetings or exhibitions. Also in the technology section, we are focusing on the sustainability model of generating electricity for a convention venue- the Photovoltaic System.

Editor-In-Chief

Mr. Anup Kumar Keshan

**President &
Editor-In-Chief**

Mr. Anup Kumar Keshan

←→
Editor

Mr. Apratim Ghoshal

Executive Editor

Mrs. Puja Keshan

Associate Editor

Mr. Devansh Keshan

←→
Content Writers

Mr. Tuhin Sarkar

Ms. Paramita Sarkar

←→
Design Team

Mr. Santanu Sen

Mr. Mufaddal Chithiwala

Mr. Rajat Singh (Web)

Mr. Kaushik Das (Web)

←→
Marketing Executive

Mr. Vijay Kumar

Ms. Suthirshna Barua

←→
**Asst. Communication
Executive**

Mr. Rana Singh

←→
Circulation

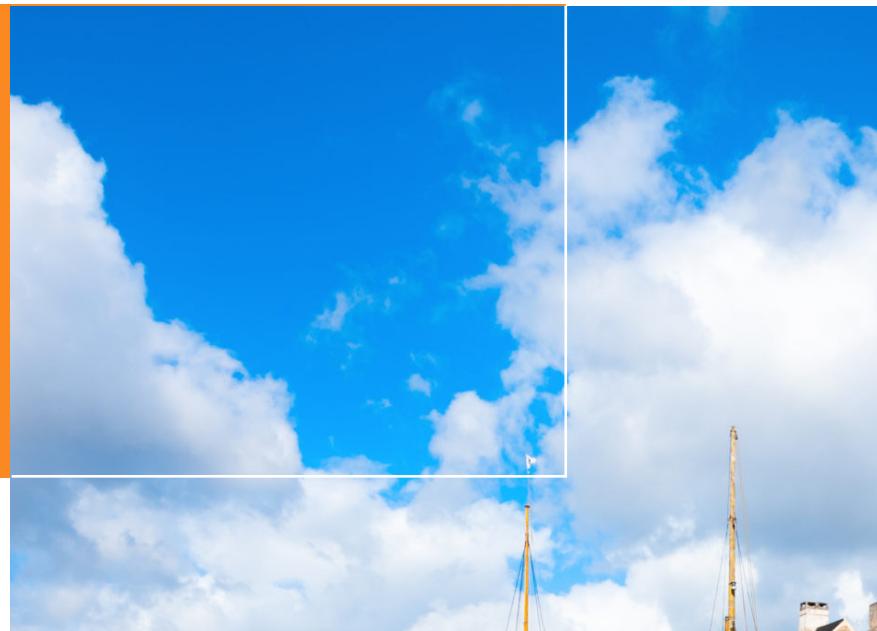
Mr. A.K. Sharma

Mr. Kajal Mandal

FOLLOW US



Denmark



Dive into Vibrant Metropolis in Scandinavia

Denmark is a fascinating country with great history and traditions. The country is known for its breathtaking landscapes and has a rich culture. Denmark is home to the capital city of Copenhagen, a vibrant metropolis with a unique blend of modern architecture and old-world charm.



World's Fashion Capital

Copenhagen is a great base to explore the country and is the starting point for a trip to the Danish islands of Zealand and Funen. It is often referred to as the "*Fashion capital of the world*" due to the numerous world-famous designers and brands headquartered here.

Every traveller's must-stop venue

The first stop for many travellers on their way to or from the Nordic region, Denmark is a veritable wonderland of castles, natural beauty, majestic architecture

and sweeping forests. The country's size and variety of landscapes make it an ideal place to discover the area's many charms.





The country has been inhabited for thousands of years, with people migrating from the Eastern and Southern parts of Europe to the Northern area we now know as Denmark.

Today, Denmark is one of the most developed countries in the world, with a strong economy and a high standard of living.

Its capital, Copenhagen, is often ranked as one of the happiest cities on the planet.

Prime Meeting Venues



Bella Center Copenhagen

Copenhagen's new Bella Center Copenhagen is the biggest congress and exhibition centre in Scandinavia. It is directly linked to Comwell Conference Center and AC Hotel Bella Sky Copenhagen, two of the city's most popular meeting destinations.

The new Bella Center Copenhagen offers congress and event planners a diverse offering of state-of-the-art gathering spaces, all of which are designed to enable attendees to experience a new level of connection and interactivity.

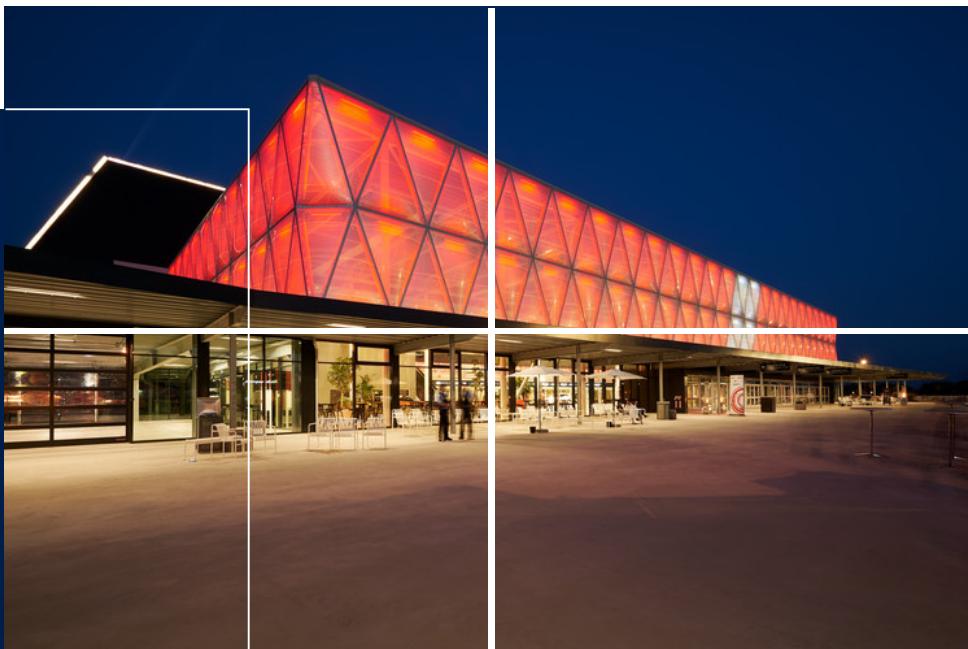
Built to LEED Gold standards, the building features a central atrium that is home to The Lobby café and the conference hotel, as well as a roof terrace with panoramic views of the city.

MCH Messecenter Herning

The MCH Messecenter Herning is an outstanding trade show venue in Europe and the largest exhibition forum in Scandinavia.

The MCH Messecenter Herning is the most visited exhibition centre in Denmark. The MCH Messecenter Herning is located in the heart of the Danish city of Herning in a modern architectural building.

The impressive building has been designed by the Danish architects Henning Larsen A/S and is a building with a future.



Aalborg Kongres & Kultur Center

Aalborg Kongres & Kultur Center is located in Aalborg, Denmark. The venue is best suited for events such as trade fairs, exhibitions and trade shows.

Aalborg Kongres & Kultur Center offers a range of services, including event planning, branding, and design. The venue has hosted a variety of events, including corporate events, sports championships and awards ceremonies.



Places to Stay after Hectic Meetings



NH Collection Copenhagen

The hotel has an elegant interior that blends modern Scandinavian design with classic Danish furniture. Every room has a stunning view of the water, and most rooms have their own small balcony.

The highlight of the hotel is the roof terrace, which has stunning views of the harbour and is the perfect place to watch the sun set over the water. The hotel is also very close to the best shopping street in Copenhagen.



