

MICE Travel Advisor

Volume: 11, Issue: May 2022

Centre of Attraction

Tanzania

Cover Story

MICE Industry Scenario in

Turkey



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The need for **science and technology in meeting venues**, in the world today is inevitable. Similarly, the MICE industry, with its wide range of convention centers across the world, embraces the new technological shift quite seamlessly.



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From the Editor's Desk

Dear Readers,

Right now, we are in both hybrid and physical event formats. As the world is gearing up from the COVID-19 pandemic, we are ready to hold large events.

The pandemic has strongly driven the digital transformation of the event market. The virtual formats have brought a huge structural change in the event market and at the same time also created a higher awareness of the importance of sustainable business events.

About 79% of the organisers surveyed stated that sustainability plays an important role for them and significantly influences their decision-making.

Some of the particular weight is given to how people travel to events. In view of the convergence of the megatrends of digitalisation and sustainability, hybrid events are becoming doubly important.

Business events of the future are multi-dimensional. Our May edition reveals some of the hot topics in the MICE and events industry. This edition focuses on home to Serengeti National Park and borders around the Great Lakes Region, Tanzania also here you can get to know more about the integration of science and technology in the convention centres and meeting venues. Also, you find detailed information on the meetings industry in Turkey and Hong Kong. In addition, also read about Bangkok International Trade and Exhibition Centre (BITEC).

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Tanzania

Meeting in Savannah

Tanzania is the 13th largest country in East Africa. The country is home to the famous Serengeti National Park and borders around the Great Lakes Region.

The nation hosts wildlife spots and three of Africa's Great Lakes, Lake Tanganyika, Lake Victoria and Lake Nyasa. Mt. Kilimanjaro, Africa's highest point is also in Tanzania.



Tanzania is home to several important meeting venues and conference halls that organisers rent for various purposes to the public.

POPULAR CONVENTION CENTRES ACROSS TANZANIA

Arusha Convention Centre

The Arusha International Conference Centre (AICC) located in Arusha, is the leading conference venue in Tanzania. It is owned by the Tanzania government and operates without any government subsidies.

There are a total of 10 meeting rooms that can cater to various events like conferences, workshops, seminars, and committee meetings. The halls can hold 1000 guests at its full capacity. Most of these rooms are equipped with Simultaneous Interpretation Systems (SIS) which can handle interpretations in 12 languages.

Simba Hall was expanded to accommodate 1,313 delegates from its former capacity of 1,000 for the 8th Sullivan Summit

The United Nations International Criminal Tribunal for Rwanda (UN-ICTR), The East African Community (EAC) African Union Advisory Board on Corruption (AUABC), which was established on 26 May 2009 conducts major events at the Arusha Convention Centre.





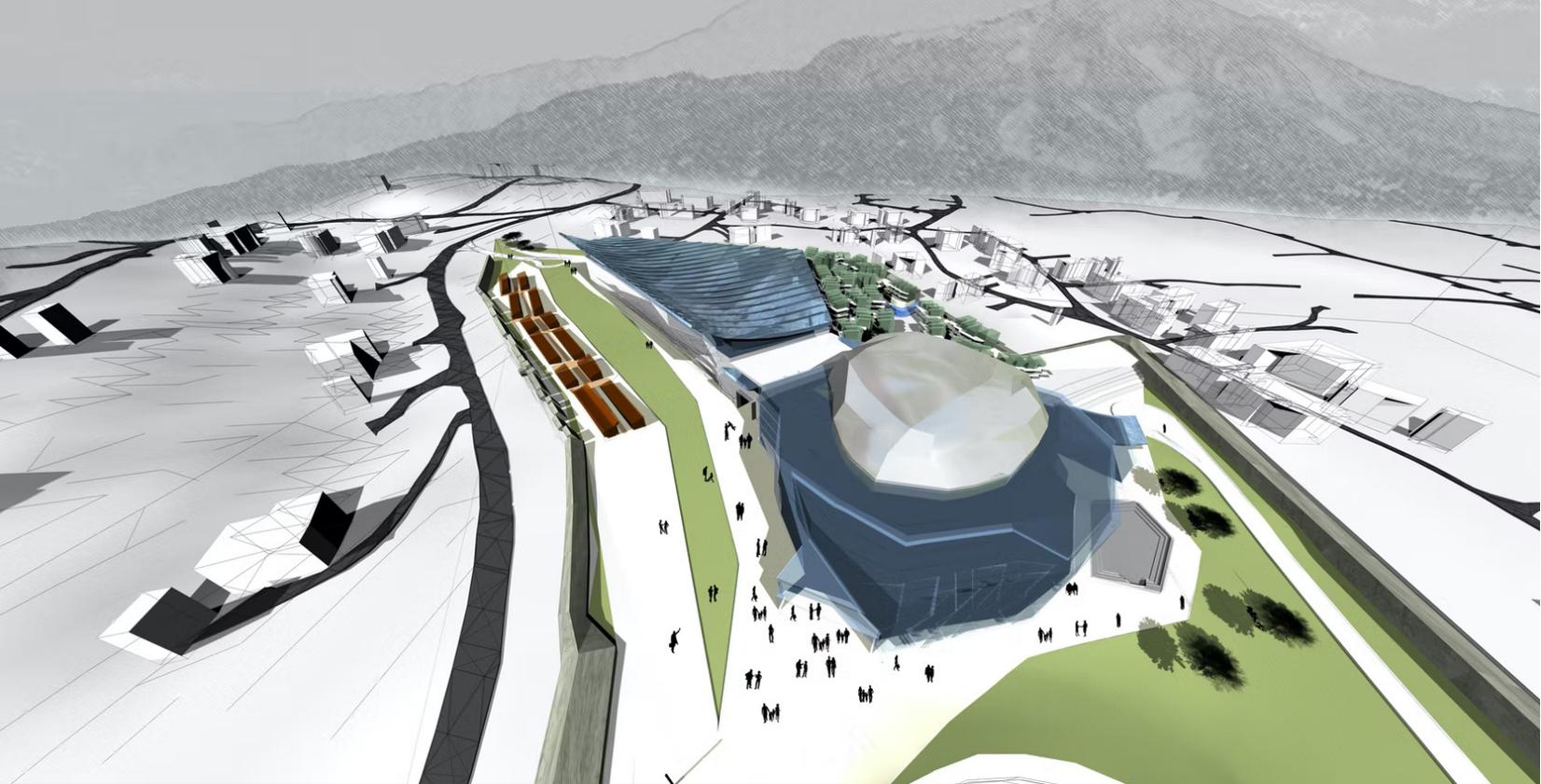
Julius Nyerere International Convention Centre

The Julius Nyerere International Convention Centre, a branch of the Arusha International Conference Centre is purpose built Convention Centre in Dar-es-Salaam.

The city is a major gateway to the world renowned “*southern tourist circuit*”, the “*coastal tourist circuit*” and Zanzibar in Tanzania, with sophisticated audio-video, communication and Information technology.

JNICC has 12 conference rooms that can seat 5 – 300 in flexible setups including theatre, classroom, half-moons, hollow-squares, horse shoe, etc. They also have Simultaneous Interpretation System (SIS) of up to 4 languages, audio visuals and LCD projectors.

Wireless and wired internet service is also available along with catering, exhibition areas, secretariat offices, VIP rooms and ample parking space. They also arrange for pre/post conference tours/ excursions, hotel bookings and ticket (re)-confirmation.



Mount Kilimanjaro International Convention Centre

Located in Arusha, the Mount Kilimanjaro International Convention Centre is more than merely functional buildings. It is a symbol of international cooperation; they represent the dependence of nations and communities. They also embody aspirations and status of the host along with the unique culture of its location. The Kilimanjaro Convention Centre has the additional quality of being located in one of the most beautiful regions in the world and will offer a unique facility in east Africa. The design reflects these important symbolic characteristics.



Prime Accommodations

During the stay at Tanzania, the guests will have the option to stay at the various hotels at various regions across the country. These are some of the best hotels to stay in Tanzania.



Lions Paw Ngorongoro

Located in Ngorongoro, 18 km from Ngorongoro Crater, Lions Paw Ngorongoro provides accommodation with a restaurant, free private parking, a bar and a shared lounge.



Maasai Giraffe Eco Lodge

Situated in Ngorongoro, Maasai Giraffe Eco Lodge provides accommodation 3.8 km from Lake Natron Viewpoint. Free Wi-Fi is provided. A terrace with mountain views is offered in all units. It is very isolated, but makes one feel very welcome. Nice and relaxing. Guests can explore the lake during early hours and waterfall in the afternoon.



Gran Melia Arusha

It is located in Arusha, 2.6 km from Old German Boma, the Gran Melia Arusha provides accommodation with a restaurant, free private parking, an outdoor swimming pool and a fitness centre.

It is a stunning property with amazing views into the surroundings, beautiful large rooms; the restaurant has amazing food, with extremely helpful and friendly staff.

Marafiki Beach Hotel & SPA

This property is 1 minute walk from the beach. Located on Matemwe Beach, Marafiki Beach Hotel & SPA offers accommodation with a bar, a swimming pool, a garden and a 24-hour front desk for your convenience. The hotel features both Wi-Fi and private parking free of charge.

All rooms offer ocean view and are equipped with air conditioner, terrace or balcony; the private bathrooms feature a shower and free toiletries. Marafiki Beach Hotel & Spa has an on-site restaurant and bar. A à la carte breakfast is available every morning. Once a week, during dinner, guests can enjoy live music.



Babalao Bungalows

This property is 2 minutes walk from the beach. Boasting a bar, garden, Babalao Bungalows is situated in Nungwi, 150 m from Nungwi Beach. Among the facilities of this property are a restaurant, a 24-hour front desk and room service, along with free Wi-Fi throughout the property. The hotel has family rooms.

The units at the hotel are fitted with a seating area. The rooms at Babalao Bungalows have air conditioning and a wardrobe. Guests at the accommodation can enjoy a continental breakfast.

Babalao Bungalows offer a terrace. Guests at the hotel will be able to enjoy activities in and around Nungwi, like cycling. Popular points of interest near Babalao Bungalows include Royal Beach, Kendwa Beach and World Wide Supermarket. Couples particularly like the location.



Enjoying Natural Beauties

After the meetings the guests can enjoy some of the natural beauties of the country after a session of meetings.

Mt. Kilimajaro

Mount Kilimanjaro is Africa's highest peak (5,895 m) and Tanzania's most iconic image. Mount Kilimanjaro National Park, unlike other parks in northern Tanzania, is not visited for the wildlife but for the chance to stand in awe of this beautiful snow-capped mountain and, for many, to climb to the summit. Mount Kilimanjaro can be climbed at any time, although the best period is from late June to October, during the dry season.



Serengeti National Park

Serengeti National Park is a vast treeless plain with millions of animals living here or passing through in search of fresh grasslands. It's most famous for the annual wildebeest migration but you can also see the Big Five here, and nearly 500 species of birds have been recorded on the Serengeti.



The annual migration of over 1.5 million wildebeest and hundreds of thousands of zebra and gazelle takes place in May or early June. This migration is one of the most impressive natural events and the primary draw for many tourists.



Zanzibar Beaches

The island of Zanzibar, also called Unguja, is a major holiday destination in Tanzania and known for its beautiful beaches. Part of the Zanzibar archipelago, which consists of the islands of Zanzibar and Pemba, this island has some of the best beaches in the world.

