

MICE Travel Advisor

Volume: 11, Issue: November 2022

Centre of Attraction

Japan

Cover Story

Risks Facing Business Travellers

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From the Editor's Desk

Dear Readers,

Welcome to the November edition of MICE Travel Advisor. In this issue, we are highlighting more on threats and risks that business travellers face while traveling. With advancement in technology, business travellers are plugged in and connected to the world more than ever before. From rise in cyber crime to climatic adversities, travel managers have to consider many a thing than ever to keep their clients safe.

In this issue, you can also read more about the meetings industry scenario of Japan. This Asian country is a top priority among meeting and event planners. This country has long been a leading force for research and development in many major and micro industries – from engineering and pharmaceuticals to robotics– and also has a strong academic community with a driven spirit as evidenced by its 26 Nobel Prize winners in areas such as physics, chemistry and medicine.

Also you can get to know more about Barcelona International Convention Centre, which opened in November 2004, and it is an exceptional in Europe because of its state-of-the-art amenities, capacity, architectural style, technical capabilities, position in the city, nearby hotel selection, and public transportation system.

Keep reading and plan your next event.

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Japan

Where Meetings Blend with Sophistication and Culture

One of the finest island countries in South Asia, Japan is a top priority among meeting and event planners. This country has long been a leading force for research and development in many major and micro industries – from engineering and pharmaceuticals to robotics – and also has a strong academic community with a driven spirit as evidenced by its 26 Nobel Prize winners in areas such as physics, chemistry and medicine.

Top Reasons to Choose Japan

- Strong network of local convention bureaus, professional congress organisers and DMCs
- Government and convention bureaus working with passion and professionalism
- High standard traditional Japanese hospitality offering high quality services
- Sophisticated and ancient traditional culture, rich craftsmanship and a strong aesthetic sense
- Huge geographic variety with diverse destinations and activities available for visitors, including meeting and incentive participants
- One of the largest national memberships with many international associations
- A strong tradition of hosting international association meetings



Factors for Industrial Growth

Sustainability

The innovative recycling and smart-energy systems can often be found both in large metropolitan centres as well as in more traditional communities. Kamikatsu, a small town in western Japan, took notice of the environmental impact of incineration and adopted a rigorous waste-sorting programme in 2003. Japan's meeting industry plays a pivotal role in this model.

Technology

Japan is in the vanguard of the burgeoning robotics sector, with expertise in fields like Artificial Intelligence (AI) and smart connectivity. Cutting-edge robots have been put to work in realms ranging from healthcare and hospitality to manufacturing and agriculture. Event industry is also playing with the cutting-edge robotic technology.

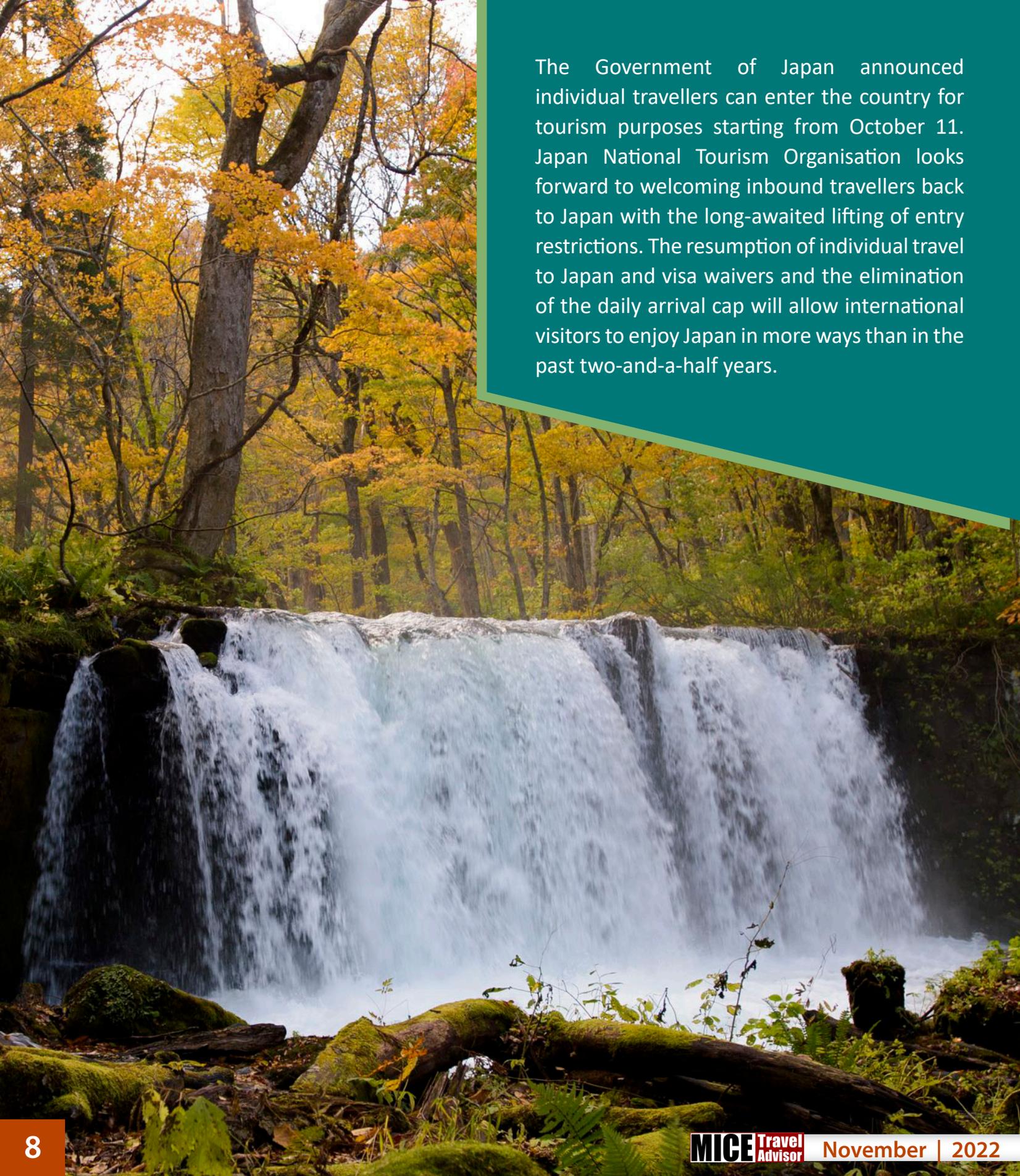


The status of the country as a tech hub is the reason why many international congress organisers continue to choose Japan as their event venue. For example, the World Congress of the International Federation of Automatic Control has selected Yokohama to host its 2023 edition.