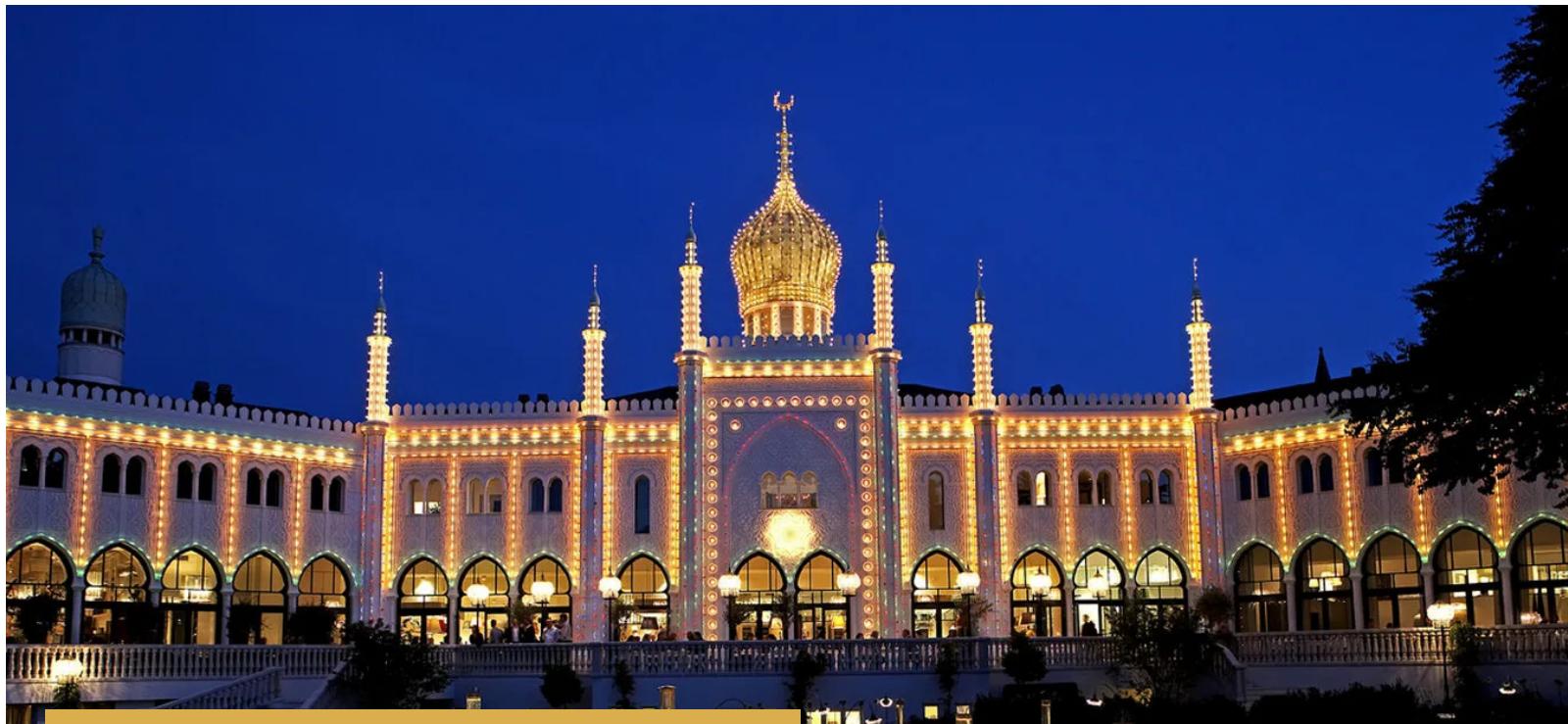


Gjáargarður Guesthouse

Gjáargarður Guesthouse is a wonderful place to stay in the capital of the Faroe Islands.

It is located on the outskirts of Tórshavn, a quaint fishing village and the capital of the Faroe Islands.

The house is located on a small hill with amazing views of the Atlantic Ocean. The house is very warm and welcoming and the hospitality is beyond comparison. So, you can enjoy a leisurely walk to find the best bargains.



Nimb Hotel

Nimb Hotel, located in Copenhagen, is a spectacularly-designed hotel that offers something for everyone.

It's a fairy-tale-like hotel with a whimsical theme that's perfect for those with kids or a love of amusement parks.

The hotel is also located close to the city's main attractions, making it an excellent choice for travellers looking for a central location.

Each guest room at Nimb Hotel is stylishly-designed and appointed with modern conveniences, including a flat-screen TV, private bathroom with a shower and luxurious bedding.



Exploring the World of Vikings

Here, you can learn more about what makes Denmark so special. If you are in Denmark, willing to make the most of the country, here are the best things to do and see –



Tivoli Gardens, Copenhagen

Copenhagen is a city that loves to play, and nowhere is that more apparent than at Tivoli. The world-famous amusement park first opened its doors in 1843 and in the intervening years, it has been an inspiration for the world's biggest theme parks, including Disney. Today, Tivoli continues to delight visitors of all ages with a host of rides, games and beautiful gardens. It's the perfect place to spend a carefree day, whatever the weather is.

National Museum of Denmark, Copenhagen



The National Museum of Denmark, located on the waterfront, is the country's largest museum. It showcases an impressive collection of Danish artifacts, including a 2,000 year-old sun chariot, Danish porcelain and silver and Romanesque and Gothic church trimmings. The museum also houses a large collection of Danish paintings and photographs and artwork by some of the country's most noted artists. The exhibits are rotated regularly to provide visitors with a variety of experiences.

Christiansborg Palace, Copenhagen

Copenhagen, the vibrant Danish capital, is a collage of cobbled streets and baroque buildings. Rising from the centre of the city like a crown is Christiansborg, the complex that has been the home of the Danish Parliament for the past 165 years. Today, it is home to the offices of the Prime Parliament, the Prime Minister and the Supreme Court. With its redbrick walls and majestic spires, Christiansborg is the beating heart of Denmark.



LEGO House, Billund

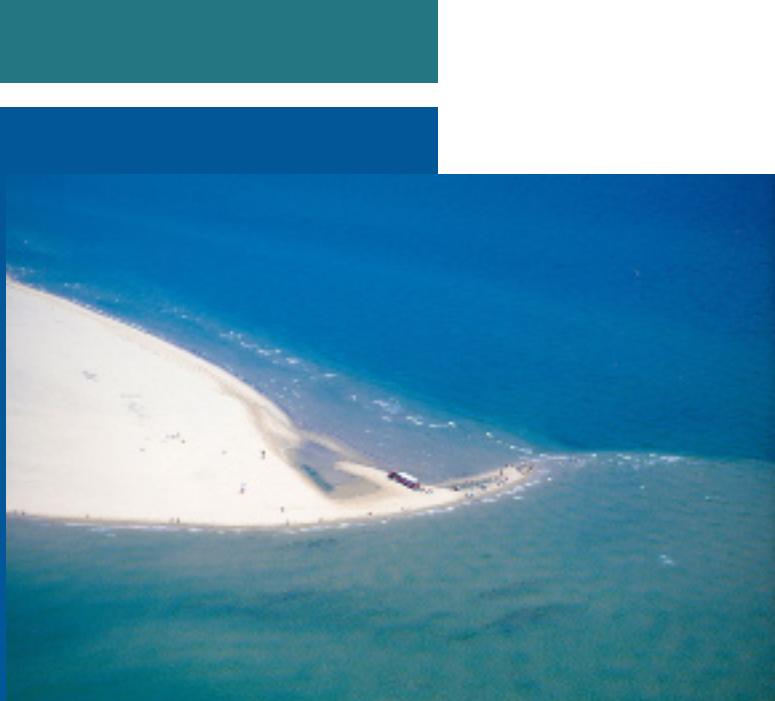


The LEGO House is a family-focused attraction that offers something for everyone. Those who don't want to spend a lot of money on their vacation can visit The LEGO House as here the entry is free. The best part is that visitors can spend as much time as they want to explore the exhibits, which means the whole family can have fun together. The great thing about the LEGO House is that it appeals to all ages.

Skagen Beaches

When people think of Denmark, they often picture a charming country of cobblestone streets and fairytale castles. But the small Scandinavian nation also boasts 5,000 miles of coastline, which makes it an ideal destination for beach lovers. For those who want to take advantage of all that sand and surf, Skagen is the place to be. The small fishing village, which is just a short drive from the capital city of Copenhagen, is known for its wide, white-sand beaches and clear blue water.

So, if you wish to explore the beauty of Denmark, pack your bags and get going.



PRAGUE CONVENTION BUREAU



Roman Muška

The Czech Republic is a landlocked country in Central Europe, covering a geographical area of 78,867 km², making it somewhat smaller than neighboring Austria, and also slightly smaller than South Carolina in United States. In regards of tourism, the opportunity is awesome.