The surf varies depending on what side of the island you are on, but visitors will find soft white sand and clear shallow water, along with traditional boats lining the shore. The historic city of Stone Town, known for old Arabian townhouses, narrow alleyways, and a busy port, is located in the heart of Zanzibar.

FACE TO FACE



In an exclusive interview with MICE Travel Advisor, **Dato' Sri Abdul Khani Daud**, *Chief Executive Officer* of Malaysia Convention & Exhibition Bureau shares his views on how MICE business tourism in the country is playing a pivotal role in economical growth and how Malaysia Convention & Exhibition Bureau is working to secure more international meetings.

MICE Travel Advisor: Tell us about the recovery of meetings and business events in post COVID-19 time. How the MICE industry in Malaysia is growing and generating revenue for the country?

Dato' Sri Abdul Khani Daud: The recovery of business tourism in Malaysia leads to different arenas:

- » In order for us to reset the economy and generate revenue for the country, Malaysia Convention & Exhibition Bureau (MyCEB) strengthens domestic campaigns and initiatives to reset the domestic and international tourism whilst assuring the industry's revival.
- » We constantly ensure that the executed campaigns are in line with Ministry of Tourism, Arts and Culture Malaysia to help tourism industry players continue their survival amid the COVID-19 pandemic.

- » Some of the initiatives include the Meet in Malaysia campaign. The 'Meet in Malaysia' Campaign encompasses three simultaneous initiatives entitled 'Let's Meet Tomorrow', 'Let's Meet Locally' and the recently launched 'Let's Meet Now' programme. MyCEB focuses in

supporting our industry partners through initiative such as Meet in Malaysia for our recovery as we focus on homegrown and local events with the aim that these activities will get international leads in the future.



- » While waiting for the borders to reopen on 1 April 2022, MyCEB continuously bid for international conferences to come to Malaysia and work with organisers who events are restricted due to travel restriction. From our engagement with industry partners, they have been innovative with coming up with new business models and come up with new initiatives. And they

have gone beyond just business events activities.

MICE Travel Advisor: How the convention centres under Malaysia Convention & Exhibition Bureau (MyCEB) is working for the recovery in business tourism or meetings or event scenario.

Dato' Sri Abdul Khani Daud:

- » We currently have around 34 Convention & Exhibition Centres in Malaysia in various states of the country with Malaysia International Trade & Exhibition Centre (MITEC) being the largest with maximum capacity of more than 100,000 pax. Since the reopening of business events in Oct 2021, we saw a great demand for in-person event which is led by governmental events and followed by associations, and corporate meetings.

» The business events industry which has been really compliance when organising their in-person event will be able to inculcate high standard of hygiene and safety in their future activities. After all, many of the venues has also invested into this technological advancement to support the ever-increasing demand of hybrid event which we believe would be the next trend in doing business.

» Most of the activities held at convention & exhibition centres are corporate events like product launches, recognition ceremonies and training events. As international borders are still closed, we expect trade exhibitions and conferences would only kick off depending on the pandemic situation.

» MyCEB and Business Events Council Malaysia (BECM) have collaborated to develop the MySafe Business Events Planner that was launched on 23 March 2022 to reflect our purpose to help communities

network, collaborate and innovate together. The digital Planner is a step-by-step format to assist and guide the international business events traveller and organiser through the safety measures as well as to rebuild public confidence in our business events industry.

It also provides information on National Government COVID-19 management, national immunisation, recovery plan and some general guidelines for stakeholders. It is crucial to be vigilant during this challenging time, therefore the Planner provides access to essential business events planning tool that has real-time information.



MICE Travel Advisor: Please share with us about the events and business conferences, both in national and international, you have secured in this current 2022-2023 tourism year.

Dato' Sri Abdul Khani Daud:

As of March 2022, MyCEB has managed to secure a total of 123 business events to be held in Malaysia from 2022- 2030 in which we are expecting around 75,000 international delegates to Malaysia. We estimate that it will contribute to around RM1.4 billion in economic impact.

Main events in 2022:

- » World Congress on Information Technology (WCIT) 2022
- » Annual General Meeting of the Internet Corporation for Assigned Names and Numbers (ICANN) 2022
- » SICOT Orthopedic World Congress 2022
- » 19th International Congress on Infectious Diseases

Main Events in 2023:

- » 38th Congress of the Asia Pacific Academy of Ophthalmology - APO 2023
- » Congress of the Federation of Asian Veterinary Association -FAVA- 2023
- » International Symposium on Antennas and Propagation -ISAP 2023

Main Event in 2024:

- » World Federation of Hemophilia (WFH) World Congress 2024

Main Event in 2025:

- » Asia Pacific Symposium on Cochlear Implants and Related Sciences 2025



MICE Travel Advisor: What are the new technological updates Malaysia Convention & Exhibition Bureau (MyCEB) taken to host a secured and successful events or conferences?

Dato' Sri Abdul Khani Daud:

- » As part of global movement, MyCEB collaborated with Hybrid City Alliance and Asia Convention Alliance to rebuild the business events industry in the region and we strongly believe that together, the industry will rebound from the pandemic and gain confidence from the international market as trusted destinations. With the aim to be a compliance industry, it is our responsibility to ensure events made locally meets the highest standard of certification.
- » Apart from that, MyCEB has been very active in bidding virtually for international business events to come to Malaysia while we wait for international borders to reopen.
- » In line with the current niche and trends, we are in the midst of revamping MyCEB's website to make it more approachable and user friendly. This is important as it is one of our main platforms to deliver latest update to our stakeholders and to attract and engage more prospects, generate more leads, and to better support the company brand or raise awareness.
- » Further to that, the Malaysia Immigration Department has agreed to our proposal on special lanes for BE delegates at major airports to ensure smooth entry process to delegates and to elevate positive image and reputation towards Malaysia.



MICE Travel Advisor: Share with us about the marketing strategies you have taken to promote Malaysia.

Dato' Sri Abdul Khani Daud:

» The announcement by the Government to reopen business events had provided hope to this sector. The surge in domestic travel showed a positive sign in this sector and MyCEB has decided to extend the Meet in

Culture launched two initiatives, the 3R Initiative – Reset, Restart & Responsible and MySafe Business Events Planner. Aiming to increase confidence among the business events industry, these initiatives paint a strong perception that Malaysia is ready to organise business activities in accordance with the SOPs that have been set while maintaining a high level of safety.

» Moving forward, we believe that collaboration is key factor as we collaborated with Hybrid City Alliance and Asia Convention Alliance. We will continue to focus on bidding for international conferences which is in line with the government aspiration.



Malaysia campaign until December 2022. MyCEB is also taking part in tradeshows such as the ICCA Congress, UFI Congress and IBTM World.

» MyCEB with the support from Ministry of Finance and Ministry of Tourism, Arts and

» The Malaysia Immigration Department has also agreed to our proposal on special lanes for business events delegates at major airports to ensure smooth entry process to delegates and to elevate positive image and reputation towards Malaysia.

» MyCEB is also in the process of establishing a mobile app that is set to revolutionise Malaysia's BE industry. The mobile application will be a one-touch system that enables our stakeholders a great access towards comprehensive event information. We will also be introducing a meet & greet programme at the airport via the mobile

this year, the Malaysia Business Events Strategic Marketing Plan 2021 – 2030 which includes reinventing corporate hospitality programmes, form more global alliances and investing in the very needed digital transformation. By 2030, business events are expected to attract 5.9 million delegates, contributing to RM42.12 billion

in estimated economic impact whilst creating an estimated 25,833 total employment if everything goes according to the plan including budget allocation from government.

» There are also various domestic tourism campaigns initiated by the Ministry of Tourism, Arts and Culture as other agencies offer discounts and promotions to attract more local tourists. As such, the recovery plan is essential for the improvement of domestic tourism in the country. The spill over from the tourism sector will

be felt by the business events segment.

» On top of that, we are constantly connecting with head of associations for special dialogue to get information and share on how we could bring more business events to our country.

app. We are bringing this solution to front end in hopes it will accelerate recovery especially in this new environment.

» Marketing the country does not stop, as a matter of fact, MyCEB have carved a 10-year plan which was launched



MICE Travel Advisor: Enlighten us with the sustainability and responsible tourism approach taken by Malaysia Convention & Exhibition Bureau (MyCEB)

Dato' Sri Abdul Khani Daud:

In recognising the crucial role of the United Nations' Sustainable Development Goals (SDGs) play in improving long-term outcomes, especially for future generations, we have aligned our sustainability initiatives to the SDGs in support of the global sustainability agenda.

Below are some of the sustainability approaches taken by MyCEB:

Make sustainability a priority

The incorporation of sustainability principles in business events requires coordinated actions and collaboration from a range of stakeholders, including service providers and those in decision-making positions. MyCEB has always been a progressive bureau emphasising in the practice of sustainability in our events.



Ditch paper for digital communication

Post the Covid-19 pandemic, digitalisation has been an eye-opening implementation allowing events to diverse and ditch paper into digital communication. The usage of sending out hardcopy invitations, events programmes and etc is currently being replaced with online invitation and electronic direct email (EDM throughout all our recent events such as the Malaysia Business

Events Week (MBEW) 2020, Meet in Malaysia Roadshows 2020 and 2021, Malaysia's Business Event Strategic Marketing Plan 2021 – 2030 Launch and Meet in Malaysia Launch in the year 2020.

Choose sustainable vendors

Sustainability also ensures MyCEB is consistent in choosing the many vendors in Malaysia that practice sustainability. For instance, MyCEB has collaborated with the following venues to promote sustainability programmes and minimise waste. During the Malaysia's Business Events Week, MyCEB collaborated with Biji-Biji Initiative via the MyCSR programme by upcycling used materials during events such as banners and buntings which are then turned into tote bags and floor coverings for exhibition centres. Apart from that, MyCEB has also collaborated with Shangri-La hotel by

packing access food from events and donating it the Soup Kitchen to avoid food wastage.

Encourage sustainable transportation

Encouraging sustainable transportation is also highly crucial to balance our current and future needs reducing dependence on non-renewable energy. Here at MyCEB, we ensure to consider sustainable transportation options that surround the venue of choice to help cut emissions. For example, the venue considered usually consists of hotels and convention centres located in the city such as Kuala Lumpur Convention Centre (KLCC) where we hold most of our supported events and World Trade Centre (WTC) for Malaysia Business Events Week (MBEW). The said integrated venues offer great connectivity points for vehicles, public transportation and pedestrians.



Bangkok International Trade & Exhibition Centre

Leading Convention Centre in Asia



Thailand is a country with a long history. It's one of the most popular tourist destinations in Southeast Asia and for a good reason. From its beautiful beaches to the ancient ruins of its past, Thailand has a lot to offer visitors.

Favourable Weather

The tropical climate is perfect for vacations and the cuisine is world-renowned. Blessed with a tropical climate, white-sand beaches and a host of other attractions, Thailand has become a vacation hotspot for people from all over the world.

If you've never been to Thailand, you're missing out on a bleisure vacation of a lifetime.



Country's Real Appeal

Thailand has long been one of the most popular destinations for travellers. The country's appeal lies in its natural wonders and cultural attractions. On top of this, the hospitality of the local people makes the trip to Thailand warm and memorable.