Manufacturing

Japan has excellent manufacturing technologies and it can also be seen in the modern and well-maintained rail network. Inaugurated in 1964, the high-speed bullet train known as the Shinkansen has more than halved the travelling time between major cities in Japan. Reaching most corners of the country, the bullet train maintains a reputation for punctuality and safety while being one of the busiest train lines in the world.





The Government of Japan announced individual travellers can enter the country for tourism purposes starting from October 11. Japan National Tourism Organisation looks forward to welcoming inbound travellers back to Japan with the long-awaited lifting of entry restrictions. The resumption of individual travel to Japan and visa waivers and the elimination of the daily arrival cap will allow international visitors to enjoy Japan in more ways than in the past two-and-a-half years.

Unique Venues to Host Meetings

Akasaka Palace, Tokyo



Akasaka State Guest House or Akasaka Palace was originally constructed as the Crown Prince's Palace. Construction started in 1899, just 31 years after the end of feudalism in Japan, and the Palace was completed in 1909. The site chosen for the Palace was a part of the Edo (present-day Tokyo) mansion of the Kishu Tokugawa family.

Moerenuma Park, Hokkido

Isamu Noguchi, a world-famous artist, developed the conceptual design of the park. There are 15 buildings on the premises. These include the 32m-high Glass Pyramid, the symbol of the park. The beauty of the pyramid changes with time: it is full of sunlight in the daytime while it is illuminated in the evening. Available facilities include meeting rooms equipped with audio-visual devices, exhibition and workshop spaces.



Okayama Castle, Okayama



Okayama Castle was built in 1597. The castle tower, which is made of multiple layers of differently-shaped floors consisting of a scalene pentagon castle foundation, rectangular-shaped floors and square-shaped floors, looks different from every angle.

Toba Sea–Folk Museum, Toba

Toba Sea-Folk Museum has the collection of over 60,000 exhibits on Toba's Ama divers, ancient fishing traditions, wooden boats, sea festivals and the sea. The museum is located in the beautiful Toba's country side close to the sea, where you can hear the birds singing and appreciate the sea air.



Okinawa Churaumi Aquarium, Okinawa

Holding a gala dinner or reception in front of the gigantic Kuroshio Sea tank at Okinawa Churaumi Aquarium will make any group feel like they are in the middle of the sea. Nurtured by the "black current", the sea of Okinawa has developed a rich habitat full of magnificent life which is beyond human imagination. This world-class aquarium is proud of its brilliance, mystery and beauty.



Glover Garden, Nagasaki

Glover Garden, a famous sightseeing spot nationwide, can be rented out after closing so you can host your social gathering there. Even if the weather is bad, the venue can be changed to either a traditional art gallery within the park or a hotel in the city. So, you can put your mind at ease.





Nijo-jo Castle UNESCO World Heritage Site, Kyoto

At the Nijo-jo Castle UNESCO World Heritage Site, events that take full advantage of its historic value and the great national treasures. Guests are filled with delight as they experience the incredible history and special atmosphere of this unique venue.



Yamagata Museum of Art, Yamagata

Yamagata Museum of Art is located within walking distance of Yamagata Station, and a large bus parking lot is available in the vicinity. It is adjacent to the Yamagata castle ruins and the Kajo Park. It has a collection of Japanese art and French paintings and they are permanently exhibited.

Global MICE Cities in Japan

Sapporo



Sapporo boasts a pool of scientific and technical knowledge in fields such as medicine, environment, arctic research, media arts, and so on.

Sendai



Sendai is at the heart of the Tohoku region's largest business zone, with a focus on agriculture, forestry, fishing and commerce.

Chiba



Chiba is famous for offering a rich natural environment within the Greater Tokyo Area region. With excellent airport access, it attracts large numbers of business and leisure traveller from abroad.

Tokyo



With a population exceeding 13 million, Japan's capital is one of Asia's global cities. Approximately 37 million people live in the Greater Tokyo Area, ranking it among the world's largest metropolitan economies.

Yokohama



Yokohama has a port which has been Japan's window to the world throughout the modern era. Many R&D facilities related to electrical machinery and automobiles are located in the region.

Nagoya



This region is a major center of Japan's world-class manufacturing industry. It has a high concentration of world-leading automotive and aircraft manufacturers. Nagoya University has produced 6 Nobel Prize winners.

Kyoto



Kyoto was the political and cultural heart of the nation, and traditional industrial techniques developed over the course of this long history have deep roots in the city. Even today, those traditional industrial techniques form the foundations of many global corporations and high-added-value industries located in the city.

Osaka



Osaka has prospered as a major commercial center since ancient times, acting as a hub for domestic and international trade and cultural exchange.

Kobe

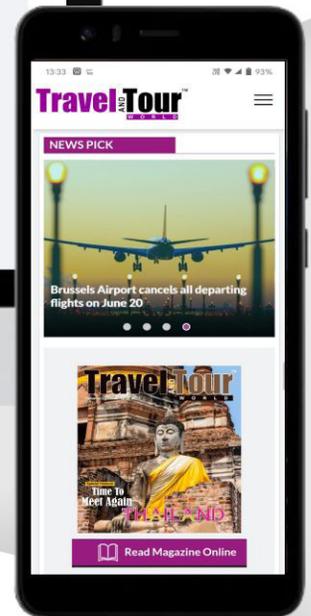
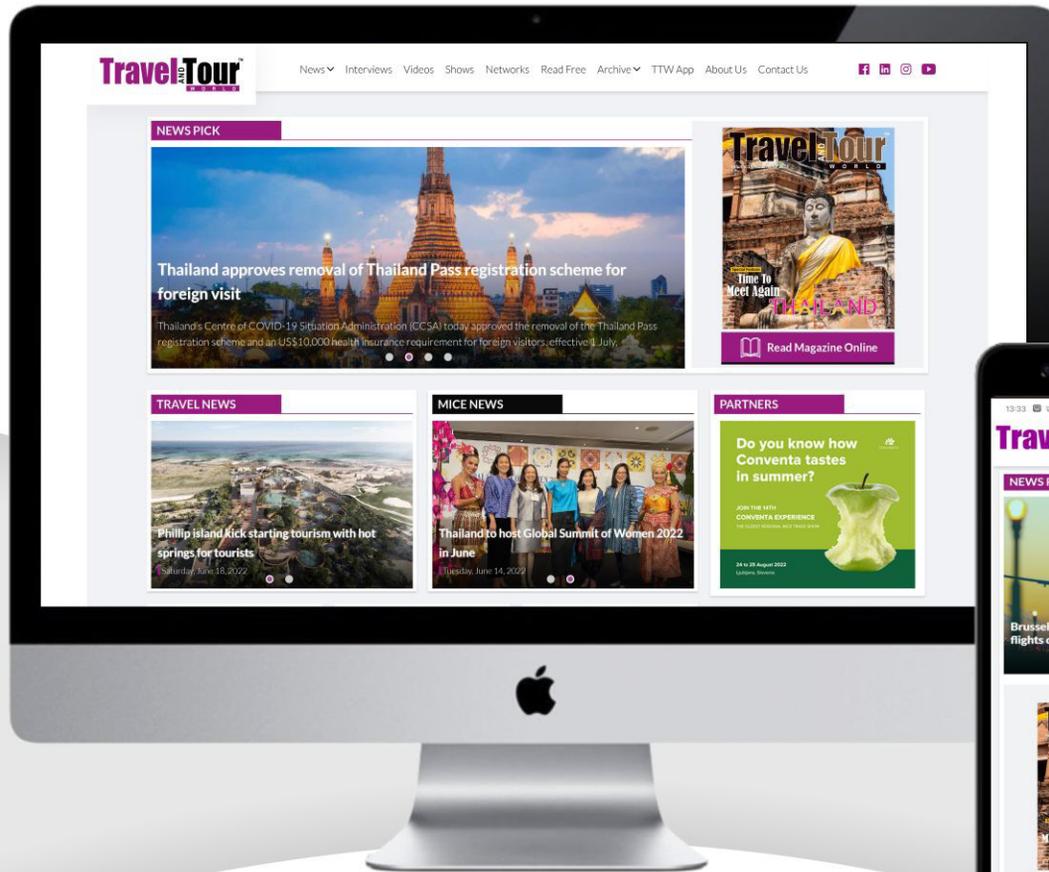