From 9th April, 2022, all the travellers will be able to enter the country without being subject to any entry rules as the latter's authorities have decided to drop all of their COVID-19 restrictions.

The Czech Republic's Ministry of Health has announced that that the country will no longer apply the colour-coded system. This means that all travellers, regardless of their country of origin, can now enter in the country restriction-free.



The Czech Republic has also relaxed some of its domestic COVID-19 restrictions too. Travellers and citizens of the country are no longer required to wear a face mask also.

In addition, the requirement to hold a necessary COVID-19 pass when attending different public places and events has also been abolished.

You can travel anywhere in Czech Republic just like before

Here the meeting planners and event organisers, be it a formal official exhibition or meeting or a personal wedding event or gala party, Czech Republic will serve as a best option.

In recent geo-political development in Europe, as Russia has a long invasion plan against Ukraine, Czech Republic and Prague MICE community have deeply condemned it.



"As the current situation has touched many aspects of our daily life, we at the Prague Convention Bureau, official representative of the City of Prague in the field of meetings industry, would like to comment on the current development in Prague in this regard and answer many questions that can possibly arise with this unprecedented situation."

With MICE Travel Advisor, **Roman Muška**, Managing Director at the Prague Convention Bureau shares the contribution of Prague Convention Bureau and how the country and the city as well are working to boost MICE tourism.

MICE Travel Advisor: Share with us about the roles and contribution of Prague Convention Bureau in promoting the country as a MICE and business tourism destination?

Roman Muška: The Prague Convention Bureau is the official convention bureau of the city of Prague. We are a non-profit organization established in 2008. Our mission is to strengthen the positive awareness of the city of Prague as a convention and incentive destination, to increase revenue and stimulate economic growth for the community.

We act as an intermediary between the event professionals and the local service providers. We also help to promote the events held in Prague and provide marketing & PR support. Crucial part of our support is also destination advisory or administrative support. We also act as a liaison assisting in communication with the local government authorities.

Together with our partners, we try to keep Prague on the top of the minds of the event professionals around the world by sharing latest news, knowledge and providing unique and flawless services.

In the Czech Republic, with its 10.5 million inhabitants, more than 17.5 million doses of vaccine have been provided so far. Based on the latest data, 73.5 % inhabitants of the Czech Republic over the age of 12 completed fully their vaccination scheme.

MICE Travel Advisor: Tell us how Prague Convention Bureau is working throughout the year with convention centers and event venues to host safe and secured events in post pandemic time? How the country is working its COVID-19 vaccination procedures and protocols for the international travelers, while hosting and attending the events?

Roman Muška: From the very beginning of the pandemic, Prague Convention Bureau has been acting as a main point of information for all the event professionals seeking solutions for their event. All our venues and convention centers introduced very strict hygienic rules for hosting

mass events. We at the Prague Convention Bureau prepared not only Q&A document, that is regularly updated, but we also introduced Health & Safety Guidelines. Czech Republic also received the Safe Travels Stamp. The stamp helps travelers recognize countries and businesses around the world that have implemented these globally standardized "safe travel" principles.

In the Czech Republic, with its 10.5 million inhabitants, more than 17,5 million doses of vaccine have been provided so far. Based on the latest data, 73,5 % inhabitants of the Czech Republic over the age of 12 completed fully their vaccination scheme.

All the venues and service providers, as well as the Prague Convention Bureau's team, are ready to provide them with up-to-date information and meet even the most demanding requirements.



MICE Travel Advisor: The Honorable representatives of the Czech Republic and Prague, as many other representatives of the European and non-European countries around the world, deeply condemn the Russian invasion of the sovereign neighbouring country of Ukraine. Do you think that Russia-Ukraine conflict is hampering to organize events in Europe?

Roman Muška: The war in Ukraine is an unprecedent situation, not seen in Europe for almost eight decades. We are of course monitoring the situation very closely, trying to help those who lost their homes or even family and relatives due to the war and are now seeking safe place in other countries across the whole Europe.

This is very similar in each of the European countries. We understand the concerns of some event professional and event organisers regarding hosting their events in Europe now, but we would like to assure them, that there is no immediate risk.

All the venues and service providers, as well as the Prague Convention Bureau's team, are ready to provide them with up-to-date information and meet even the most demanding requirements. As far as we are aware, there are only few international events that are considering relocation or postponement. Of course, the events that were to take place in Russia or Ukraine are affected the most and their organisers are now seeking other options for their events.

MICE Travel Advisor: What type of events/meetings or exhibitions you have secured for 2022-2023 MICE tourism season? Are you offering some incentive travel schemes or perks to event delegates to promote tourism?

Roman Muška: We suppose the rest of 2022 will be dedicated to the events that were postponed earlier due to the pandemic. The exhibitions are back in Prague again, especially the traditional annual ones that were cancelled in the previous two years.



We assume the corporate sector will get back quicker in comparison to the large association events, since they require longer time to plan and organise. Nevertheless, we are already aware of some associations and organisers who consider Prague for their events in the upcoming two years.

Prague offers a wide range of incentive activities to choose from and the upcoming season won't be different in that perspective.

The city also provides several ways of support for association as well as corporate events. Lately, the city and Prague Convention Bureau focus a lot on sustainability and sustainable tourism development. The event delegates and tourists may look forward to e.g. new sustainable and locally designed souvenirs.



Even though, some of the corporate clients still apply bans on travel, we assume that, in case the situation remains stable, the meetings industry, not only in Prague, will experience noticeable recovery, especially in comparison with the two previous years.

MICE Travel Advisor: Please share with us about the statistics in terms of international MICE tourists' arrival last year and what is your expectation for this current tourism season.

Roman Muška: Most of the 2021 season was strongly affected by the pandemic and the strict measures continued to be in place for the mass events and travelling.

Based on latest data available (we are currently in the process of finalizing the statistics data for 2021), the number of events held in Prague was nearly the same as in 2020 and accounted only for a fifth of all events held in the record year of 2019. At the same time, we can see a slight drop in the number of events participants in comparison to 2020.

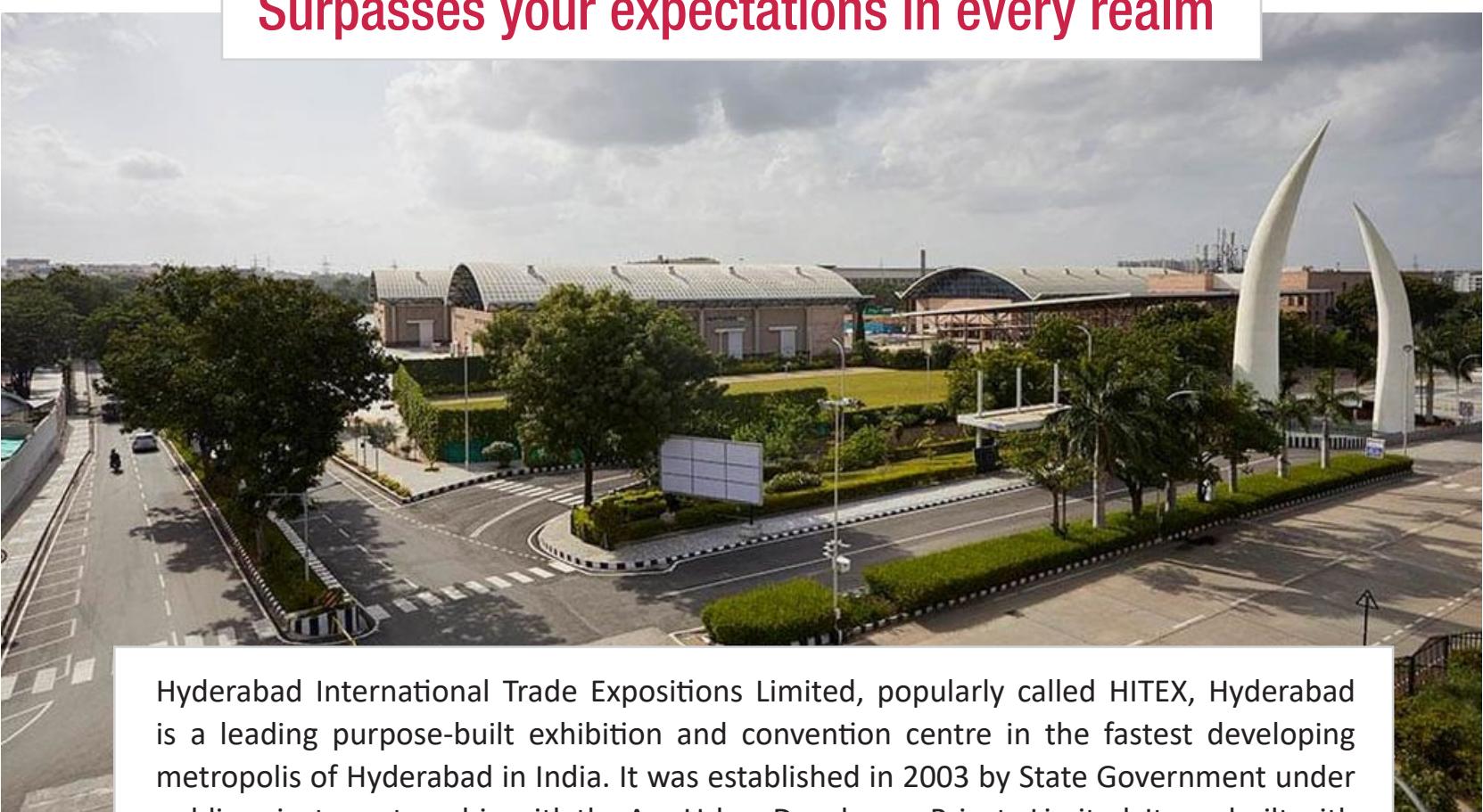
From March 1, 2022, all the limits on the numbers of delegates allowed at mass events have been lifted. We can already see an increased interest in holding events in the late spring or even summer, that were usually considered slow season.