MICE in Thailand

MICE industry is a crucial part of Thailand tourism industry. There are hundreds of people who visit the land for business purpose every year.

Among the many convention centre famous in Thailand, the best is the Bangkok International Trade and Exhibition Centre (BITEC).

Let's Explore



Located in the Central Business District of Bangkok, BITEC is a world-class venue for meetings, incentives, conventions and exhibitions. BITEC offers the highest quality facilities and services and is the perfect setting for your event. A world-renowned venue for MICE events, BITEC was opened in 1997. It is one of the most sought-after venues in Asia because of its superior quality and professional service teams.

All-in-one facilities

Offering several large-scale, multi-purpose event halls and comprehensive exhibition facilities, BITEC is ideally situated in the heart of the city, close to both commercial and residential districts.





superb Connectivity

The Bangkok International Trade Exhibition Centre is a short drive from Don Mueang International Airport and the city's main business districts. You can even take public transport to the BITEC Skytrain Station (BTS) and walk to the venue. BITEC is well connected with both public and private transport systems in Bangkok.

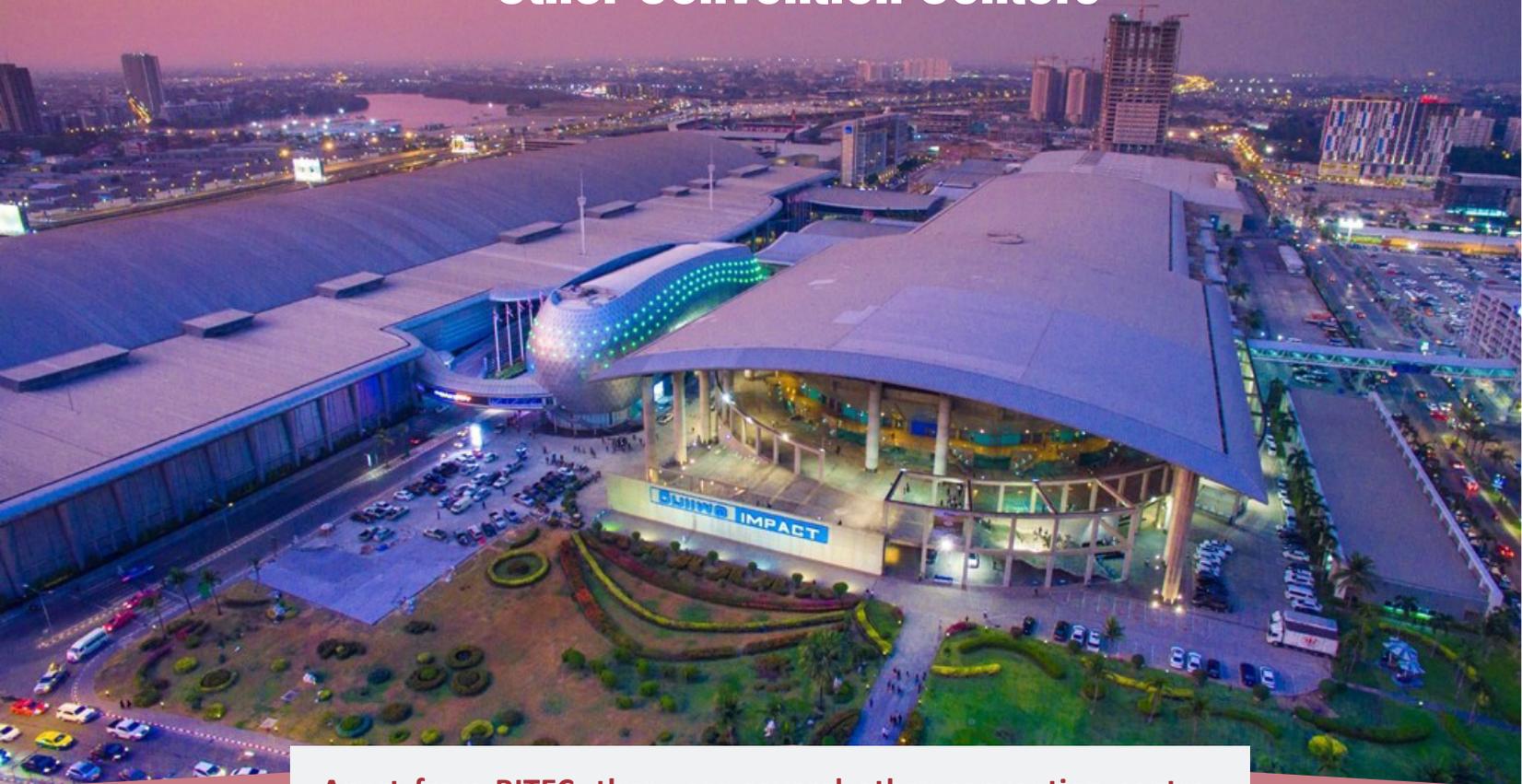
Flexible Exhibition Spaces

Numerous delegates worldwide have participated in international conventions hosted by the BITEC. The purpose-built facility, which is 70,000 sq.m. in size, is one of the most comprehensive facilities available for convention organizers who choose the facility because of its accessibility and quality services.

The endless, column-free event venue features 10 wide-open exhibition halls, six grand convention halls and 28 break-out meeting rooms to accommodate up to 40,000 delegates.



Other Convention Centers



Apart from BITEC, there are several other convention centre that are popular in Thailand. Some of them are –

IMPACT Exhibition Center

Impact is one of Asia's largest exhibition and convention centres, providing the ultimate venue for meetings, conferences, exhibitions and more.

This centre is a one-stop solution

for all your event needs, from space planning to security, food & beverage to facilities management and more. It is located in a prime location and offers cutting-edge facilities and services that are not available anywhere else in Thailand.



Queen Sirikit National Convention Center

The Queen Sirikit National Convention Center (QSNCC), Bangkok's premier convention and exhibition venue, is the ultimate destination for exhibitors and visitors to Thailand.

The 65,000 sq.m. of exhibition space is

located in the heart of Bangkok, just a short drive from the city's most popular attractions. QSNCC offers a unique combination of premier facilities, state-of-the-art technology and services, cutting-edge programming and an unmatched experience.



Shangri-La Hotel, Bangkok

Located in the heart of Bangkok, the Bangkok Shangri-La Hotel offers the ultimate in luxury and relaxation.

The hotel is home to a 5-star luxury spa, an 18-hole championship golf course, a 5-star luxury Andaman seafront restaurant and an upscale bar and

lounge.

The hotel also includes an international conference centre, a ballroom with a capacity for up to several guests and 3,000 sq m. of flexible meeting space, which can be divided into three separate rooms with the touch of a button.

Therefore, Thailand is undoubtedly home to some of the most prestigious and coveted convention centre globally.

GNTO supporting major Greek tourism events

Aiming to support events and activities that promote Greece's tourism product and highlight its growth potential, the Greek National Tourism Organization (GNTO) this month has put two major tourism events in Athens and Thessaloniki under its auspices.

TCB Crossroads – Thessaloniki

On April 5 the GNTO supported the “TCB Crossroads” MICE event held by the Thessaloniki Convention Bureau (TCB) in Thessaloniki. TCB Crossroads is the first of a series of meetings focusing on Thessaloniki's MICE industry and its contribution to the area's economic activity. Titled “A MICE experts & professionals meetup”, the first

event saw its organizers open a discussion on the development of professional and MICE tourism in Thessaloniki and the wider Central Macedonia region.

The TCB Crossroads event also gave tips to local tourism professionals and executives on how to further grow their businesses.



The event's speakers included GNT0 Secretary General Dimitris Fragakis. TCB Crossroads brought together representatives of public and private bodies, tourism business executives and students as well as local officials, university professors, communication experts and more.

Choose Greece 2022 – Athens

On April 29, the GNT0 will support the “Choose Greece 2022 – The Greek Regional Hospitality Plan” tourism conference at the Stavros Niarchos Foundation Cultural Center in Athens. Organized for a second year by the Olympia Forum, the event's speakers will include GNT0 President Angela Gerekou, regional governors, mayors, tourism business executives and more. The “Choose Greece 2022” event will highlight the strategic tools needed to achieve tourism growth and focus on spatial planning, the development of special forms of tourism and promotion tools.

Furthermore, participants will discuss on the new circumstances that have emerged as a result of the coronavirus (COVID-19) pandemic and the Russia-Ukraine war crisis. They will also seek for effective and viable solutions to enable Greece to remain a safe destination for travellers.



Sabah ready for business events

The Sabah Tourism Board (STB) encourages business event (BE) organisers to get assistance from them to hold national and international events in the state. Sabah Assistant Tourism, Culture and Environment Minister Datuk Joniston Bangkuai said both STB and the stakeholders should work collaboratively to prepare for the return of business events as the country's international borders have reopened.



Speaking at the “BE Get Together” dinner reception here yesterday, Joniston believes Sabah is expected to hold more events in the near future as the state had allocated a RM5 million grant for the ‘Sabah: BE here for you’ campaign in 2020.

The campaign is still running until today. Eligible applicants can apply for this grant of up to RM100,000 per group, for both national and international events, he said. Joniston who is also STB chairman has invited the business event organisers to take advantage of the opportunity.

He said STB will collaborate with the Sabah International Convention Centre (SICC) to market the venues for meetings, incentives, conferences, and exhibitions (MICE) both locally and globally.

A state-of-the-art facility for small and large scale events, the SICC has a capacity of 5,000 people and is conveniently positioned with a seaside view. It is also strategically located close to the city centre and airport. Earlier, Joniston congratulated industry players for completing the Congress Certification Programme 1.0 and the Congress Certification Program 2.0 Advance Masterclass.

AQua received three Adrian Awards from HSMAI

AQua, one of the nation's leading destination marketing and economic development agencies, received three Adrian Awards from the Hospitality Sales & Marketing Association International (HSMAI) for travel marketing excellence at this year's 65th annual celebration.

Recognized for creative and integrated activations with clients, Visit Lauderdale and the Bradenton Area Convention and Visitors Bureau, AQua's work garnered multiple Silver and Bronze Adrian Awards for digital, multimedia and experiential campaigns.





Kuala Lumpur Convention Centre and Urbanice Malaysia collaborate for Malaysia's sustainability drive

The Kuala Lumpur Convention Centre (the Centre) and Urbanice Malaysia have recently signed the first public-private sector Sustainable Development Goals (SDG) Memorandum of Understanding (MOU) which will contribute towards the SDGs of the nation and the Kuala Lumpur City Hall's (DBKL) efforts to create a sustainable city.

The MOU signing ceremony was witnessed by YBhg. Datuk TPr. Sulaiman bin Mohamed, Executive Director of Planning, DBKL.

As part of the MOU, Urbanice Malaysia will provide strategic counsel and advice to help the Centre further align its corporate responsibilities to the United Nations Sustainable Development Goals; enhance and execute its SDG roadmap; develop an SDG business events guideline; and expand SDG reporting. The venue, together with Urbanice Malaysia, will also be engaging with the Government and DBKL through knowledge sharing dialogues and the development of integrated urban solutions.

Arabian Travel Market launches 2022 exhibitor awards

Arabian Travel Market (ATM) 2022 exhibitors will be pulling out all the stops to showcase their creative and business flair at this year's ATM Best Stand Awards 2022.

The awards will recognise creative design, people skills and the business-friendly appeal of exhibiting companies' stands at the annual showcase which will be taking place at Dubai World Trade Centre from 9–12 May 2022.