The city of Kobe developed alongside its port, which played a key role in Japan's modernisation. In addition to heavy industries such as ship-building and steel-making, Kobe is home to a wide range of supporting industries including machinery and metal working.

Japan is a country of cutting-edge technology and ancient tradition – although it might seem like a contradiction, it is, in fact, the secret to Japan's unique ability to engage and inspire visitors. The MICE in Japan helps the country to make a greater economic development.

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SPOTLIGHT ON



Barcelona International Convention Centre

A Unique Experience for MICE Travellers

Barcelona is a much-coveted travel destination and there isn't anything unknown about it. But what is interesting is that it has become a hub for MICE travellers as well. Barcelona is reportedly the MICE industry's top destination, and it makes sense. We shall now explain why.



Everything you can think of, including seminars, courses, conferences, fairs, and product launches, may be done anywhere in the city, which has emerged as the top location for international conferences worldwide.

Important yearly events like the Mobile World Congress, current medical conferences like the European Congress of Cardiology, Diabetes, Dentistry, the events industry fair, etc. are held in Barcelona.

Barcelona is one of the top three business tourism destinations, according to the ICCA's annual ranking, thanks to its prime location on the Mediterranean Sea's shores, its modern, comprehensive network of services, extensive experience hosting various types of events, and its own particularly inviting character.

Barcelona International Convention Centre



The BICC, which opened in November 2004, is exceptional in Europe because of its state-of-the-art amenities, capacity, architectural style, technical capabilities, position in the city, nearby hotel selection, and public transportation system. The BICC is made up of the Forum Auditorium, which has 3,084 seats, and the Convention Centre, which can accommodate 10,000 delegates and has a total area of 100,000 square meters.

The venue's key attributes include an 11,340 square meter exhibition area, 37 different-sized meeting rooms that are all column-free and have natural light, a fantastic banquet hall with a terrace overlooking the sea, cutting-edge technology, in-house services to handle all event needs, gastronomic selection that is inspired by modern Catalan cuisine to please every palate, and a strong commitment to a CSR policy.

If we speak a little about its inception, one of the less appealing architectural designs that the global economy and culture have developed is that of conference centers. Large, isolated locations run the risk of becoming "cave-like," with no windows and a disregard for context.



Josep Llus Mateo's idea, the BICC, aims to stand out as an exception. It appears to be characteristic of the location where it is found: the front of the River Bess' south bank. This area was practically formless and almost primitive up until the middle of the 20th century, with "the barracks Somorrostro" (the Somorrostro cabins) directly enlarging the beach's sands. A few decades later, the same location would result in geometric regular prisms and one of the most well-liked residential areas.

The BICC was created in honor of this location and consists of about a mass of rock-like hardness that displays geometric elements of the building. This group of objects has many users and programs and is distinguished by a predetermined arrangement of "functional bands" required for a variety of channels across 70,000 square meters. The conference facility is a covered square with a front metal-organic continuous wavy, smooth socket facade facing south.

The interior of the house features a sizable living room that serves as a multipurpose exhibition space for samples that can accommodate up to 15,000 people. The BICC's worth could be diminished or destroyed in large parts, but because of its high quality and cutting-edge technology, it is one of Barcelona's best buildings.



Other Convention Centers

Apart from the Barcelona International Convention Centre, several other centers have gained the rank of being among the best. Here is a list –

Fira Barcelona Montjuic:

The Fira De Barcelona Montjuic, a renowned events facility in Spain, has made a name for itself as a noteworthy location for holding Barcelona's top exhibitions, trade fairs, and conferences. Through its successful trade fairs and events, the Fira De Barcelona Montjuic contributes significantly to the economies of Spain and Catalonia. The Fira de Barcelona, which is without a doubt the premier site in the Spanish exposition sector, is spread across 365,000 square metres and is made up of two exhibition centres that exhibitors and visitors from all over the world like. The Montjuic and Gran Via are the two centres. The Fira de Barcelona takes pride in being one of the largest exposition sites in Europe.



Hotel Hesperia Tower:

One of the top hotels in the area, Hesperia Tower Hotel is housed in a 107-meter-tall structure. The hotel is the ideal location for both pleasure and business travellers because of its 280 elegant rooms, cutting-edge recreational amenities, and meeting space measuring 53,820 square feet. The hotel has the most up-to-date amenities and equipment, making it a perfect location for conferences and other gatherings. The hotel, a recent addition to Barcelona's skyline, also benefits from a fantastic position, which adds to its allure. The variety of services the hotel provides, including parking and free shuttle service to the airport, among other things, further enhances its appeal.





World Trade Center Barcelona:

The World Trade Center in Barcelona is another great site to host events and meetings. It ranks 7th in Exhibition and Convention Centers. Built in 2000, it spreads across an area of 9,000 square meters.

Barcelona is a growing hub for MICE travellers and expanding its MICE tourism. Therefore, if you are in search of your next location, do not miss out on what Barcelona has to offer!