Even though, some of the corporate clients still apply bans on travel, we assume that, in case the situation remains stable, the meetings industry, not only in Prague, will experience a noticeable recovery, especially in comparison with the two previous years.

However, we don't expect return to numbers of the record year 2019 in the upcoming months yet.

HITEX Hyderabad

Surpasses your expectations in every realm



Hyderabad International Trade Expositions Limited, popularly called HITEX, Hyderabad is a leading purpose-built exhibition and convention centre in the fastest developing metropolis of Hyderabad in India. It was established in 2003 by State Government under public-private partnership with the Ace Urban Developers Private Limited. It was built with a vision to establish a world-class venue for hosting global events, trade shows, weddings, conferences and exhibitions.

HITEX, Hyderabad has been at the forefront of conducting and facilitating global events, hotel bookings, exhibitions and conventions across industry verticals for over a decade. With a team of enthusiastic and qualified staff, HITEX gives a lifetime experience both to organisers and visitors.

What's inside?

The versatile venue spreads over 53 acres of prime land in Madhapur which bustles with exhibitions and events round the year.

HITEX is a state-of-the-art property operational with world-class facilities and flexible services. It comprises of 30,000 sq m of outdoor and 18,500 sq m of indoor event areas, a 5,000 sq m Fair Park and a sprawling parking space.

The conference halls and meeting rooms of HITEX, Hyderabad feature avant-garde broadcasting and audiovisual technology, flexible seats and ambient space for business meetings, boardroom discussions, seminars, large-scale international conferences and corporate events.





Where to stay?

Novotel Hyderabad Airport

Novotel Hyderabad is a luxury hotel near the Shamshabad Airport (New Airport) which is about 1 km from HITEX. With over 70,000 sq ft of flexible meeting space, ultra-modern recreation facilities and other amenities, the eco-friendly property is a premium venue for business and leisure.



Radisson Hyderabad, Gachibowli

Ideally located between HITEC City and Gachibowli, the property is well appointed with thoughtful amenities and event facilities for making every event one-of-its-kind. Kids can enjoy a good splash time in the sky pool while adults cannot resist soaking up the sun to unwind and rejuvenate. Radisson Hyderabad is located about 3 km from HITEX Hyderabad.



Trident Hyderabad, Madhapur

Stylish and contemporary are the words that befittingly describe Trident Hyderabad. This luxury hotel located in the 'City of Pearls' is about 2 km from HITEX and offers a plethora of luxury and event facilities to give best value for your money as well as create memories of a lifetime.



Touring Around the City

Charminar

No place can offer a glimpse of the fabled Hyderabadi life like the neighbourhood of Charminar which is often called as "*The Arc de Triomphe of the East*". This majestic piece of architecture built in 1591 by Mohammed Quli Qutub Shah of Shah Dynasty is a must-visit spot for every visitor due to its religious and historical significance.



Salar Jung Museum

Salar Jung Museum is one of the three National Museums of India with a rich collection of paintings, manuscripts, ceramics, sculptures, clocks and other artifacts from Asia, Middle East, Europe, Africa and North America. Located on the southern bank of the Musi River, it is one of the largest museums in the world.



Hussain Sagar

Hussain Sagar Lake is Asia's largest artificial lake, connecting the twin cities of Secunderabad and Hyderabad. The lake with a 3 km long dam wall was built in the 16th century by Hussain Shah Wali. Amidst its tranquil setting stands a 16 m high statue of Lord Buddha which is worth a watch for its brilliant light show at night.

Indulge in gluttony

Hyderabad is not just about the fabled Hyderabadi Biryani. The City of Nizams has plethora of options to offer epicureans of all kinds. Here's a list of street food that you will just not be able to get enough of at any point of time:



Turn into a shopaholic

From ethnic décor to contemporary knickknacks, rare antiques to aphrodisiac attars and designer apparel to traditional jewellery, Hyderabad has a plethora of items to allure shopaholics. Here are some of the most popular places to flaunt your shopping spree:





IMEX Frankfurt supports cutting edge learning

IMEX is supporting specialist event planners with dedicated learning for association, agency and corporate executives taking place the day before the show, on Monday 30 May.

Exclusively Corporate is the forum for corporate planners to share first-hand struggles and experiences along with learning from experts at SAP, LinkedIn, Siemens Healthineers plus a former Premier League footballer and mindset performance coach.

C-suite agency planners are invited to shape the focus of IMEX's co-created Agency Directors Forum, choosing what best fits their needs from subjects including: growth opportunities; lessons learned from the pandemic; adapting to a changed event landscape; trends and technology impacting business strategy and reconsidering staffing options.

Separately, Association Focus will deliver learning and networking exclusively for association professionals of all levels. Sessions explore the economic impact of the pandemic for associations and share advice on how to evolve business models.

MATTA Fair April 2022 indicates encouraging tourism recovery



The Malaysian travel industry recorded more than RM40 million in sales during the MATTA Fair that was held from 9-10 April at the World Trade Centre Kuala Lumpur – an encouraging sign of recovery for the tourism sector.

More than 100 exhibitors including 17 national & state tourism organisations participated in Malaysia's largest consumer travel fair which resumed for the second time after November 2021.

Many visitors were checking out the exhibitors selling not only domestic but international packages as well and it was vibrant with many sales concluded.

Global Wellness Day at Four Seasons Resort Scottsdale at Troon North



In celebration of Global Wellness Day on Saturday, June 11, 2022, Four Seasons Resort Scottsdale at Troon North will showcase a variety of offerings promoting mindfulness and holistic wellness. The day begins with Desert Bathing, incorporating a Zen Hike and mindful intention setting, followed by Soul & Sound Yoga and sound healing.

“Being mindful – and staying present – can often be quite challenging in our fast-paced, daily lives,” says Senior Spa Director Jaana Roth. “Global Wellness Day provides a great reminder to recharge, reconnect and take time to instill and support those overall wellness efforts.”

MISSION WITH A VISION

WITT holds first conclave on women empowerment



Women in TAAI and Tourism (WITT) is a new enterprise by the Travel Agents Association of India (TAAI). It held its first conclave in New Delhi celebrating empowerment of women. The conclave turned out to be a success, with more than 200 TAAI and WITT present during the occasion. WITT was started in 2021 by TAAI president Jyoti Mayal.

The event showcased women's contribution in varied sectors. Jyoti Mayal shared the three steps to entrepreneurship, leadership and employment regarding which women are contributing on a global scale. Mayal said that women comprise a pivotal part of the travel, tourism and hospitality sector.