MICE Industry Scenario in Turkey

Touching Milestone

Turkey is one of the most popular destinations in the world for meetings and events. Istanbul, the capital city, hosts numerous meetings, conferences and events throughout the year in different field. In travel industry, ACE of MICE Exhibition by Turkish Airlines fair gathers more than 250 international buyers from 54 countries.



“ACE of MICE Exhibition by Turkish Airlines, a congress, meeting and event exhibition, which has been held every year since 2013, is among the most visionary and important events of our country in this field with its global communication campaign to increase the perception and awareness of Turkish MICE industry globally, in order to gain new customers and markets with the professional hosted buyer programme, to ensure unity and motivation of the sector with networking chances and ‘AMEzing’ parties held within the scope of the exhibition, to raise the quality bar of our sector with the summits, workshops, seminars”.
- Volkan Ataman, President of Tourism Media Group.





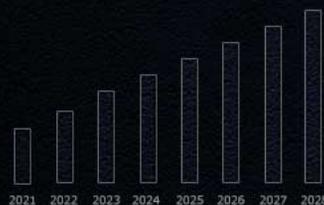
Leading MICE destination

It is for the first time in Turkey that discussions on how to make Istanbul a leading MICE destination were done in a summit. The summit, ACE of MICE, moderated by Volkan Ataman, President of the Tourism Media Group, focused on the subject in five separate sessions with protocol, important incentive companies, chairpersons of pcos and event agencies, event management delegates, directors of international chain hotels and general managers of congress centres.



ACE of MICE Congress, Meeting and Event Awards is the first and only organization aiming at dominating the sustainable progress of congress, meeting and event activities, creating the will of getting down to a fine art at the agencies and institutions serving in the sector, gathering MICE industry and corporate companies, getting service from the sector by means of award night and enhancing recognition of Turkish congress, meeting and event industry on a large scale.

ACE of MICE earning clients and markets



Global MICE Industry



ACE of MICE Exhibition by Turkish Airlines has been working with the global communication campaign to increase the perception and awareness of Turkish MICE industry globally. The exhibition's professional hosted buyer programme aims to gain new clients and markets. "AMEzing Party" which has become a ritual of the exhibition aims to provide togetherness and motivation within the industry.



Istanbul: A Global Leader

According to the International Congress and Convention Association (ICCA), Turkey ranks 18th globally as a growing destination for MICE tourism. The city of Istanbul ranks eighth on the global leader-board because it is a bridge between East and West, both in terms of trade and culture. Turkey is therefore exceptionally well positioned as a destination for the MICE industry.

Geographical factor

Turkey has vast geographic advantage. This country acts as a natural bridge between Europe and the Middle East, bordered by the Black Sea and the Marmara Sea and specifically, its capital Istanbul has seen billions of dollars invested in core infrastructure projects to boost its tourism sector and enhance its position as a viable business and family destination.



“.....ACE of MICE Awards is the biggest award ceremony of the global MICE industry which targets to guide the sustainable growth of congress, meeting and event operations, to create a will of achieving perfection for industry companies and to increase the awareness of the Turkish MICE industry on a global scale.”

A Leading Platform: Istanbul Congress Centre

The Istanbul Congress Centre (ICC) is considered to be one of the leading platforms or pillars that serve as a solid foundation for the industry. Not only does it have 14,000 sq.m of exhibition space, but also houses more than 18 meeting halls. The venue was constructed in 2009 and is centrally located in the heart of Istanbul.

What makes the Istanbul Congress Centre (ICC) unique is Istanbul’s impressive and ever-evolving infrastructure. Turkey has been able to attract an increasing number of businesses and people from the European, Middle East and African regions, looking for opportunity and development.





Long-term planning and active private-public investments in the country's transport and tourism sectors enabled the development of two international airports in Turkey with the third one - said to be the biggest in the world - being under construction presently. The country's carrier, Turkish Airlines, serving over 200 destinations, plays a vital role in raising awareness about Istanbul's standing within the MICE industry.



Massive and Hi-Tech Event

The real turning point for the Turkish MICE industry came with the hosting of the United Nations (UN) Habitat II Conference that was held in Istanbul in 1996. This massive event was a driving force in the country's development of tourism infrastructure and MICE capabilities, such as large international and domestic hotels and high tech conferencing facilities.



Hosted Buyers Listing

Held every year by the Tourism Media Group organisation, the exhibition will see 746 hosted buyers from 39 countries flock to the city. Over 10,000 business to business (B2B) meetings have been arranged, along with 220 national and international exhibitors, 19 sessions, 35 speakers, 160 sponsors and 15,000+ domestic and foreign visitors are expected to witness this grand event.



The Turkish Ministry of Culture and Tourism has also played a significant role in promoting Turkey as a tourist and travel hub. The Ministry worked for years to encourage other regions and cities within Turkey, to grow and develop their tourism and MICE portfolio, namely Antalya, which saw a positive impact on the growth of tourism and business travel.

EXPERT'S OPINION

A conversation with
Volkan Ataman,

President of ACE of MICE on the consecutive success of ACE OF MICE and a portrayal of how 2022 will reshape the travel industry.



"We will try to provide a unique MICE experience with colorful contents, B2B meetings with 160 national-international buyers in the Hosted Buyer Area specially created for our participants, session programs that open new perspectives and network activities to 15,000 professional visitors"

- Volkan Ataman

MICE Travel Advisor: What have you managed to achieve with ACE of MICE project which has become a giant brand so far?

Volkan Ataman: ACE of M.I.C.E. Exhibition by Turkish Airlines congress, meeting and event exhibition which has been held every year since 2013, is among the most visionary and important events of our country in this field with its global communication campaign to increase the perception and awareness of Turkish MICE industry globally, in order to gain new customers and markets with the professional hosted buyer programme, to ensure the unity and motivation of the sector with networking chances and 'AMEzing' parties held within the scope of the exhibition, to raise the quality bar of our sector with the summits, workshops, seminars.

On the other hand, ACE of M.I.C.E. Awards is the biggest award ceremony of the global MICE industry which targets to guide the sustainable growth of congress, meeting and event operations, to create a will of achieving perfection for industry companies and to increase the awareness of the Turkish MICE industry on a global scale.



25-27 MAY 2022
ISTANBUL CONGRESS CENTER - ICC

**FOR SUSTAINABLE
FUTURE**

And it has been going on without interruption since 2012. We moved our award ceremony to Antalya which held under the name of 'Master of Events by Ace of M.I.C.E Awards' with a different concept. While allowing the participants to have B2B meetings, we strengthened the network with party and the award ceremony and this made a very serious contribution to the MICE sector in Antalya.

As of the point where it came today, we are proud to be the star brand of the global tourism and MICE industry with ACE of MICE, despite the difficulties our country has experienced in the last eight years.



MICE Travel Advisor: Can you tell us about the Hosted Buyer Program attached with ACE of MICE 2022?

Volkan Ataman: The tourism and MICE industry professionals come together again with B2B. Within the scope of the International Hosted Buyer Program; International incentive companies, PCO, DMC and corporate buyers from the global companies will have B2B meetings with the exhibitors.

Thanks to the cooperation with an increasing number of international industry partners and media organisations for 2022, participants will have the opportunity to growth their network with both a quantitative and a qualified hosted buyer programme.

Within the framework of the comprehensive communication strategy determined to increase the appearance and position of the exhibition in international MICE markets, we are expanding collaborations with media organisations and international associations working focused primarily on MICE and event tourism.

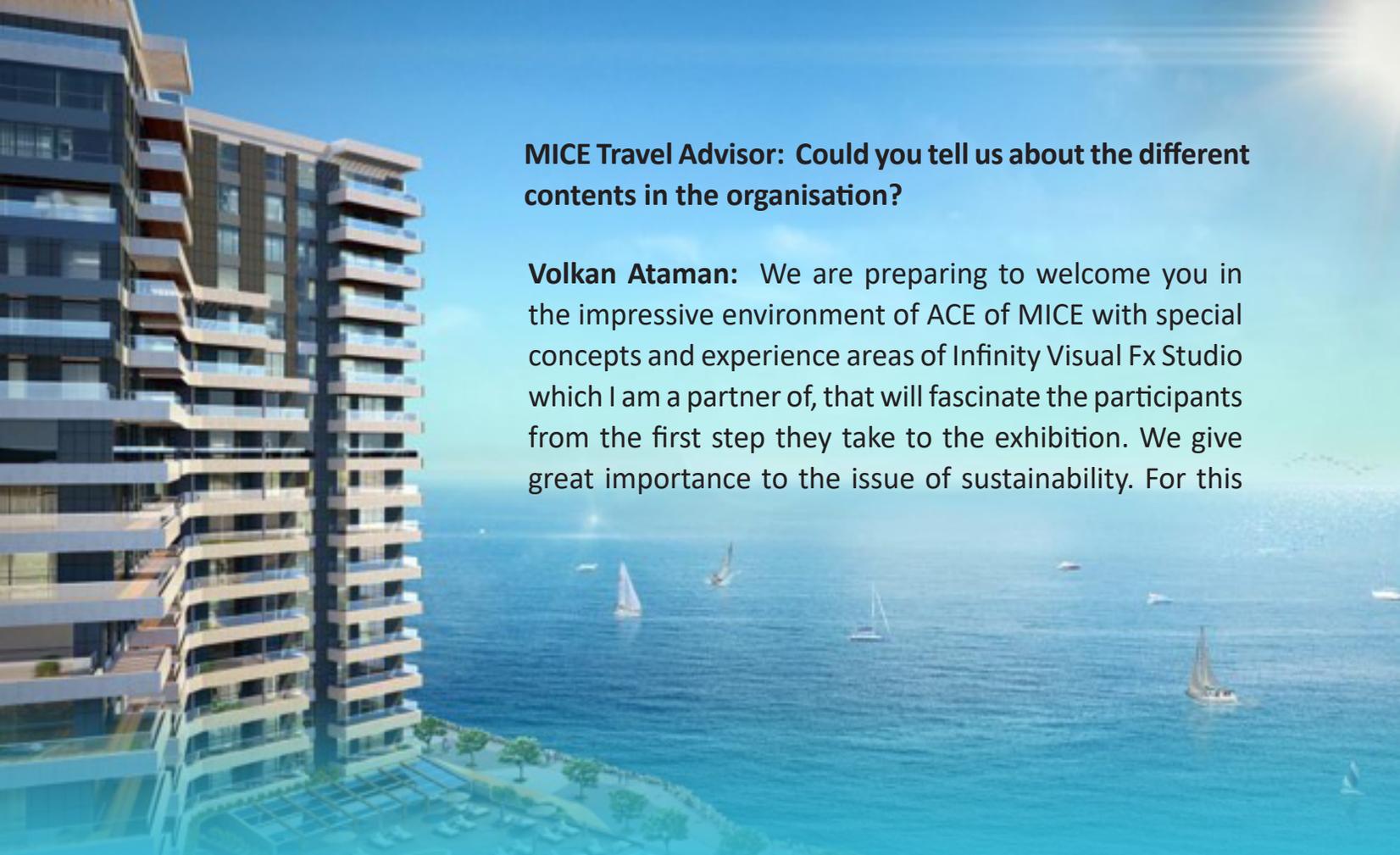
If the Tourism Media Group has been bringing together the tourism and MICE industry for 16 years, it means we have a mission here. As a team we are preparing so intensely for May 25-27 with our stakeholders, sponsors and supporters.