Great Expectations and Optimism Ahead of FITUR 2023



FITUR organisers are gearing up for the 43rd edition of the International Tourism Fair to bring together the world's tourism industry. The grand event is scheduled from 18 to 22 January 2023. Guatemala will be the partner country at one of the most important editions of FITUR, where it will boost its brand image on international markets.

MICE Show Asia 2022 Returns October 19th to Singapore

MICE Show Asia 2022 is a three-day conference and exhibition for the meetings industry in Asia Pacific (APAC) that aims to redefine industry practices and identify new trends that will shape the future of MICE. The fourth edition of the premier MICE Show in Asia returns as an in-person event held at Marina Bay Sands from Wednesday, 19 October – Friday, 21 October 2022.



Africa Hospitality Investment Forum (AHIF) reveals its speaker line-up for 2022 conference



The Africa Hospitality Investment Forum (AHIF) has revealed an impressive speaker line-up for its 2022 conference. The programme features several government ministers, the Chair of Morocco’s tourism development agency, the Chair & CEO of Royal Air Maroc and a battery of Africa’s most influential hotel industry executives with the fire power to transform destinations. The event will also facilitate a by-invitation investment site visit to Guelmim, which has been described by Wanderlust as the “gateway to the Sahara” and “one of Morocco’s best kept secrets”.

KLCC: The ideal sustainable meeting destination in Malaysia

Malaysia’s premier, purpose-built and sustainable venue, Kuala Lumpur Convention Centre is looking forward to sharing its sustainable destination offerings to delegates of IMEX, Las Vegas. John Burke, Deputy General Manager of the Centre, shared that, the North American market is important to us and they are excited to return to engage with our customers and stakeholders here. KLCC has been focused on amplifying our profile as a sustainable venue and destination which will be of interest to planners and organisers to find out more about.

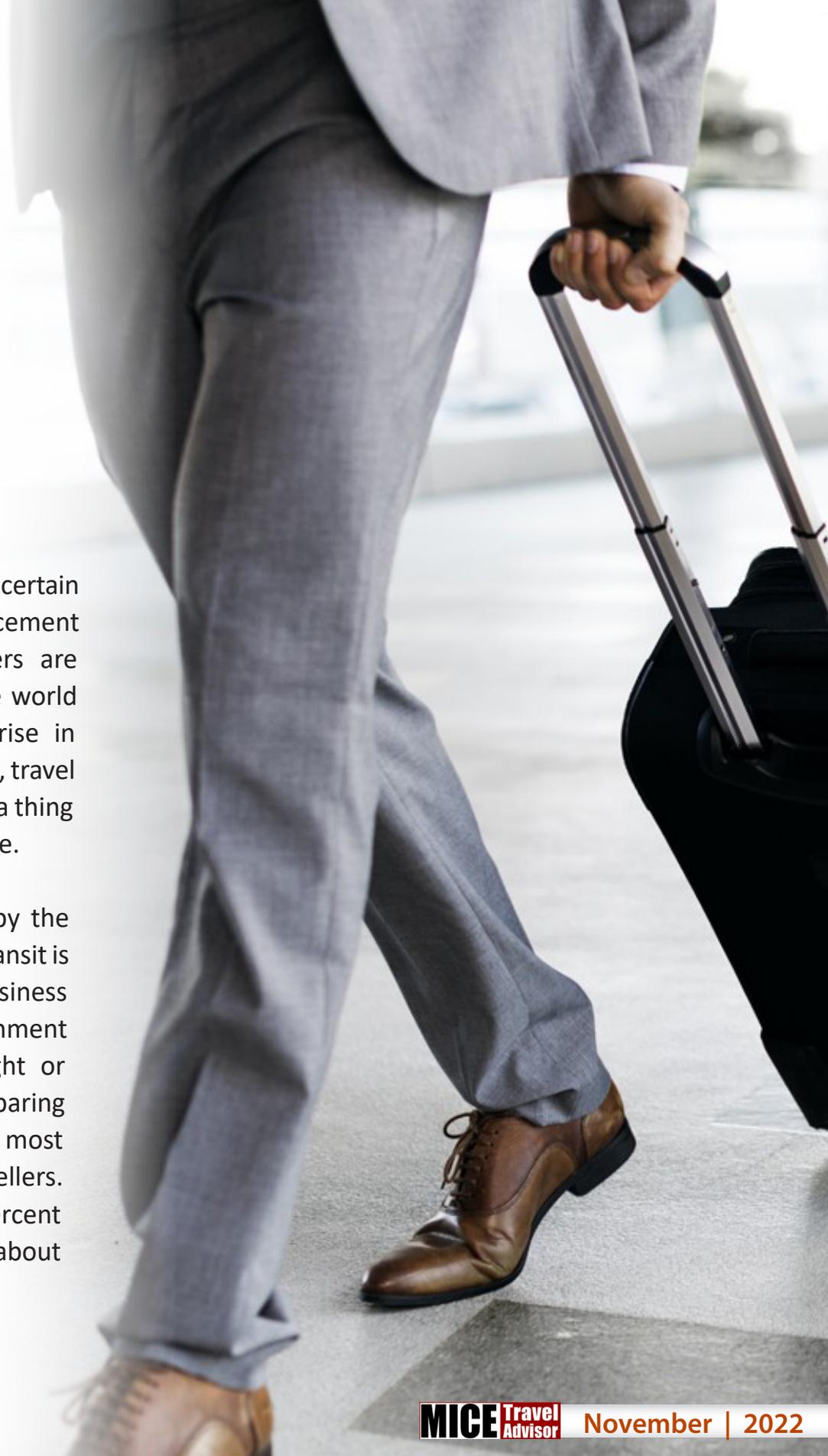


Together with their partners, they offer a sustainable meetings destination where delegates can travel to, meet and stay in the heart of the city as well as interact in an environmentally- and socially-responsible setting.

Common Threat Most Business Travellers Face

Business travel has always entailed certain degree of risk with it. With advancement in technology, business travellers are plugged in and connected to the world more than ever before. From rise in cyber crime to climatic adversities, travel managers have to consider many a thing than ever to keep their clients safe.

According to a report released by the GBTA Foundation, time spent in transit is the most challenging aspect of business travel. Layovers, work environment while travelling, changing a flight or train reservation mid-trip and preparing expense reports are some of the most exigent aspects of corporate travellers. A survey shows that about 72 percent business travellers are concerned about



losing time or having an adequate work environment.

A better understanding of the challenges business travellers face help organisations work to provide the right tools, resources and policies.