WITT's main objective is to engage 'women in tourism' and empower women in India. Praveen Kumar, the Former Secretary of the Ministry of Skill Development and Entrepreneurship (MSDE), thanked WITT for arranging a conclave like this. He said that women's role in travel and tourism need to be brought to limelight, so that women get their due recognition and development.

Guide to 2022's Top Incentive Travel Destinations in US



Incentive travel is an important segment of the meeting and business event industry. It is a travel perk used to incentivize or motivate employees or partners. It is tied with company goals and often given to top performers.



Incentive travel is a part of incentive or loyalty programme that rewards the deserving candidate with an all-expense paid trip that includes scheduled events and activities.

Importance of Incentive Travel



Incentive travel can be used for team-building, networking opportunities or just for rewarding employees. Incentive travel is ideal for companies that do not wish to reward employees exclusively with cash but still want to ensure that they feel recognised and appreciated.



Incentive Travel in US

The United States has been quite a sensational destination when it comes to incentive travel. Companies usually give out tickets to some of the most alluring and attractive cities in the country as incentive. With Independence Day coming up in the United States, companies can choose from some great places in the country to reward and motivate their employees.

Upcoming Travel Events

- » Travel Agent Forum, Las Vegas (TAF): 20 - 23 June, 2022
- » Black Travel Expo (BTE), Atlanta: 03-04 June, 2022
- » Arizona: Luxury Meeting Live: 26 July, 2022
- » Travel Ability Summit (TravelAbility Tuesdays), Orlando: 06 - 08 June, 2022
- » Missouri Governor Conference on Tourism, Columbia: 06 - 08 June, 2022
- » Tourism Naturally Conference, Fort Collins: 05-09 June, 2022
- » National Travel Monitoring Exposition and Conference (NaTMEC), Boise: 13-16 June, 2022

Top Destinations for Corporate Incentive Travel

Hawaii

For incentive travel within Hawaii, there are three main contenders, each with its own luxury resorts and a wide range of activities. The island of Oahu is known for surfing opportunities at Waikiki Beach, Pearl Harbour's historical significance and world-class dining and shopping venues. The island of Maui is best known for the beauty of the Haleakala National Park, world-famous black, red and white sands beaches and the historic road to Hana. Hawaii is home to exceptional convention centres like Hawaii Convention Centre.





Colorado

Combining the best of city and country, Colorado Springs, Denver and Boulder have an urban flair, distinct personalities and inspiring locations at the foot of the mountains.

Restaurants and hotels with rooftop gardens are part of the Colorado culinary scene. Chefs own their own farms and ranches. Incentives travellers can complete their high-end experience at properties like the Broadmoor. Hotels and convention venues here have held successful business meetings and events.

Napa Valley, California

Napa Valley, California's famed wine region, offers stylish hotels, exquisite shops, charming downtowns and some of the country's best gastronomy. Wine tasting and vineyard tours are always the main attractions in Napa Valley. There are many more things to do here such as culinary tours, classes and competitions, wonderful spas, scenic hiking and biking trails, a surprising art and music scene and hot air balloon rides.

Orange County in California, with its Orange County Visitor and Convention Bureau (Orange County Convention Centre), hosts international MICE events. Therefore, it is one of the most popular destinations for MICE travellers.





Santa Fe, New Mexico

Located at the foot of the Sangre de Cristo Mountains, Santa Fe is surrounded by desert and is an exciting, emerging destination. Santa Fe was elevated with the addition of Bishop's Lodge, part of the Auberge Resorts Collection. Originally a chapel and lodge built on the site by Santa Fe's first archbishop in the 1860s, this 100-room resort has a village-like layout.

Most travellers only look for quality hotels and convention centres in MICE tourism. However, Mexico braces itself to provide more to the audience. The event culture is growing in Mexico and the state promotes a new strategy to provide travellers with a whole new set of experiences.

Las Vegas, Nevada

Known for its nightlife, casino and entertainment, Las Vegas is also a great starting point for exploring the Grand Canyon, one of America's greatest natural wonders. With high-end hotels in Las Vegas, world-class entertainment, galore of casinos, nightclubs, year-round warm weather and much more attractions to offer outside the city, such as the Red Rocks National Monument, there's something for everyone in Las Vegas.

Conventions in Las Vegas are some of the largest in the world for one simple reason – their convention centres can handle huge volumes, traffic and grand-scale requirements necessary to run a successful show. Whether it is CES or The World of Concrete, the Las Vegas Convention Center has the capacity to accommodate millions of visitors and includes spacious halls, meeting rooms and more.





New York

New York is known as a city that never sleeps. It is also one of the best incentive destinations in the country. There is so much to explore in New York that it could take you a lifetime to cover everything. Whether it is culinary art, nightlife, museums, galleries, hotels or restaurants, there is an exceptional line of everything!

"In 2019, New York City welcomed a record 66.6 million visitors to New York City, including 13.5 million international travellers, generating \$47.4 billion in total spending. We are expecting to welcome 57.9 million visitors in 2022. Following the wider restart of inbound international travel, we expect that international travel from 2021 to 2022 will triple in volume".-Fred Dixon, President & CEO of NYC.

New Orleans, Louisiana

New Orleans has a strong cultural and business identity. Here you can experience the eclectic fusion of music, culture and heritage. In many ways, the city personifies the Deep South with European architecture, Caribbean colours and Creole cuisine, the jazz and blues clubs of Bourbon Street. The diverse neighbourhoods including Treme, make New Orleans as one of the most important cultural centres in Louisiana. The business events here are also organised in the state-of-art meeting venue, New Orleans Ernest N. Morial Convention Center. Also, you can get a choice to host your meetings or any event in some of the convention hotels like Hyatt Regency New Orleans, Sheraton New Orleans Hotel, New Orleans Marriott and Hilton New Orleans Riverside. Experience the annual Mardi Gras festival here, which is noted as the most historic and culturally rich city in the US.

To sum up, incentive travel has a lot of options in the US and continues to play a key role in MICE tourism.



IAATO Appoints New Chair to Executive Committee



The International Association of Antarctica Tour Operators (IAATO) has appointed Executive Committee member Tudor Morgan to its leading role.

Tudor, VP Government and Industry relations at IAATO member operator Hurtigruten Expeditions, takes the reins from Robyn Woodhead, who steps down after five years on the EC, the last one as chair.

The appointment was made on Thursday at IAATO's annual meeting in Rhode Island, US. The two-and-a-half day meeting was the organisation's first in-person gathering since the pandemic was declared in 2020.

Tudor has been involved in Antarctic-related fields since 1994, working for British Antarctic Survey, and later UKAHT with whom he attended his first IAATO meeting 13 years ago. He then joined IAATO member operator Hurtigruten and was elected to IAATO's Executive Committee in 2019.

IAATO Executive Director, Gina Greer said that Robyn has been an invaluable member of the EC for the last five years, and an incredible support in guiding IAATO through such an unprecedented period in its history.

Ten Trinity Square Private Club Appoints Alex Tzatzos as Head Chef



Ten Trinity Square Private Club at Four Seasons Hotel London at Ten Trinity Square announces the appointment of Alex Tzatzos as its Head Chef.

Over the past 15 years, Alex has gained multicultural and international experience having worked in a number of Michelin-starred restaurants. He joins from Nobu Old Park Lane, London where he held the position of senior sous chef for three years.

Prior to Nobu Old Park Lane, Alex was senior chef de partie at Sushi Samba, Heron Tower and before that in Beach Blanket Babylon, Shoreditch. Other positions include working as junior sous chef at the Starwood Luxury Collection Resort and as senior chef de partie for the Santa Marina, Arachova in Greece.

CWT announces new leadership positions

CWT, the Business-to-Business-for-Employees (B2B4E) travel management platform today announces three new leadership positions, pivotal to supporting the successful delivery of CWT's financial and strategic priorities. Jim Shepherd joins CWT as Senior Vice President, Corporate Finance, Lisa Papageorge is confirmed as Vice President Treasurer, having held this role on an interim basis since joining the business in February 2022, and Julia Kou is appointed to the newly created role of Senior Vice President, Chief Strategy Officer.