MICE Travel Advisor: Could you give some information about the content of ACE of M.I.C.E Exhibition by Turkish Airlines 2022? What's new in ACE of M.I.C.E waiting for the exhibitors and visitors this year?

Volkan Ataman: We are preparing to increase the commercial volume of the sector, while providing a unique MICE experience to industry professionals at the exhibition, which will be organised for the 9th time with the theme of Sustainable Future.

We will try to provide a unique MICE experience with colorful contents, B2B meetings with 160 national-international buyers in the Hosted Buyer Area specially created for our participants, session programs that open new perspectives and network activities to 15,000 professional visitors. We will also be offering the entertainment and network together to our participants with the Gala Dinner and AMEzing Party on the evening of the first day of the exhibition.



MICE Travel Advisor: Could you tell us about the different contents in the organisation?

Volkan Ataman: We are preparing to welcome you in the impressive environment of ACE of MICE with special concepts and experience areas of Infinity Visual Fx Studio which I am a partner of, that will fascinate the participants from the first step they take to the exhibition. We give great importance to the issue of sustainability. For this

reason, we will be trying to keep this issue on the agenda with our summit program, speakers and communication campaign.

Within the scope of the ‘Sustainable Future Summit’ to be held at the Istanbul Congress Center Üsküdar Hall, we will be talking about water and energy efficiency, climate crisis, carbon emission reduction, zero waste and the equality in all areas of society experienced in our country and in the world.

Experts in the field of sustainability will discuss Climate Change, Water and Energy Efficiency at the main session on May 25. After that, the executives of highly important brands will tell about the projects they have realized about sustainability. Like all organizations, we support sustainability and try to announce the work has been done in this issue.

On the evening of May 25, we will be holding our gala dinner and party with great shows, where our exhibitors and buyers will be invited at the JW Marriott Istanbul Marmara Sea Hotel.



MICE Travel Advisor: Can you give information about the Masters of Events by ACE of M.I.C.E Awards?

Volkan Ataman: ACE of M.I.C.E Awards which has been continuing successfully for 9 years was held in Antalya between 7-9 November 2021 with name of 'Master of Events by ACE of M.I.C.E Awards' and with different concept.

Over than 7,000 B2B meetings took place in 3 days where we hosted 130 national and international corporate buyers and hundreds of industry professionals.

We had a very serious interaction by presenting business and entertainment together with breathtaking parties and network activities held every night. We brought together the best in the event sector with their awards while preparing a fascinating ceremony with a red carpet ceremony, shows, and a magnificent stage at the Masters of Events by ACE of M.I.C.E Awards, which took place on the evening of November 9. We are very happy to bring the MICE industry together on such a high level in Antalya.

MICE Travel Advisor: What do you want to say about "Masters of Events by ACE of M.I.C.E. Awards" which will be held at Nirvana Cosmopolitan Hotel on 29-31 October 2022?

Volkan Ataman: We are preparing to bring together the event industry professionals with highest level as always at the 10th "Masters of Events by ACE of M.I.C.E. Awards" on 29-31 October 2022. 10 years is a special issue for us.

Nirvana Cosmopolitan Hotel will be hosting our event, which will be held with the Cosmos concept. In the event, where there will be a stand and B2B area in the convention area, 100 corporate brands, 30 international buyers and hundreds of companies providing services in the MICE industry will be together for 3 days.

Apart from the B2B meetings, our event will end with events that will increase interaction, parties and the award ceremony, which will be talked about for a long time, with its magnificent shows and red carpet ceremony in the final.

MASTERS of EVENTS

by *ACE of* M.I.C.E. Awards

B2B, Network, Red Carpet, Gala Dinner & Awards



Apart from the B2B meetings; the events and parties will increase interaction and the award ceremony, which will be talked about for a long time will end with its magnificent shows and red carpet ceremony at the final.

As Tourism Media Group, we give great importance to Antalya and we are very happy to work to contribute to the brand value in the industry of MICE. The chamber of commerce, convention bureau, governorship, municipality and sector associations are providing great support to us by being with us. I would like thank them one more time.

MICE Travel Advisor: How are the numbers looking for this year compared to 2021?

Volkan Ataman: Unfortunately, there were companies that could not come to the exhibition from our international participants due to restrictions in 2021.

COVID-19 has affected our visitor numbers in some extent. But we still held our exhibition at the

highest level. ACE of M.I.C.E Exhibition by Turkish Airlines is the most important meeting of the year in tourism and MICE industry.

We are coming to give great morale to all our stakeholders and our sector. I do not want to give an exact number of visitors, but I can say that we

are currently running a very large and comprehensive communication campaign and we have very valuable supporters in this field.

MICE Travel Advisor: What excites you the most when it comes to your job and the ACE of M.I.C.E Event?

Volkan Ataman: ACE of M.I.C.E. covers my whole life. I can say that everything that inspires me and creates new ideas in the events I go to, the countries I visit, and the people I meet gave me excitement. And being able to bring these differences to reality and make the participants experience this is a whole different kind of excitement.

MICE Travel Advisor: What are your plans for ACE of M.I.C.E in 2023?

Volkan Ataman: 2023 will totally be a different year for ACE of M.I.C.E. We are making collaborations to strengthen international participation.

We will continue to lead the development of our



industry with new collaborations by including more qualified buyers who will provide volume to the MICE industry in our event.

We also plan to hold our event in Cyprus, except Antalya, within the scope of “Masters of Events”. We'll be making our announcements when the dates become clear. So it's going to be a year full of ACE of M.I.C.E.

MICE Travel Advisor: What gives you the inspiration to continue working in the event industry?

Volkan Ataman: First of all, it is exciting to work in this industry. The preparation process of our events, new ideas, new technology and finally being able to implement them is incredibly enjoyable.

For example, dozens of people did not sleep for days for the opening show we prepared with the special concept of Infinity Visual Fx Studio in 2021 but the stage show, the technology used, the stage set up was incredible. I think that excitement and admiration in people's eyes when it's over is exactly what inspires me.

A great effort and the appreciation that comes afterwards.

MICE APPOINTMENTS

D&D London announces new senior appointments across Head Office and South Place Hotel



D&D London has announced the appointment of Michael Clark as Operations Director at D&D London as well as two new senior team members at South Place Hotel, Michael James Parker as General Manager and Cynthia Coomb as Food & Beverage Director.

The recent appointments signal an exciting new chapter for D&D London and will reaffirm South Place Hotel's position as one of London's most exciting hotels. Parker and Coomb plan an extensive refresh of the hotel's diverse F&B operations, which include the Michelin-starred Angler restaurant.

In becoming Operations Director at D&D London, Michael Clark celebrates his return to the group, having started his career as Restaurant Manager

at Coq d'Argent before going on to become General Manager at Sartoria then Le Pont de la Tour. Clark brings a wealth of knowledge from his time spent at Sketch and Swan at The Globe, and most recently as Operations Director for The Ivy Collection.

South Place Hotel, D&D London's first hotel located between Moorgate and Liverpool Street, will now be overseen by Michael James Parker. Parker's near-30-year career has seen him gain extensive experience in hotel operations and management across the UK, China and Southeast Asia. His various roles have included new openings, project rebrands, and market repositioning. Parker joins South Place Hotel from his Managing Director role at the Rosewood Phnom Penh.



Visit Pittsburgh appoints new board chair, members

Visit Pittsburgh, the region's official tourism marketing and promotions agency, announced that it has appointed a new chairperson and two new members to its board of directors. Meredith Meyer Grelli, the co-founder and co-owner of Wigle Whiskey and Threadbare Cider & Mead, will serve as chairperson of the board.

Meyer Grelli takes over from outgoing chairman, Timothy Hudak, CEO and member of Eckert Seamans Cherin and Mellott LLC. Hudak will continue to serve as an officer on the board, in addition to Vice Chairperson Michele Meloy Burchfield, co-founder and CEO of Blume Honey Water and Treasurer Troy Schooley, CEO of P3R.

Interglobe Aviation appoints Gaurav Negi as new CFO



Interglobe Aviation on March 29 announced Gaurav Negi has been appointed as its new chief financial officer (CFO). The appointment comes a day after its incumbent CFO Jiten Chopra resigned from his post.

The decision to pick Negi as the next CFO was taken at the board meeting called by Interglobe earlier in the day. His appointment will come into effect immediately, the IndiGo parent firm said.



Capella Hotel Group welcomes Monica Barter as Corporate Director of Wellness

With wellbeing becoming a core priority for travellers in this post-pandemic era, Capella Hotel Group is dedicated to enhancing its wellness offerings at Auriga Wellness and Flow with the appointment of Monica Barter as Corporate Director of Wellness. Barter brings extensive experience in the luxury wellness space and will be key in leading the group's intransigent goal of achieving global recognition in the wellness travel arena.

Before her appointment at Capella Hotel Group, Barter forged a long and distinguished 18-year career as the Global Spa Operations Director of COMO Shambhala. During her tenure, Barter developed the wellness and sustainable lifestyle brand of COMO Hotels and Resorts from its inception. Barter also had a brief career in education with the Ministry of Education in Singapore, majoring in Physical Education, English & Literature. She went on to further her studies in Health & Sport Science and Sustainable Recreation Management at the University of Loughborough in the UK, before joining COMO.

Hong Kong

Where excellence and competence meet

There are very few cities that can match Hong Kong's fortuitous positioning in the commercial domain of Asia. With Hong Kong Tourism Board (HKTB) recently securing 14 big scale international MICE events for 2022 and beyond, the future calendar of events for Hong Kong looks fairly positive despite its zero-COVID policy. According to the Kenneth Wong, HKTB General Manager, MICE and Cruise, the city's MICE industry has remained pliant during the pandemic and it continues to operate with an excellent standard under the neo-normal.

From flexible meeting spaces that utilise Hong Kong's stunning skyline to multiple dining venues, hotel packages and excellent recreation experiences, there are ample ways to add value and appeal to every event big or small. The city hosts about 130 major exhibitions every year in unique and enticing venues that attract over 2.3 million visitors. Heaving with incredible sights and sounds that reflect its Chinese heritage and contemporary outlook, Hong Kong gives every MICE event the coveted 'wow' factor.



Every event is a dream come true

Asia World Expo

Asia World Expo is the continent's leading exhibition, convention and event venue offering over 70,000 sq m of rentable space. The property is well equipped with state-of-the-art facilities to meet diverse needs of event and incentive planners. The three world-class meeting venues in Asia World Expo constitute of Asia World Arena, Asia World Summit and Runway 11 that can accommodate from 3,800 up to 14,000 guests.

AWE has won the accolade of 'Outstanding Venue Award' by the Asian Federation of Exhibition and Convention Associations (AFECA).



Kai Tak Cruise Terminal

Kai Tak Cruise Terminal was once the site of Hong Kong's famous harbour side airport which was designed by Sir Norman Foster. It is now home to 5 staggering event venues each with a minimum area of 26,000 sq ft.

The terminal offers an impressive setting for outdoor events and exhibits. Its rooftop garden which overlooks the city's breathtaking skyline is a preferred site of event planners to host cocktail parties and pre-event gatherings.