Geopolitical Unrest

Since the days of the Cold War, we live in an era in which the world resembles a smouldering tinderbox. There are increased terror threats, geopolitical sabre-rattling, precarious domestic situation and a number of other factors that have affected corporate travel to large extent.

In 2017, about 58% of changes to business travel itineraries were due to security risks. The dizzying with which international relations are changing particularly between the US and the rest of the world makes it difficult for even the most diligent travel managers to predict with confidence whether a destination will be safe in a fortnight or even a week's time.



Environmental Threats

One visible way of the manifestation of global warming is the mounting irregularity and randomness of adverse weather conditions. Business travel is gradually becoming subject to the biosphere's evolving climate. Sometimes it is due to a '100-year' storm occurring every couple of years or sometimes it is for a steady rise of plane-grounding turbulence in the path of some flights. The multiplicity of new threats business travellers face either did not exist or were scanty even a generation ago.



'Overtourism' Backlash

Although this is a nominal leisure travel issue, things aren't that simple in reality. Due to a surge in tourism and a boom in sharing economy over the past decade, there has been a backlash from the marginalised and price-out locals from cities across the world. From protests against gentrification, anti-tourist graffiti on the walls of many of

Europe's tourist hotspots to open hostility and vandalism being lashed upon tourists, there are varied responses from the locals.



Sexual Harassment While Travelling Solo

According to a survey, about 67% women feel unsafe while travelling and between one-third and two-fifth of them have been subject to sexual harassment while travelling solo. That makes business travel experience different for women from the male travellers. As risks are surging and impending, travel managers are focussing more on women's safety in their agendas. In a survey by GBTA and WW Stay, it is seen although 69% buyers and travel managers agree on the greater level of risk faced by women than by men; only 18% of policies address this problem in reality.



LGBTQ+ Travellers

Although Western Europe is the safest destination for LGBTQ+ travellers, the tourism scene is however, quite different in the rest of the world. In 72 countries across the globe, homosexuality is criminalised and more than 1 in 3 LGBTQ+ travellers fall prey to discrimination of any form while abroad. Extensive survey reveals that a quarter of the world believes that being LGBTQ+ is a matter of social taboo.



Cyber Crime

One of the most defining issues of our times is cyber crime which puts corporate travel as stake. High profile event venues such as conference centres and hotels and areas of cities frequented by visitors are often prime targets for cyber criminals.



Bleisure's Growing Popularity

With travellers going off-policy for a while, business travel has had always been a big problem. The situation has aggravated with the bleisure trend growing in popularity.

Bleisure might have the potential to be the defining development in business travel this decade, but it has also created a lot of grey areas for travellers and travel management companies alike.



Petty (Non–Violent) Crime

Petty non violent crimes are mainly targeted to female travellers. Although Europe apparently seems to be a peaceful destination for women, Madrid, Barcelona, Prague, Paris and Rome top the list for incidents of petty crimes and scams. By taking simple precautions you can mitigate the risk of being targeted such as keeping your valuables out of sight or using your valuable items only in high security areas such departure lounges or banks and dressing to blend in and so on. It is also important to know what to do in the event of being targeted such as understanding the limitations and strengths of local law enforcement agencies or the importance of keeping copies of essential documents viz. passports, visas etc.



Road Traffic Accidents

Whether you are driving yourself or travelling in public transport, the risk of being involved in road accident always persists and the emergency response services may not be up to the level of your expectation.

While travelling for business you need to have prior information about what to take and what to do if you meet with an accident. Some of the essential things to remember are the pros and cons of staying in the vehicle or leaving it in the event of an accident, competence of the emergency services that are likely to be, basic first aid response, conduct of the driver, clear display of appropriate licenses and registration and most importantly, whether theseatbelts are working.



Complacency

Probably the biggest risk faced by business travel is its own contentment. This sector of travel faces an uncertain future. On one hand, it is set to see steady growth for the predictable future while on the other hand it has to constantly jostle with new and surging risks.

How things go will largely depend on how travel management companies are able to rise to the challenge and how well they're able to harness the emerging technology to keep travellers safe.

Whether it is leisure or business travel, risks are many. Ensuring safety and well-being of travellers is an obligation of the government of every destination. Training travellers to mitigate the risks helps to ensure safety to a great extent.

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SITE appoints Annette Gregg, CMM, MBA, as new CEO



Following an extensive global executive search, the Society for Incentive Travel Excellence (SITE) has appointed Annette Gregg, CMM, MBA, as its new CEO, serving both SITE and SITE Foundation.

Gregg takes over from Interim Executive Director Rebecca Wright, CIS, CITP, and joins SITE following her role as Chief Revenue Officer with Meeting Professionals International (MPI) and a career-long legacy in the business events industry working across the full MICE spectrum, from corporate end user to destination marketing organisations.

Four Seasons Hotels and Resorts Appoints Alejandro Reynal as President and Chief Executive Officer



Four Seasons Hotels and Resorts has appointed Alejandro Reynal as President and Chief Executive Officer. Mr. Reynal succeeds John Davison, a 20-year veteran of Four Seasons, who announced his intention to retire late last year and remains a member of the Company's Board.

With more than two decades of executive leadership experience in the global travel and hospitality, business services, and telecommunications industries, Mr. Reynal, 49, most recently served as President and CEO of Apple Leisure Group, a leading luxury resort management and leisure travel group, owned by Hyatt Hotels Corporation.

Centara appoints Shigeki Nakagawa as General Manager for Centara Grand Hotel Osaka Opening in July 2023



Centara Hotels & Resorts announces Shigeki Nakagawa as the opening General Manager for Centara Grand Hotel Osaka. Opening in July 2023, the 515-key Centara Grand Hotel Osaka will provide an excellent base for guests to explore the city's spirited entertainment and shopping district. Ideal for business travellers, families, couples and solo explorers, Centara's debut hotel in Japan offers something exceptional for everyone.