CWT appoints Patrick Andersen as Chief Executive Officer



CWT, the Business-to-Business-for-Employees (B2B4E) travel management platform, announces that Michelle McKinney Frymire has decided to step down from her roles at the Company.

As part of the Company's long-term succession planning process, the Board of Directors has appointed President and Chief Commercial Officer Patrick Andersen as its next President and Chief Executive Officer, effective 1 May 2022. He will also serve on the Company's Board of Directors.

Business in Italy's Lost City of Canals:

Milan

Milan is one of the most popular fashion capitals in the world. It is pretty convenient for the visitors as most of the top attractions are located close-by.



Milan is a magnificent, marvellous city. A distinctly Italian style permeates every neighbourhood of Milan. The buildings are beautiful, the food is fantastic and the fashion is indomitable!

Did you know?

Milan has a spectacular tram network which is the most developed one in Europe. Milan has no less than 17 tram lines, which spread over 181 km. This makes the city the 6th largest tram network in the world!

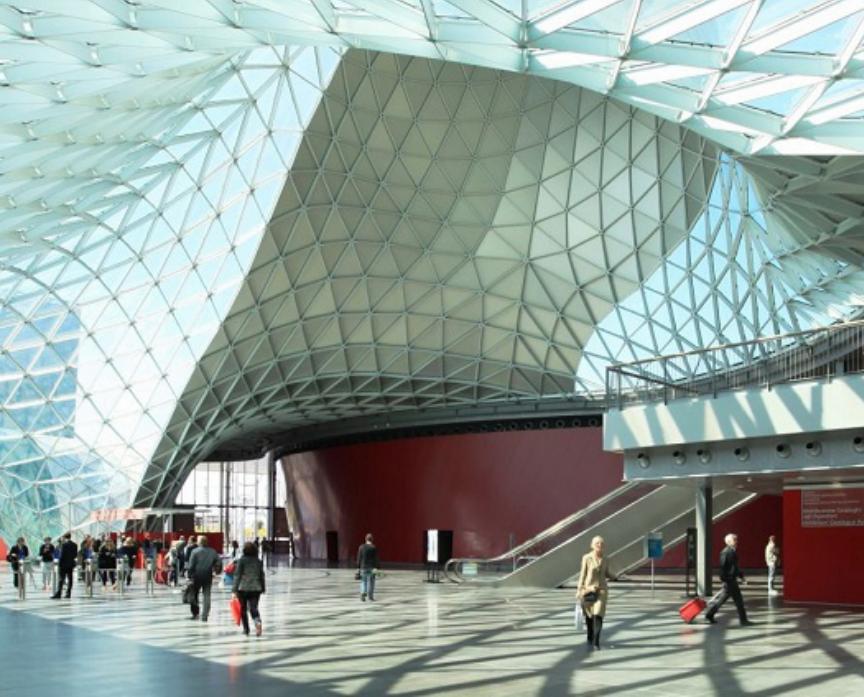




Prime Convention Venues

Along with exceptional beauty and spectacular architecture, Milan is a popular destination for events and meetings. MICE travellers worldwide flock to the city for a successful event. Here are some of the best convention centres in and around the city.

Milan, the capital of the Lombardy region in Northern Italy, is the wealthiest and most expensive city in Italy to live in. In fact, the Porta Nuova District of Milan is the richest district in Europe with a GDP of € 400 billion.



Fiera Milano

Fiera Milano is a premier convention venue for Italy's business, trade and industry. The convention centre hosts several events and festivals, including the Milano Design Week, a biennial design event that gathers the industry's top names with their latest products, services and innovations. Fiera Milano also hosts high-profile trade shows and exhibitions, including the world's largest trade show. It is spread over 405,000 sq.m.

MiCo Milano Congressi

Milano Congressi in Milan hosts some of the most prestigious corporate events in the city and is equipped to handle both indoor and outdoor events equally well. This venue has gained a lot of recognition since its expansion in 2005. With two large conference rooms, each accommodating up to 2000 people, an auditorium and a large parking area, the centre has grown to be one of the most famous meeting places in the area.



Veronafiere



The Verona Exhibition Centre is one of the most modern fair venues in Verona. It has gained a solid reputation for hosting some of Italy's most prominent events, trade fairs, exhibitions, conferences and congresses. The exhibition venue combines tradition and modernity and is versatile to accommodate all sorts of events. The exhibition centre at Verona has been built according to global standards and is equipped with some of the most advanced technologies. The venue is highly flexible, making it ideal for all types of companies, organizations, associations, authorities and trade unions.



Milan's Bizarre Forest

The Vertical Forest is Italy's astonishing residential building with a forest. It is a sustainable project entirely covered with lush vegetation. It won the 2014 International Highrise Award as the most beautiful skyscraper in the world.

Hotels for Luxurious Stay

Milan is home to some of the best hotels for a comfortable and luxurious stay. Some of these are:



Canova Hotel

Canova Hotel is one of the best choices for an affordable yet luxurious accommodation experience. It is a 3-star hotel with comfortable rooms and beautiful interiors. Here each room has simple furnishings and comes with air conditioning and a minibar.

The window overlooks the nearby streets. Set in an area full of restaurants and bars, the hotel is a 5-minute walk from the shopping street of Corso Buenos Aires.

The Rho Fiera Milano and the Expo 2015 exhibition centres are both within 15 km of the Canova Hotel.

Ostello Bello

If you are in for a stay with entertainment, Ostello Bello should be your choice. With all its facilities, it also hosts live gigs and theatre performances.

Ostello Bello is one of the newest hostels and has already made a huge impression among the upscale tourists. This highly rated hostel was named the Second-Best New Hostel Worldwide at the 2011 Hoscars.

Park Hyatt Milan

Located in the heart of the town, this hotel is perfect. Whether it is elegant rooms or delicious Italian cuisine, you get them all here. The hotel gives you a taste of the culture of Milan.

It's located just a short walk from metro station, Duomo, Galleria Vittorio Emanuele, La Scala, Santa Maria della Grazie and Castello Sforesco.

Exploring Vibrant Milan

Even if you are here to attend seminars and meetings, you should take out time to explore the top attractions in the city. Some of the top attractions are:

Piazza Del Duomo

The Duomo is the centre piece of the city that depicts the renaissance and baroque heritage. This is one of the few places in Italy where you can still see the remnants of those past glories.