Aqua Luna

Aqua Luna is possibly the last of the handmade wooden junks to be made in Hong Kong which represents the higher end of charter possibilities. With detailed wooden trimmings, Chinese-inspired furnishings and a rich to its credit, there are few ways better than this property to welcome the who's who of Hong Kong's MICE industry.

Aqua Luna II is the newly launched counterpart of the Aqua Luna property which is decorated in traditional Chinese flair. The 29-metre-long boat can accommodate up to 80 guests on its two decks, making it ideal for corporate events.



PMQ



The former, historic Police Married Quarters (PMQ) on Hollywood Road in Central has been transformed into a contemporary, creative and culinary arts hub. Located at the heart of Central's social district SoHo, PMQ is fast becoming a hot event venue for the city's chicest MICE events. With about 1,600 sq m of event space, this non-profit social enterprise offers a range of unique event spaces for major installations, exhibitions and large events.

There is an assortment of dining options on the site ready to serve for your next event!

Hong Kong in 60 hours

Visit Big Buddha

The Tian Tan Buddha, colloquially known as the Big Buddha, is one of the most crowd-pulling spots in Hong Kong. Although the place is swarming with visitors round the year, its overwhelming quietness calms down our minds.



Feast your eyes on flowers

For connoisseurs of flower the Flower Market in Hong Kong is a not-to-be-missed attraction which has something for every type of buyers. From native houseplants to exotic bouquets and a wide range of wholesale blooms, it is an absolute visual treat especially during the Chinese New Year.



Explore Hong Kong's heritage

Hong Kong displays a unique cultural heritage which is influenced by both its Eastern identity and Western history. One can still find vestiges of the city's colonial past which is preserved in grand buildings and various cultural traditions.





Tease your taste buds with street food

Hong Kong attracts epicureans for its savoury culinary panorama. While some visit for the refined dim sum experience, others are at ease with the local noodle shops. Practically on every street, alley or walkway there are more types and varieties of food than one can shake a skewer at.

Hong Kong in a nutshell

A seamless and successful convention needs the practicalities covered and behind-the-scenes experience to smoothly connect the dots. Hong Kong, with its wide range of industry specific activities and a proven track record, is home to some of the world's biggest and most eminent conventions.

A unification of its Chinese roots and Western influence, Hong Kong has a rich selection of cultural and historical attractions. Enrich your convention with impressive and unique pre and post event excursions, making it memorable on both a business and personal level.



Restoring Global Meeting and Incentive Travel



The COVID-19 pandemic created great havoc in meetings and incentive travel industry globally. Now this industry is working hard to move and regenerate revenue like before.

The gradual spreading of coronavirus in 2020 and 2021 made a new and puzzling phenomenon in the business world, where businesses, and for a time the country's economy, had taken an abrupt but massive hit, instead of the lengthy

but manageable loss we've seen in past economic downturns.

But we can still look at the 2007-2008 Great Recessions for a small peek into the road to recovery and how meeting planners coped with the economic downturn.

Here is a discussion about how the MICE industry is gradually progressing in the midst of Russia-Ukraine Conflict and post pandemic travel time.

Normal or New Normal

The hospitality and hotel industry has suffered a lot during pandemic. This time, we have entered in “new normal”. Sanitizing, wearing mask and social distancing are our main criteria. Our lives have changed. The industry has closed for many days. Now, the industry leaders are hoping that the MICE tourism can regenerate more revenue towards the development of country.



“ The biggest question will be what is normal? All our lives have transformed and changed over the last 2 years. Australia has been in isolation from the rest of the world for a long time and we are now only seeing the border reopen to the world.

The industry on a whole has been affected by the closures and we have seen a great deal of pain and suffering among our colleagues. However, we are all a very resilient group and I think we are now starting to see the light at the end of the tunnel, soon travelers will be returning to our shores.

Australia has always been a destination that is high on people’s bucket list and I feel that we will see great demand for Australia. Capella Sydney will offer the most amazing curated stay; we will introduce travel experience to Sydney in a way that has not been done before.

--- **Marc von Arnim**, *General Manager of Capella Sydney*

“

The entire Asia-Pacific region has suffered during the pandemic with restriction being placed across all areas. With borders opening up in numerous countries in the region we will start to see travel increases throughout this year. There is no better time to travel within Asia-Pacific with all hotels and tourism operators ready and waiting to show the best on offer.

Meetings and incentive travel has always been a great source of business for the entire region, I think now is as good a time as any to travel as most destinations have extensive measures in place to ensure safe travel for their clients. It is all about building confidence in the market and demonstrating that travel is safe and comfortable.

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Ease of Restrictions

The meetings and event industry has seen worse hit during pandemic. Maria Polkovnikova, Marketing Director of ITECA says while sharing her views on ITECA's marketing strategies post-pandemic and its future plans for boosting MICE tourism industry with Travel And Tour World, it is a complicated thing to organize any event or seminar or meetings in grand scale.



“ The event industry is one of the hardest hit during the pandemic, so we have been forced to reschedule many of our events and reduce the number of employees. Even after the easing of restrictions and obtaining official permission to hold exhibitions, it was not easy for us to resume our activities.

But we managed it.

Since ITECA did not stop working for a day, we regularly called up partners and colleagues, held small online events to resolve common issues.

Additionally, we have updated all our resources and added information about the work of exhibitions in the post-pandemic period, but in general, the preparation process has not changed much.

--- **Maria Polkovnikova**, *Marketing Director of ITECA*

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Windows of Opportunity

In post COVID-19 time, MICE industry can see a window of many opportunities. New technological changes are made to host a secured and safe hybrid or on-site meetings or events.



In 2019, the World Trade Center Moscow Congress Center partnered with the National Convention Bureau to attract international events to the venue, and secured long-term projects that in development through 2025. During the pandemic, most of the projects were halted, so we then decided to focus on the domestic market, and strengthen hybrid and online/virtual activities.

The Government of the Russian Federation has set a course to increase the share of the creative economy in the country's GDP, and the support and development of creative industries, cultural initiatives, business and event tourism throughout the regions of Russia. From these initiatives, the event industry will have serious potential for growth. I would like to note that currently, the market is unstable and develops in waves. All this is due to an increase of COVID-19 cases and the risk of additional restrictive measures in Moscow, transferring employees of large companies to remote work to minimise in-person contact.

The market immediately responds to cancellations of events, even if no new restrictions are implemented, and is actively discussed in mass media. To date, Moscow continues to have restrictions on the number of participants in mass events – such as enforcing that the occupancy of congress halls are limited to no more than 50% of the capacity, and that QR codes for proof of vaccination or a negative PCR test are required for visitors to events. There are also requirements to equip the venue with security measures. Taking into consideration the restrictions and partial



occupancy of congress halls, customers are forced to look for more spacious halls than previously required.

As for the World Trade Center Moscow Congress Center, some months during the pandemic have turned out to be even more profitable than in 2019 as they presented “windows of opportunity” to resume projects, while some months were characterised by massive cancellations or postponements of events to later dates.

In 2022, the recovery of the MICE industry after COVID-19 is slow and according to forecasts by the AIPC, ICCA and RUEF, structural changes will occur over the next 2-3 years, and the industry will grow to pre-pandemic levels by 2025.

Daria Salamatova, *Head of the Department of Congress Activities and Business Development, World Trade Center (WTC) Moscow (Russia)*

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In an exclusive interview with MICE Travel Advisor, Eduardo Santander, Executive Director of the European Travel Commission (ETC) shares how Europe is recovering its MICE and business tourism.

MICE Travel Advisor: How the European travel, tourism and MICE industry is going in the midst of the devastation of COVID-19?

Eduardo Santander: The industry has demonstrated remarkable resilience and is well on its way to recovery. However, this won't happen overnight.

Our most recent research predicts that domestic visitor nights at European destinations are expected to return to 2019 volumes in 2022, and intra-regional visitor nights are expected to recover by 2024. Unfortunately, the predictions for overseas travel are less optimistic, at least, in the short to mid-term. Visitor nights from long-haul source markets are not expected to return to 2019 volumes until 2025.

Although the industry is learning to live with COVID-19, new challenges and uncertainties face it due to the fallout from Russia's military invasion of Ukraine. The sharp spike in energy prices because of the crisis will directly affect the costs of transportation and tourism services, while also putting a dampener on consumer sentiment.

In addition, hotel rooms and vacant holiday rental properties are rightly being used in efforts to accommodate Ukrainian refugees. As the crisis rolls on, the full impact on the European travel industry remains to be seen. However, the latest numbers from ForwardKeys indicate that intra-regional travel demand and the bounce-back of transatlantic travel is holding steady for the moment.

MICE Travel Advisor: How much potential do you think for European travel in global travel market? Tell us elaborately.

Eduardo Santander: European Travel Commission (ETC) believes there is enormous potential for European travel in the global market. One of our

core mandates is promoting 'Destination Europe' globally to a variety of different audiences. Europe is so varied that it appeals to a wide range of interest-driven communities.

European Travel Commission (ETC) routinely monitors the travel sentiment other markets have towards Europe. Although COVID-19 is still a deterrent for many long-haul travellers, sentiment is continuing to improve across the globe. There is a greater appetite than this time last year. However, as outlined previously recovery will not be instantaneous.

MICE Travel Advisor: How European Travel Commission is working with tourism, aviation, hospitality and convention bureau to promote Europe as the most loved destination?

Eduardo Santander: European Travel Commission (ETC) works closely with European DMOs and industry partners to raise awareness of the extraordinary variety of travel experiences in Europe.



Over the past two years, our marketing campaigns have mostly focused on helping the industry recover from, and adjust to, COVID-19. For instance, our Open up to Europe campaign in partnership with European Union and over 30 destinations and travel brands, was rolled out across Europe as restrictions were eased.

This multi-channel digital campaign was designed to reassure potential tourists that destinations and tourism businesses in Europe had implemented all the necessary health and safety protocols and were ready to welcome visitors again. As part of the campaign, ETC and our partners developed the microsite “OpenUpToEurope” website which was a one-stop-shop for travelers last summer.

MICE Travel Advisor: In which travel events, you think for the promotion of European Travel Commission as a culture, leisure and business tourism destination?

Eduardo Santander: Our current marketing strategy mostly focuses on online B2C and B2B activities. Nevertheless, we have a presence at selected in-person trade events.

For instance, we took part in ITB China 2021 which allowed ETC to maintain close ties with Chinese agents and buyers and to learn more about trends and changes in consumer behaviour in China.

ETC believes it is crucial to intensify dialogue with Chinese partners on our common journey towards the recovery of tourism.

MICE Travel Advisor: What can be done to strengthen human resources in local tourism sectors or community culture sector in European nations?

Eduardo Santander: While the pandemic has impacted workers everywhere, the effect on hospitality staff and those working in the travel and tourism sector has been especially pronounced.

Many customer-facing roles were among the first to be hit by lockdown and were largely unsuited to remote working. Sadly, as a result, many left the industry creating challenges for local tourism sectors across Europe.



MICE Travel Advisor: What are the challenges European Travel Commission faced in COVID-19 variant Omicron times

Eduardo Santander: Aided by vaccine rollouts, travel and tourism sectors made encouraging strides in 2021 with positive uptick in traveller intentions and a bounce back in numbers this past summer and autumn. However, the impact of the Omicron variant at the tail end of last year served as a powerful reminder of the uncertainty created by the pandemic.