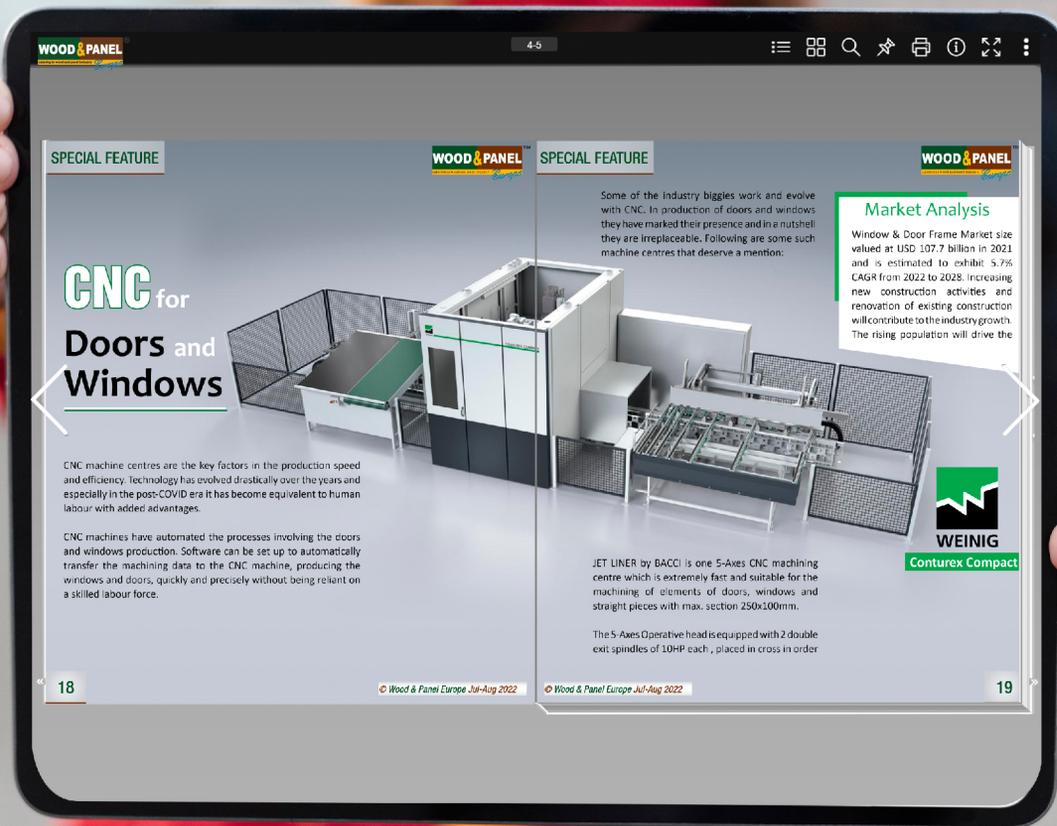
Shigeki has over 20 years of hospitality experience in a highly competitive local market. He started his career in 1999 as the Assistant Food & Beverage Manager at Hilton Osaka, where he built his foundation as a hotelier over 11 years by overseeing outlets, banquets and in-room dining operations.

Patricia O'Callaghan is the new CEO of Queensland tourism and events



The major tourism body of the Gold Coast is searching for a new CEO, as Patricia O'Callaghan all prepared to take up the top job at Tourism and Events Queensland. In 2020, Ms O'Callaghan was appointed as Destination Gold Coast CEO and the term will come to an end up on the glitter strip at the end of 2022 to take on her new position. It means one of the most profitable and sought-after tourism jobs of the city in the Gold Coast is now available with over 600 people hoped to apply for the same.

Soon, Destination Gold Coast will set up a countrywide search for a fitting substitute, with the board admitting the new CEO will have major responsibilities to fill.



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VENUE CHECK

Riyadh

A city of beguiling cultural union

A seamless blend of medieval and millennial makes for the historical Arabian city, Riyadh's beguiling cultural union. The city's fabric runs through its historical souks, mystic





museums and ancient monuments on one hand and glittering high rises and a burgeoning contemporary art scene on the other hand. Riyadh is the city where one can trace the first roots of Arabia and envision its bold future at the same time.

Riyadh has also shown remarkable progress in hosting events and not just in the cultural and social fronts. Research shows that travellers are also interested in visiting the Middle East

with tourism in the region projected to grow by approximately 27 percent in 2022, ahead of Europe and Latin America.

Saudi Arabia is undergoing several social, economic and cultural changes over the centuries. Its capital city, Riyadh, has become a site where these changes are particularly visible through the city's modern infrastructure and restoration of its abounding cultural heritage.



The 22nd World Travel and Tourism (WTTC) Global Summit will be held in the capital of Saudi Arabia, Riyadh from November 28 to December 1, 2022. In this event, industry leaders will meet the key government representatives with the goal of driving support for the recovery of travel and tourism sector after the pandemic.

The 22nd World Travel and Tourism (WTTC) Global Summit will include a lineup of speakers including Arnold Donald, Chair of the World Travel & Tourism Council & Vice Chair of the Board, Carnival; H.E. Ahmed Al Khateeb, Minister of Tourism, Kingdom of Saudi Arabia and more.

Venues for your next event at Riyadh

Riyadh International Convention Center (RICEC)

The Riyadh International Convention Center is one of the facilities owned by Riyadh Chamber of Commerce and Industry. The property is located at the junction of the Olaya Road and the King Fahd Highway. The rectangular-shaped land of RICEC covers an area of 189,000 sq. m. and extends with a slight deviation from North to South.

Some of its highly acclaimed services include VIP suite, press suite, restaurant, shipping offices, exhibitor service centre, conference suite, on-site stand contractor and ample parking space. The signature 'wave-form' roof of the building makes it one of the architectural landmarks of the Riyadh city.



Strategically located near the King Khalid International Airport, Riyadh Front Centre is an iconic venue for being the kingdom's largest exhibition and conference centre. But that is not all to it. With over 36,050 sq. m. space, this iconic venue is equipped with world-class facilities and is designed to host events of every size and status.

Riyadh Front Centre is just minutes away from Riyadh's major hotels and malls, making it an obvious choice for event planners to host their grand events and meetings. It is a central hub, during Riyadh Season, the kingdom's biggest entertainment festival.

Riyadh Front Centre



Apex Convention Center

The APEX Convention Center has gained immense popularity in the events industry as the choicest venue for its modern architectural style created by the famous architect “Zaha Hadid”. The newest international centre for exhibitions and conventions ranks itself as a premier venue which welcomes guests from across the world to collaborate, meet and evolve with innovative ideas in the MICE industry.

Due to its flexible spaces, the APEX Convention Center effectively hosts wide range of events from gala dinners, award ceremonies to workshops, meetings and international conferences.



WTC Saudi

WTC Saudi is designed to cater to various needs and demands of modern businesses with flexible, smooth and up-to-date solutions. This ultramodern event venue is located in the heart of Riyadh's commercial business district and offers a wide spectrum of corporate services to take your plans far beyond expectation.

WTC Saudi is known for its strong commitment to client service which they fulfill with utmost expertise and well thought out plans. Whether young or old, it enables businesses to grow while minimising effort and cost. Whether in terms of flexibility or nature of business or budget, WTC Saudi is a one-stop shop with customised solutions and tailored approach to every requirement of MICE planners.

The Kingdom's global approach to 'redesign tourism' plays a pivotal role in selecting the venue for the 22nd World Travel and Tourism (WTTC) Global Summit. Through this event, the industry leaders are looking forward to furthering Saudi's tourism industry to a safer, more resilient and inclusive and sustainable future.