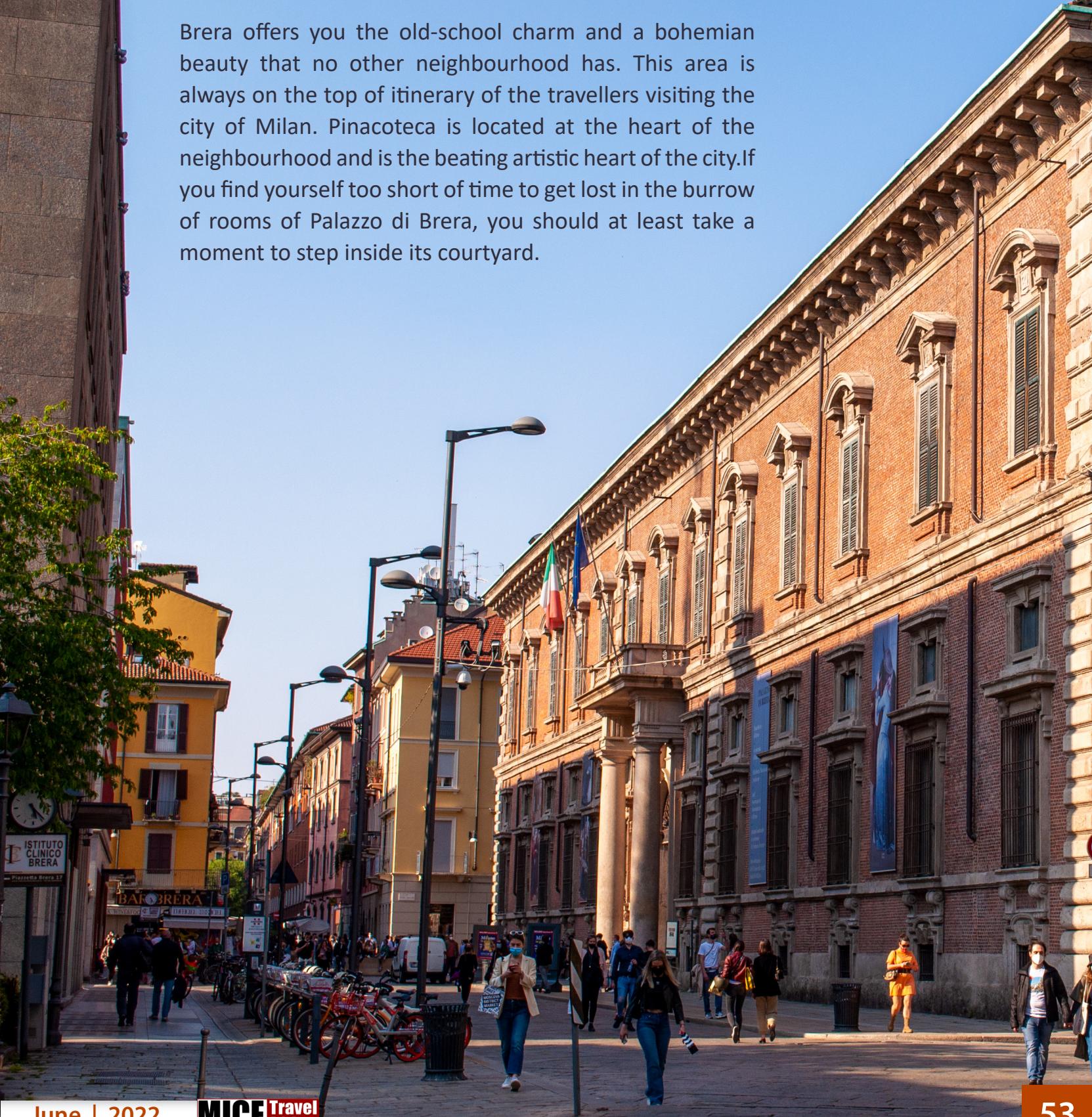
Isola

Isola is city's slightly offbeat and hipster experience and has completely all-natural neighbourhood with a friendly vibe. It is a good spot for hangouts.



Brera

Brera offers you the old-school charm and a bohemian beauty that no other neighbourhood has. This area is always on the top of itinerary of the travellers visiting the city of Milan. Pinacoteca is located at the heart of the neighbourhood and is the beating artistic heart of the city. If you find yourself too short of time to get lost in the burrow of rooms of Palazzo di Brera, you should at least take a moment to step inside its courtyard.





Galleria Vittorio Emanuele

This site is one that exudes the spirit of Milan's title as the fashion capital. It is home to an impressive collection of museums, galleries and other cultural institutions and some of the city's most famous and prestigious brands.

The Galleria is located right in the city's centre, surrounded by the Duomo, the royal palace, the cathedral and many other historical and cultural attractions that make Milan one of Europe's most romantic cities.

Sforza Castle

While it bears the name Castello Sforzesco (the Sforza Castle), it looks more like a fortress with a spacious courtyard than a castle. In addition to the library, the complex boasts multiple museums. Several museums are home to works of Michelangelo and da Vinci, as well as ancient Egyptian art and artifacts.



Milan is the capital of the Lombardy region in Northern Italy. This is the wealthiest and most expensive city in Italy to live in. Porta Nuova district is the richest district in Europe with an annual GDP of € 400 billion.

Therefore, with so many attractions to explore and embrace in Milan, book your next vacation here!

Images Courtesy: Visit Milan



In an interactive session, Vitanart Vathanakul, shares experiences of his journey as the CEO of Royal Cliff Hotels Group and Pattaya Exhibition Convention Hall (PEACH) with MICE Travel Advisor readers. He also talks about his plans and dreams to outlive in stiffer competitions in the hospitality industry.

MICE Travel Advisor: What services and amenities are you offering for the promotion of your property in the hospitality and MICE industries?

Vitanart Vathanakul: The first exciting development we want to share with everyone is the completion of our new infinity-edge pool. The latest addition is the largest disappearing edge pool in Thailand, over 160 meters in length and the only one in Pattaya with a magical view of the Gulf of Thailand. We have named this the Sky

Aquarium pool due to the see-through glass-covered edges and floors where onlookers from a distance can see the inside of the pool. To make the aquarium pool more stunning, we have added a pool bar with a view of the Coral islands. Royal Cliff Hotels Group now boasts 3 infinity edge pools for our guests. Children will also be in for a treat as they will get their designated pool connected to the main pool with mini water slides and a water playground. In addition, we have redesigned the outdoor landscape by the pools for multi-function purposes,

and it features a surf skate area, an outdoor spa, and many props for creating your photo album.

Since the pandemic hit in 2020, we took the opportunity to upgrade our product, add new facilities and renovate the property as much as possible. We have completely renovated our rooms and suites at the Royal Cliff Beach Hotel, and all the rooms are fitted with new furniture and bathrooms. Our suites offer a modern design and a classic Thai style to suit different travellers' tastes. As for the technological upgrade, we have installed the new Wifi-6 system. All our rooms offer the new IPTV innovative solution so guests can use their favourite apps, including Netflix, Disney+ and more. We know the importance of having fast and reliable Wifi, so whether you are on a Zoom meeting, playing games, or conducting a webinar, you can be sure that you will receive a seamless internet experience. We are also offering great value hybrid meeting solutions for M.I.C.E groups.

For the food and beverage front, we have recruited a world-class Chef's team, and we are in the process of redesigning the menu. Guests can look forward to multiple options, including healthy menus and more creative coffee breaks during meetings. We have also installed brand new coffee machines and now offer a variety of delicious coffees of premium quality. In the pipeline for 2022 and beyond, we are working on becoming a wellness destination. Our Cliff

Spa won the best Spa award in 2019, and our sports complex (Fitz Club) is becoming a popular choice for professional sporting events. The success of both facilities has inspired us to develop the Royal Cliff to be the leading sports and wellness centre in Thailand.

MICE Travel Advisor: What has been your tourist footfall in the year 2021 and 2022 till date? What type of tourists (upscale/midscale) do you expect in the upcoming tourism season?

Vitanart Vathanakul: The majority is from the domestic market, followed by Europe, India and the Middle East. Fortunately, the Thai government has helped the hospitality business with various subsidy programs, including the 'We travel together application' and Thailand Convention and Exhibition Bureau support. We hope that the government can keep rolling the subsequent phases of these programs. Our forecasts show that we are getting many upscale family bookings and small M.I.C.E groups from the corporate sectors.

MICE Travel Advisor: Please tell us something about the responsible and sustainable tourism approach taken by the Royal Cliff Hotels Group. What are your plans for the future?

Vitanart Vathanakul: We recently won the ASEAN Green Hotel Standard Award and the prestigious Asia Responsible Enterprise Awards. The Green Multiples @ Royal Cliff Project details Royal Cliff's commitment to conserving natural

resources by reusing various items within the organization that helps maximize cost-effectiveness and help reduce environmental pollution. The Company's guests and business partners are also encouraged to be part of the Corporate Social Responsibility (CSR) initiatives. Five initiatives are introduced in the project, which different departments oversee. Each year, the committee looks through and reevaluates the success of each activity. The five initiatives are:

1. Wastewater Treatment Facility
2. Keycard Holder Return
3. Biogas Production
4. Food Waste Recycling for Fertilizer
5. Reuse of Laundry Bags, Bed Linens, Towels, Flowers and Papers

Our plan for the future is to utilize technology to conserve more energy. We have also invested in electric vehicles to replace the existing cars we use to escort the guests around the resort. We have installed electric charging stations to encourage people to bring their electric transportation to the Royal Cliff.

MICE Travel Advisor: Please enlighten us with the statistics of the events you have secured in 2022.

Vitanart Vathanakul: This year we have many exciting and prestigious events in the pipeline. Around 50 M.I.C.E groups have confirmed

with us. This month the electrifying bare-knuckle fighting championship took place at our convention centre, Pattaya Exhibition And Convention Hall (PEACH). This is the second time the organizer has chosen our venue and has decided that PEACH will be the official centre for the fighting championship. Other upcoming sports events include Squash Tournament, ITF Tennis Masters Tour and E-sports. In June, we will be welcoming the Club8 Supercar club for the second time. It is expected that over 30 supercars, including Lamborghini, Ferrari, Porsche, McLaren, Bentley and Maserati, will be parked around the resort. For domestic groups, we have several doctors' conferences confirmed. We are delighted that the very prestigious Capital Markets Academy group will return to us after a decade at the end of May.