As more and more restrictions were brought in, travel to and across Europe once again became increasingly difficult for tourists. Omicron aside, we shouldn't dismiss the other factors that have also weighed on tourism recovery such as the confusion around the colour-coded EU travel system applied differently across European destinations.

MICE Travel Advisor: How European Travel Commission is working with government to make Europe Tourism best in the world?

Eduardo Santander: As the path to recovery elongates, there is a greater role for ETC and our member NTOs in assisting governments across Europe in the creation of policies that prioritise the tourism sector. To support our member destinations, we at ETC are currently working on developing ETC Strategy 2030. We're also planning how our marketing strategies can better promote more sustainable and eco-friendly tourism in Europe for travelers from all around the world.

MICE Travel Advisor: What is the target market you want to promote Europe as business, leisure, incentive travel, events and meeting tourism destinations?

Eduardo Santander: Our current marketing strategy 'Horizon 2022' was developed prior to the pandemic and has even more relevancy now. With this strategy we are building a distinctive image of Europe as a travel destination in long-haul markets to secure regional dispersion.



The primary goal of the strategy is to transition towards a global thematic approach to promoting Destination Europe. ETC knows there's more to Europe than famous cities and landmarks. Travellers are attracted to its unique products and experiences too.

MICE Travel Advisor: What are your plans to restart European tourism industry in post COVID-19 era?

Eduardo Santander: As already mentioned, we're now working on a new strategy for 2030 to define how ETC and its members can contribute to the green and digital transition of European tourism. However, 2022 must be a year of action not only for European Travel Commission (ETC) but all relevant stakeholders. European Union institutions, national authorities, destinations, and the private industry have an opportunity to build back better by working together to reimaging and create a more sustainable, digital, conscious, and resilient European tourism sector. We must set ambitious goals and craft plans that challenge the status quo.

MICE Travel Advisor: Share with us about the planning and marketing strategies of European Travel Commission for 2022-2023 tourism?

Eduardo Santander: In addition to progressing the 'Horizon 2022' strategy, European Travel Commission (ETC) will continue to support European destinations and the industry to recover from the impact of the pandemic. This involves using our influence to advocate for a coordinated and ordered reopening of destinations and outbound markets, monitoring performance of the sector and providing up-to-date market insights and reporting on travel sentiments.

MICE Travel Advisor: As COVID-19 variant Omicron has devastated the travel and its related industry, it becomes a hindrance for employment generation. Can you please tell us how this can be minimised and develop towards better and bright future?

Eduardo Santander: As outlined previously, travel and tourism has work to do in terms of attracting people to careers in the industry.



The implementation of policies and initiatives, ranging from the facilitation of labour mobility and remote work (where feasible) would be very beneficial.

Governments should also be playing a role, where possible. Financial incentives such as tax relief and the provision of government subsidies could be very helpful for attracting and retaining staff. Overall, the success of these policies will require multi-stakeholder collaboration, including from both the public and private sectors.

MICE Travel Advisor: How European Travel Commission is working for sustainability and responsible approach?

Eduardo Santander: ETC believes that the key to a better and brighter future is sustainability. Together with our national members, we have transitioned from a solely market-focused strategy to one with sustainable tourism at its core. As such, our research agenda has pivoted to focus on sustainability.

Our latest publication on the topic is a Handbook on Encouraging Sustainable Tourism Practices. This guide explains how national and local tourism organisations can encourage stakeholders at every level to build sustainable tourism practices into their everyday operations. It also contains valuable case studies from worldwide entities and destinations that have successfully forged more economically, socially, and environmentally viable tourism practices over the past years.

Last year we also published a handbook on Sustainable Tourism Implementation, which is an ultimate roadmap for European NTOs and DMOs on how to tackle every step on a journey towards sustainable transformation.

Besides our publicly available reports, ETC is also currently working on defining the new notion of success for tourism destinations and providing the relevant and necessary KPIs that enable comparability and accountability.





Integration of Science and Technology in Convention Centers

In the world that we live in today, can you imagine your life without technology?

We are engulfed in a world dominated by technological advancements, from waking up with an alarm on your phone to walking to your kitchen only to use different machines and devices.

Convention centers have long been a fixture of major cities, hosting large-scale events and providing a space for meetings and conferences.

But in the age of digital communication, convention centers are evolving to suit the needs of modern attendees.

Leveraging the latest in convention center technology and design, convention centers are increasingly becoming the go-to space for cutting-edge events and gatherings.





Some technologies are imperative for a successful meeting at any convention center –

- » **Monitors and projects**
- » **Video conferencing system**
- » **Interactive whiteboards**
- » **Audio-visual aid**
- » **Trade shows or conference apps**
- » **Lead capture devices**
- » **Touch screens**

The days of meeting attendees passively listening to a presentation are largely behind us. Today's attendees demand technology that empowers them to be more engaged both while in the meeting room and later when they return to the office.

The top factors responsible for an accurate meeting engagement are sharing information via videos, sharing screens, and more.



Technologies to invest in for future meetings

Even though convention centers have come a long way with a whole new set of technology integration, especially post the pandemic, it still needs to get an upgrade.

Here are some new technologies that MICE attendees wish to see in the near future –

Voice recognition

Voice recognition allows your camera to understand what you want to say and respond. This can be used to read out live video feeds, capture video and photos, and act as a smart home assistant. It's the most sought-after AI feature, with 40% of us wanting it now, rising to almost half of those surveyed from China, India, and North America.



3D Printers

For a remodel of convention centers in the future, a 3D printer would be an excellent addition. It helps to display architectural designs in a much more vivid and attractive manner. Therefore, 3D printers are the number 1 intervention in meetings today.



Virtual Reality Booth



Convention centers and other large venues are often used for large-scale events, such as sports or entertainment. In these scenarios, having a VR station at your facility can be a great way to add an additional revenue stream. By offering VR experiences, you can entertain large groups and draw in visitors who might not otherwise come to your facility. This can result in higher occupancy numbers and greater revenue.

Cybersecurity Tools

Convention centers have long been hubs for business and social activity, but the modern conveniences of today's tech-savvy world have only multiplied their importance. The same is true for convention centers' need for modern technology to support attendees and exhibitors, sometimes including cutting-edge digital displays and systems. But as with any large-scale tech project, convention centers face a unique set of security concerns. That's where cybersecurity software comes in. Especially if the clientele is working with issues like finance and more, there is a dire for cyber security.



Hence, the need for technology in the world today is inevitable. Similarly, the MICE industry, with its wide range of convention centers across the world, embraces the new technological shift quite seamlessly.





IMEX Frankfurt 2022

Date:

31 May- 2 June, 2022

Place:

Frankfurt, Germany





Taxis



“While doing business and powering our sector’s growth sits at the core of the show, IMEX in Frankfurt stands for so much more.

Inspiration is one of our core values and we’re set to deliver this through a creative and cutting-edge show experience. An unforgettable experience that helps attendees reconnects and revives, supercharge their skillset and – importantly – have fun! By coming together – and celebrating 20 years of IMEX in Frankfurt – our community is set to create many memorable moments.”

Carina Bauer, CEO of the IMEX Group, outlines the plans for the return of IMEX in Frankfurt, taking place 31 May – 2 June.

Global exhibitors announce major launches

An international range of exhibitors – destinations, venues, technology providers, incentive companies and more – are currently planning their participation at the show. Suppliers from Europe – Germany, France, Spain and Croatia; North America – Miami, San Francisco, Las Vegas; and Asia – Philippines and Taiwan; are among the dozens of destinations who have confirmed their participation in the past few weeks alone.

Parts of the business events sector have forged ahead in the past two years with investments in refurbishments, new venues and enhanced experiences. IMEX in Frankfurt will be the stage for some major launches such as Ethiopia's new convention bureau, new venues, new professional development programmes and new industry partnerships.

Well over 2,500 buyers from 70 countries have registered to date, and hundreds of global buyers continue to register each week. International mixes of buyers from agencies, corporates and associations, plus independent professionals have all confirmed participation at the show.

Bespoke education for associations, corporates & agencies

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

Exclusively Corporate is set to welcome experts from SAP, Bolt Financial and Siemens Healthineers (as well as a former Premier League Footballer!) for case study-led education and peer-to-peer discussions. Agency planners can 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. The collaborative programme offers insight, inspiration and real-world recommendations and resolutions to the challenges facing associations across the world today.

Building connections to support business recovery

It has never been more important to upskill for the new world of work and 150+ educational events onsite cover Professional Development and Upskilling; Creativity in Communication; Diversity, equity, inclusion and accessibility; Innovation and Tech; and Purposeful Recovery.

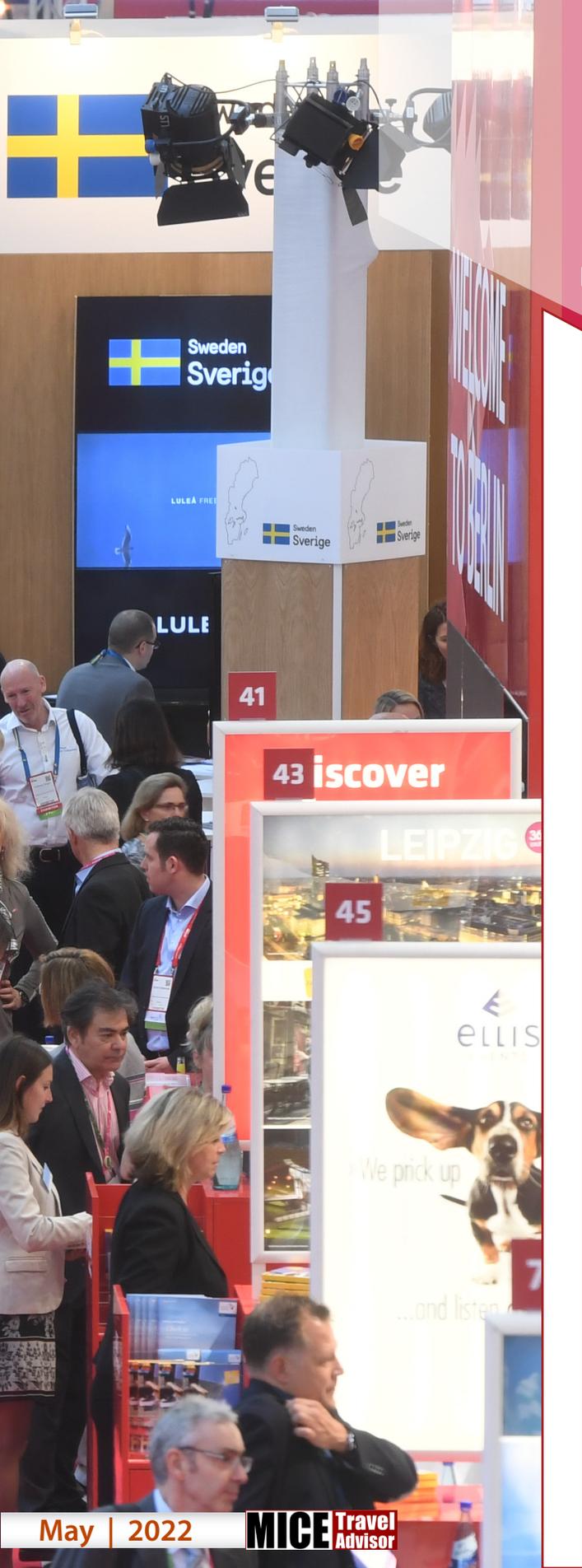
Team dynamics and roles have shifted since the lockdown leading to a new approach to recruitment strategy. In 'Where's my team?' Tanesha Moody, Former Director Field and Events Marketing at Bolt Financial, will provide guidance on building an evolutionary team from scratch. Her professional theatre background gives Tanesha a unique take on planning and delivering events.