Riyadh has shown utmost commitment to its travel and tourism sector and ensured its position at the forefront of global agenda at a time when the pandemic brought international travel to complete standstill. By hosting meetings and events of different grades at its world-class venues, the city has been instrumental in leading the sector which is critical to the kingdom's economy and employment across the world.



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Infrared Thermal Imaging Solutions & Future of Event Security and Surveillance

Thermal imaging is no longer employed just by the military and the governments. Thermal has joined the public sector for an infinite number of applications in the last few years. This was expected, given the amazing practical uses for thermal cameras.

Let's take a look into this.

Thermal cameras make self-driving cars safer by outperforming regular cameras in harsh weather conditions and improving drivers' night vision. These aid police and firefighters in various tasks; anti-drone thermal cameras defend the client's perimeter against unauthorised Unmanned Aircraft Systems (UAS) and can even autonomously take them down. Smartphones equipped with modular thermal cameras transform into powerful tools for surveillance.

Similarly, in the event industry, it has been of extreme importance for security and surveillance reasons. With technological developments, prices have been dramatically reduced, making these products more accessible to the general population.



The cheaper cost of ownership has also allowed for more advanced systems that combine vision and thermal cameras together. Thermal imaging is a discrete method of identifying somebody with a high temperature, which aids in keeping your event/venue "COVID Free."



How Does an Infrared Imaging Solution Work?



Heat images are captured using infrared cameras, which detect body temperature. Exact details may vary depending on the technology supplier, including how many people may be scanned at once and how accurate the temperatures are. Thermal imaging has emerged as the first line of defense to prevent those infected with COVID-19 from spreading the virus. This gained immense popularity during the pandemic.

Benefits of Imaging Solution

- Thermal imaging can take the temperature of dozens of people at once. It makes a non invasive, noncontact approach to recording temperature that comes as a great help in mass screening.
- Some companies provide thermal cameras that may be installed at event gates and then saved for future use, while others provide rental services and on-site specialists to monitor the equipment. Thermal imaging technology, as opposed to a spot pyrometer, also known as a temperature gun or infrared thermometer, decreases the chance of mistakes because it scans the entire body or head rather than just a single location on the face.



Improved Performance

Integrators must be aware of new thermal solutions available as thermal cameras continue to be in high demand for perimeter security projects. These cameras incorporate technological innovations, such as increased thermal sensitivity, which results in improved detection accuracy and a cheaper total cost of ownership for end users. In the field, decreased thermal sensitivity allows thermal cameras to work better in poor weather situations, providing a variety of quality and performance alternatives.

Covers More Terrain

In terms of long-range detection, a single, smart thermal camera can detect intruders with high accuracy over an area of the size of a football field, integrating detection and visual verification and deployed as a standalone or integrated solution. As a result, it is not surprising that applications have branched out from military to critical infrastructure, petrochemical, electricity distribution, port/border, commercial and life safety, among other areas.



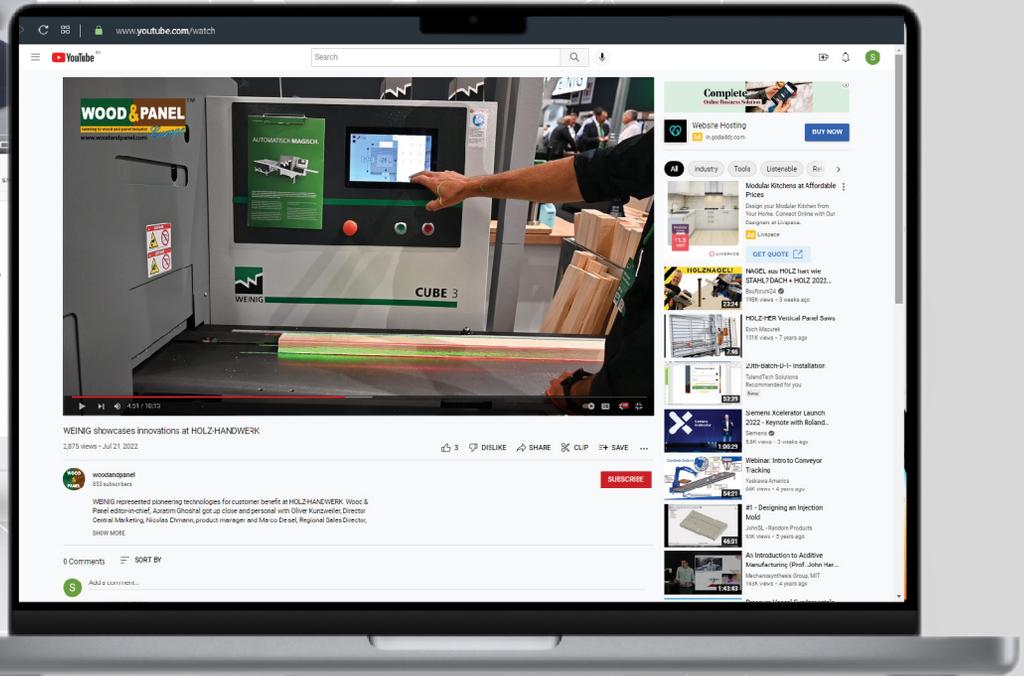
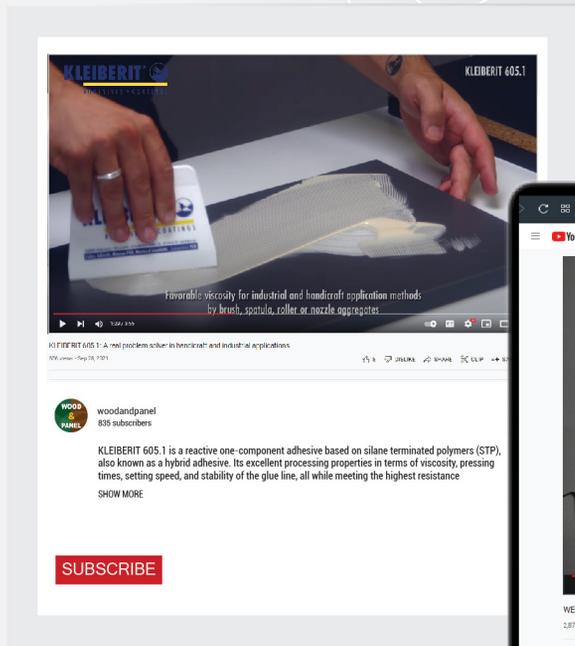
Impeccable Features of Thermal Infrared Cameras

- Electronic stability to compensate for pole sway.
- Geo-registration to disregard small animals, blown rubbish, and outside activity while constantly detecting people.
- Special zones of detection based on target size, speed and direction
- Solar and wireless alternatives available for low power requirements
- Projection of targets on a sitemap possible for real-time situational awareness.
- Easy installation process with low maintenance requirement

In the event industry, thermal cameras have been a saviour. As this technology progresses, regulatory agencies around the world will need to stay up and implement new policies to protect everyone's rights and safety.