In terms of big international conferences, we are looking forward to the International Conference on Family Planning, which partners with Bill and Melinda Gates Foundation. We are hoping that over 5000 delegates will attend this conference.

We managed to confirm multiple groups because of our team's hard work in enhancing the hygiene level and commitment to solid safety measures. These efforts resulted in Royal Cliff winning the best SHA hotel award in Thailand out of thousands that competed. To date The Royal Cliff Hotels Group has won over 250 awards.

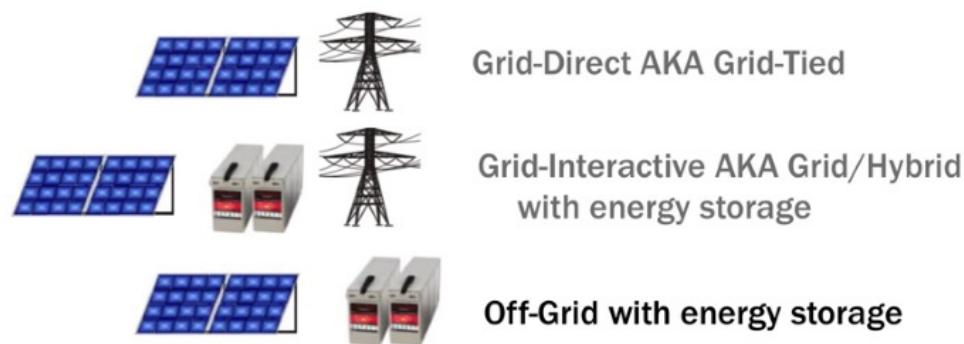
GETTING POWER FROM **SUN**

Generating Electricity from Photovoltaic System

We are right now in the midst of energy crisis and geo-political strategies. Post the pandemic, the hike in gasoline prices has added to the troubles. But the business must go on to sustain life. Run to the sustainable power is a tendency to boost and an alternative answer to tackle world-wide energy crisis.

Use of Photovoltaic System

A rooftop solar power system, also known as a photo voltaic system, has electricity-generating solar panels mounted on the rooftop of a residential or commercial building.



This solar system gives huge power to light convention centres, hotels, homes and even factories. The various components of this system include photovoltaic modules, mounting systems, cables, solar inverters and other electrical accessories.

Orange County Convention Center



The solar photovoltaic (PV) rooftop system which is installed Orange County Convention Center in Orlando, Florida, was completed in 2009.

This project is a massive eco-friendly U.S. Department of Energy Solar America Showcase. The goal of this project is to include five primary components: a 1-megawatt (MW) PV system, four 10-kilowatt PV systems, a 3,000-square foot Climate-Change Education Center, a statewide marketing programme and an economic development programme.

A group of Japanese researchers from Shinshu University in Nagano developed a two-step method that is more efficient in generating hydrogen, a clean and renewable fuel, from a photocatalytic reaction.

Use of New and Renewable Energy

Governments around the world can dramatically decrease their carbon footprint by purchasing or directly generating electricity from clean, renewable sources.

The most common renewable power technologies include:

- » **Solar energy system**
- » **Wind energy**
- » **Bio gas fuel**
- » **Geothermal energy**
- » **Biomass energy production**
- » **Low-impact hydroelectricity**

Governments, mostly in Asian and Scandinavian countries, can lead by generating energy on-site, purchasing green power or purchasing renewable energy.



Using New Energy

- » The generating renewable energy on-site uses a system or device at the location where the power is used.
- » Green power purchased through renewable energy certificates (RECs) – also known as green tags, green energy certificates or tradable renewable certificates – represents the technology and environmental attributes of electricity generated from renewable resources.
- » Renewable energy is purchased from an electric utility through a green pricing or green marketing programme. It is where buyers pay a small premium in exchange of electricity generated locally from green power resources.

Smart flower

Smartflower is an all-in-one solution that is pre-assembled and can be set up in just a few hours. It comes with a single AC cable for household use and may be moved around as needed.



Installation of Rooftop Solar Array at Salt Palace Convention Centre

Salt Palace Convention Centre has set a new standard for hosting sustainable meetings and conventions. The nation's largest rooftop solar array has been installed atop the Salt Palace Convention Centre. The 600,000 sq.ft. Project, which is larger than six football fields, includes 11,319 solar panels.



Emergence of Renewable Energy in Wider Use

The emergence of renewable energy has revolutionised world markets and renewable-driven change continues with unprecedented speed.

Few years back it was impossible to imagine the range of the new eco-friendly power generating technologies that have been developed to help countries begin the process of de-carbonising their economies.



Wind and solar power

For most people, wind turbines and solar panels represent the onward march of renewable energy. The two power sources are widely used in many rural landscapes and have transformed the market.



Electrification

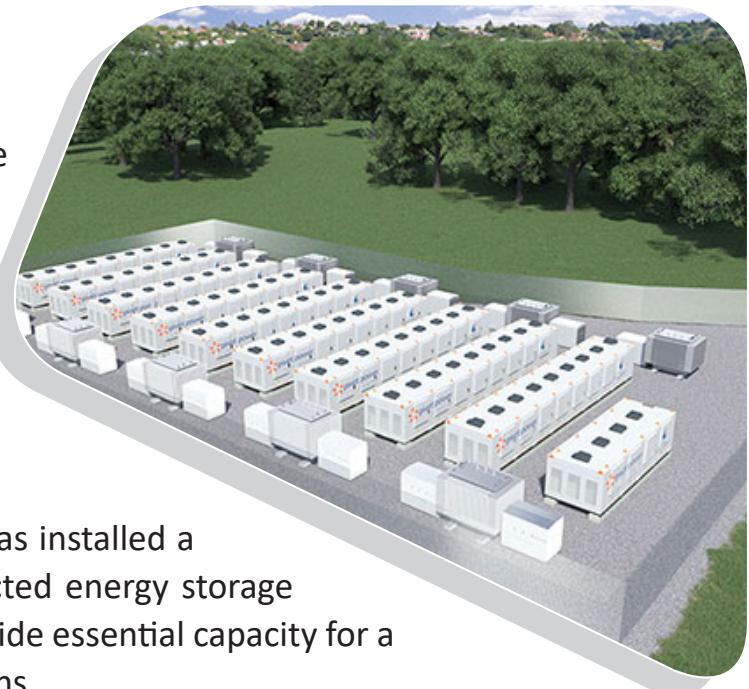
Experts agree that the advance of electrification in the coming decades will super-charge the shift to renewable energy sources. The renewable-based electrification of European industry, buildings and transports will allow the continent to reduce its energy-related carbon dioxide emissions by 90 percent by 2050, according to some predictions.

This trend is already visible. Wärtsilä and Pivot Power has installed a world-first 100 MW of utility-scale transmission-connected energy storage alongside high-volume power connections. This will provide essential capacity for a national network of rapid electric vehicle charging stations.

The project is expected to play a big role in accelerating the UK's energy transition push towards net-zero emissions by 2050.

It is predicted that, eventually electricity demand could increase as much as 3-4 times in European countries and the price could see a fall.

Switching to electricity is key to achieving the de-carbonisation of economies, but there are other, less obvious, knock-on benefits including improved energy security and better urban air quality.



Energy Storage

The prospect of storage of energy to accelerate the shift to renewable has been widely discussed in scientific circles and looks like being the key in the years to come. Energy storage is basically needed in the system due to variable wind and solar production. There are multiple energy storage technologies and the skill is to combine them in a system.

CALENDAR OF EVENTS **2022**



31 May-02 June 2022

IMEX Frankfrut
Frankfurt,Germany
imex-frankfurt.com



6-8 June, 2022

Routes Asia
Da Nang, Vietnam
routesonline.com/events/211/routes-asia-2022



14-15 June, 2022

Aviation festival Asia 2022
Suntec Singapore, Singapore
terrapinn.com/exhibition/aviation-festival-asia



29 - 30 June, 2022

TravelTech Show
Excel, London
traveltech-show.com



MICE Travel Advisor

www.micetraveladvisor.com