Robert Kenward, Fitability Recruiter at You Search and Select and Founder of The Hub, is holding a workshop to help event professionals deal with 'the great resignation'. He says: "As the industry rebuilds, the focus for many businesses is to

scale-up by recruiting the right talent. This session will enable delegates to supercharge their recruitment strategy which in turn will have an immediate and positive impact on how they attract, select and retain talent.”

‘One of Europe’s leading business networking strategists’ according to the Financial Times, Andy Lopata, moderates a panel session unpacking the strategy behind ‘Building back together’. Event professionals from Farnborough International, DRPG and Enited Business Events join Andy to discuss the vital role strong relationships played in supporting them during the pandemic, and in their business recovery. Andy explains: “Relationships underpin the success of our businesses and the events we’re involved with. Yet it has become harder to nurture those relationships, let alone meet new people, during the pandemic. My goal is to arm attendees with new ideas, practical advice and, most importantly of all, the confidence and energy to actively pursue a strategy of building, nurturing and leveraging the relationships that will drive their businesses forward.”





Wellbeing moments

Experts from the Listening Collective will bring their own powerful brand of coaching with a dedicated space, The Listening Lab, which will help attendees develop their own 'listening superpowers'. "When we're skilfully listened to and challenged, we hear ourselves better - then change follows," explains Listening Collective founder Jon Barnes.

The focus on wellbeing continues at the Be Well Lounge. Brought to you by Inner Sense and supported by Costa Rica DMC and Weichlein Tours, the Lounge offers a space to pause, unwind and recharge. Attendees craving an energetic start to the day will enjoy the 5km IMEXrun, developed by VOQIN - a bright and brisk walk, jog or run along the banks of Frankfurt's River Main.

Carina Bauer, CEO of the IMEX Group, says: "With our worldwide roster of suppliers and confirmed buyers, we're confident the show floor will be a hub of activity where the industry can comfortably and effectively do business. We can't wait to get back to business in Frankfurt and celebrate the sheer joy of being back together - our industry lives and breathes face to face business events and from what we're witnessing, it's raring to go."

IMEX in Frankfurt takes place 31 May – 2 June 2022 - the business events community can register here. Registration is free.

Images courtesy: Imex Group

SHOW REVIEW

Delivering a strong message of rapid post-pandemic recovery, OTM Mumbai successfully culminated its three-day grand reopening on a thrilling note. The marquee event consciously focused on rebuilding the travel and tourism economy in the post-Covid-19 scenario.

Resurfacing after a two-year forced sabbatical, the iconic three-day travel trade event rose to the occasion by hosting 800+ exhibitors from over 20+ countries, 29+ Indian States, and 7 Union Territories. Bombay Exhibition Centre once again played host to the leading travel trade show in Asia Pacific with much-anticipated fanfare and gaiety.

With the grand success of the 2022 edition, both in terms of participation and footfalls, OTM continues to reinforce its stance as the leading travel trade show in India and the Asia-Pacific.

The event successfully brought together all destinations open for business including International Tourism Boards, National, and State Tourism Boards, Hotels & Resorts, Airlines, Destination Management Companies, MICE, Wedding Planners and Bloggers under one roof.

More than 25,000 trade visitors from all over India and abroad attended the three-day B2B exhibition.

OTM MUMBAI

Date:

14-16 March, 2022

Place:

Bombay Exhibition Centre, Mumbai, India



Mr. Sanjiv Agarwal, Chairman & CEO, said in his opening address of the awards ceremony: “This edition has had a special significance as a booster of confidence in travel trade. The worst seems to be behind us and it is time to get back to business. As travel and tourism contribute about a tenth of the economic activities, it is imperative that the industry is put back on rails after such a devastation in the last two years.”

“With major travel markets like China having zero-Covid rules, travelling to and from there has become almost impossible at this point of time. Unfortunately, the European market too is beyond reach due to the current political upheaval. Travelling to the USA also comes with mandates like quarantining. Thus, India right now is in a unique position to fill these gaps. Indians, in turn, have also started taking keen interest in destinations closer to home, like Maldives, in order to have a relaxed time at a place where they are welcomed with open arms.”, he added.

The eminent dignitaries who graced the awards ceremony were Dr. Abdulla Mausoom, Hon'ble Tourism Minister, Maldives, Dr. M. Mathiventhan, Minister for Tourism, Government of Tamil Nadu and Dr. B. Chandra Mohan, IAS, Principal Secretary, Tamil Nadu Tourism.

Talking about India-Maldives relationship and the importance of OTM, Dr. Abdulla Mausoom, Tourism Minister, Maldives said, “India-Maldives relationship is very strong. When the world was closed, we were able to have a dedicated travel bubble between Maldives and India, that really helped Maldives tourism. Hence, we are going to be present





at all the travel platforms in a very strong manner. Of course, in the year that was the toughest for the travel industry, nearly a quarter of the tourists in Maldives were from India. So, I wish to thank the Indian travel trade for being a part of Maldives tourism.

In this regard, OTM is indeed a very important platform. I wish OTM becomes stronger and continues to be a platform for us to do business.”

Dr. M. Mathiventhan, Minister for Tourism, Government of Tamil Nadu commented, “It’s great to see so many people, so many stalls from different states and countries under one roof. The tourism industry was the worst hit industry for the past two years. It is really heartening to note that

after almost two years of disruption due to lockdowns, the travel and tourism industry is organising itself for resuming all over India.

I congratulate and compliment over 800 participants from 29 states and 20 countries who have assembled here at OTM Mumbai. It is the largest gathering of such scale after the third wave. And I am sure this will contribute in a big way in restarting and reviving the tourism industry in the country and across the world.

Also present on the occasion were a host of senior-most tourism officials from India and abroad, as well as leaders from the travel and tourism industry. The awards ceremony felicitated the pioneers of reviving travel from India and abroad for their marketing and promotion efforts through these difficult times.

Maldives Tourism was present with a large delegation led by the Tourism Minister,

extending its full support to OTM as a Partner Country. Azerbaijan Tourism Board and Nepal Tourism Board were also exhibiting as Partner Countries. Qatar Tourism, Korea Tourism Organization, Singapore Tourism Board and the Department of Tourism of Philippines were showcased as Feature Countries at the event.

Their travel suppliers, airlines and hospitality partners got the opportunity to network with selected Indian travel trade. Visit Brussels, Visit Utah, Seychelles, Fiji and Monaco were also showcased at the event along with International DMCs, Hotels, Tour Operators representing Greece, Dubai, France, Madagascar, Russia, Sri Lanka, Switzerland, Thailand, Turkey, United Kingdom, among others.

OTM saw a major participation from State Tourism Boards in numbers and size for the revival of travel within India, including from Delhi, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Ladakh, Madhya Pradesh, Meghalaya, Odisha, Rajasthan, Tamil Nadu and Uttarakhand. Maharashtra was the Host State of the event. Other destinations like Andaman & Nicobar, Andhra Pradesh, Assam, Goa, Jharkhand, Manipur, Punjab, Sikkim, Telangana, Haryana, Puducherry, Uttar Pradesh and West Bengal were represented through their private stakeholders.

The event was supported by 'Incredible India' and the Ministry of Tourism, who hosted a pavilion, along with private stakeholders and showcased multiple initiatives like Azadi Ka Amrit Mahotsav, Ek Bharat Shreshtha Bharat, Dekho Apna Desh, etc.

Another major highlight of the event was the OTM Forum, a knowledge-sharing platform that live-streamed for guests on Facebook and YouTube with massive viewers' login from India and abroad and Asia's most influential travel leaders brainstorming on the future of travel in thought-leadership interactions. Panel discussions, master classes, and workshops were conducted by top-level executives from industry leaders and C-suite executives from over 100 top brands.



The OTM Forum touched base upon important topics regarding customers expectations under the new normal, in terms of the extent of Covid-restrictions, 2022 digital travel booking trends and the future of the MICE industry. Mr. Abinash Manghani, CEO of WelcomHeritage Hotels shared, “People expect safety protocols like sanitization and hotel staff wearing masks in place. This has also resulted in the rise of private homestays and villas, which offer a more personal, and in turn safer experience.”



The event has received strong support from travel associations across the country including OTOAI, TAAI, TAFI, ADTOI, ETAA, Skål International Mumbai South, Skål International India, IATTE, SITE, NIMA, ABTO, TUC, TOA, ETOAI, MTOA, TAAP, TAAN, UTEN, TAG, TOSG, TLC, SATA, GTAA, SGTCA, TAAS, ATAA, RAAG, VTAA, ATSPB, TAAB, TAHAT, EHTTOA, SIGTOA, TTAA, TOAT, TAAC, TAAK, IFSA.

Media partners also extended their full support to OTM 2022 including India Outbound, Travel and Tour World, Musafir,, Travel Correspondence, BOTT, Sihra News, Travel Techie, Afritraveller, MICE and Travel Around the World, Travel Secrets, TravTour MICE India, the Voice of Chandigarh, Travel Turtle, T3FS.

OTM has raised the bar once again by playing catalyst to Travel & Trade Industry recovery post Covid. The event has not only boosted the morale of Indian and International Travel & Trade Industry as a whole, but also infused a fresh lease of hope to all present on the floor as a testimony of the resilience and strength of the travel comeback in 2022.

The next edition of OTM will take place on 13-15 September 2022 at the brand new Jio World Convention Centre, BKC, Mumbai.

Travel AND Tour™ WORLD



Paris



Egypt



Brazil



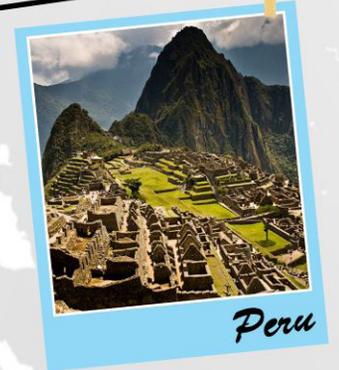
Italy



Africa



India



Peru



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CALENDAR OF EVENTS 2022



9-12 May, 2022

Arabian Travel Market

Dubai, UAE

wtm.com/atm/en-gb.html



18-20 May, 2022

SATTE Delhi 2022

Delhi, India

satte.in



18-20 May 2022

Routes Europe 2022

Bergen, Norway

routesonline.com/events/209/

routes-europe-2022



19-21 May 2022

The Hotel & Hospitality Show 2022

Johaneshburg, South Africa

thehotelshowafrica.com

CALENDAR OF EVENTS 2022



**Arabian Hotel Investment
Conference (AHIC)**
Riyadh, Saudi Arabia
ahic.com

24-25 May 2022



MCE North & West Europe
Düsseldorf, Germany
[https://www.europecongress.com/
event-buyer-mce-north-west-europe-70](https://www.europecongress.com/event-buyer-mce-north-west-europe-70)

22-24 May 2022



ACE of MICE Exhibition
Turkey, Istanbul
ameistanbul.com/en/2022edition

25-27 May 2022



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