Everyone can look forward to a safer future when it comes to the event industry.

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to our **YouTube** Channel



INTERVIEW ZONE

The soul of Vietnam's tourism industry lies in long history, natural beauty, bustling cities and amicable people. Being the host venue of the prestigious ITE-HCMC, Saigon Exhibition and Convention Center holds a significant place in Vietnam's MICE scene.

Thuong My An, Managing Director of Saigon Exhibition and Convention J.V. Co., Ltd. shares her outlook with MICE Travel Advisor about the changes that have happened in Vietnam's events industry within the two pandemic years. She also highlights SECC's role as a leading MICE venue.

MICE Travel Advisor: After two years of the pandemic, what changes are perceived in Vietnam's MICE industry by and large?

Thuong My An: According to the Travel and Tourism Summit within the framework of The 16th International Tourism Exhibition in Ho Chi Minh City (ITE HCMC 2022), in the first 8 months of 2022, Vietnam has welcomed more than 1.4 million international visitors and served nearly 80 million



domestic tourists, with total revenue of 356 trillion dong. The number of newly registered businesses and employees returning to work in the tourism sector has increased rapidly. Vietnam continues to be one of the destinations with the highest increase in search traffic across the globe, ranging from 50% to 75%.

Although there have been positive signals, according to actual records, the scale of events held at SECC has decreased by half. Moreover, with exhibitions where exhibitors are mainly from China, the exhibition area is also reduced to 1/3 compared to before. The main cause of this situation can be mentioned that many small and medium enterprises have gone bankrupt due to the extended duration of the pandemic and insufficient resources to overcome. The fact that businesses switch to online mode is also a factor that affects, but not significant. Offline events and physical experiences are still a certain effective approach in promoting successful trade, commerce and connectivity when the pandemic situation is completely under control.

In the context of Vietnam's tourism market is gradually recovered, many localities and businesses have changed their strategies and chose MICE tourism

as a new development direction, a breakthrough solution to create resilience for them on the post-pandemic recovery journey.

MICE Travel Advisor: What initiatives are taken by the Saigon Exhibition and Convention Center (SECC) to contribute to national economic growth after the pandemic?

Thuong My An: SECC issues and implements various attractive preferential policies, creating favorable conditions for organizers to attract international exhibitions to SECC. This will be an opportunity for domestic businesses to trade, promote investment, stimulate demand, find solutions, and source materials to contribute to developing/recovering the country's economy after the pandemic.

On the other hand, SECC is implementing the products/services restructuring solutions. From 2019 and earlier, trade shows accounted for 80%, the rest were other events such as entertainment, fashion, music, etc., accounting for 20%. However, the ratio has changed: exhibitions are reduced to 70% and entertainment events and other activities have been increased to 30%.

MICE Travel Advisor: Share in details about your idea(s) to beef up Vietnam's MICE scene.

Thuong My An: Tourism businesses need to promote training, improve skills and human resources to commit to synchronous and professional service quality. The infrastructure serving the MICE industry needs to be consolidated and perfected to enhance the capacity to organize large-scale events and international events. In addition, the cooperation between multi-industry enterprises in the chain, the linkage between localities will help create unique affiliate tourism products, effectively meeting the needs of the market. Besides, MICE tourism promotion must not be only directed to the international market but also to the domestic market to ensure the sustainable development of the industry.

MICE Travel Advisor: What modifications (if there are so) do you intend to bring in your plans to host safe and successful events post-pandemic?

Thuong My An: Currently in Vietnam, almost everyone is vaccinated. As a result, the restrictive measures were gradually eased, business activities resumed, and

Vietnam's economy and trade made great progress. And SECC is considered a safe event venue.

After the pandemic, SECC has always maintained the implementation of pandemic prevention measures to ensure safety, as well as help visitors feel secure. Event attendees can choose to use or not use these measures, depending on their needs. SECC always adapts to all conditions, ensures public health, at the same time, contributes to developing trade - investment - tourism promotion for Ho Chi Minh City in particular and Vietnam in general.

MICE Travel Advisor: Share in details about the ongoing tourism programmes to boost the region's MICE tourism.

Thuong My An: International tourists often come to Vietnam to learn about its long history, enjoy its natural beauty and bustling cities with friendly and hospitable people. This is the "soul" of Vietnam's tourism industry. Every year, SECC is the gathering place of leading businesses in the tourism industry by being the host venue for ITE-HCMC. The event is known as one of the specific activities to promote MICE tourism, and it is also a unique product of

Ho Chi Minh City which is only available at SECC.

Through understanding the unique factors of the country and people of Vietnam, many types and attractive tourist products such as Sea and Island tourism; Cultural tourism; Ecotourism and Urban tourism were born. According to the current development orientation of Vietnam's tourism industry, in order to become a more attractive destination and improve its competitive advantage, Vietnam's MICE tourism needs to go hand in hand with the above-mentioned mainstream tourism types.

MICE Travel Advisor: After reopening its borders on March 2022, Vietnam's MICE scene is re-emerging this year with innovation and resilience. Please share your experience as a leading MICE venue in this regard.

Thuong My An: At the beginning of this year, Exhibitions and Events could not take place as expected for many reasons such as: Immigration and open-door policies of our country as well as many countries faced many limitations, political and social unrest also took place around the world,

pandemic prevention measures remained tight, people were still self-conscious and not ready to get back to normal, preparing time for organizing events was insufficient at the time of the Government's lifting of regulations on mass gatherings, and so on. However, from the end of May to the beginning of June, in Vietnam and many other countries, governments have issued many policies to stimulate demand, promote economic development, and to help business, production and service activities steadily recover. Thanks to that, the exhibitions and events at SECC have showed positive signals. The number of exhibitions and events held at SECC gradually increased, covering the weeks of the month, however, the density and scale have not been as high as before the pandemic.

Annual events have continuously preserved the bookings and there are 1-2 new events added to the list. It is hoped that when the economic conditions are stable, and the pandemic situation in the world is well controlled, the fair - exhibition industry will achieve significant results, and there will be good signals for trade promotion and economic development in 2023 and the coming years.

SHOW HIGHLIGHT

World Travel Market 2022

Date: 7-9 November, 2022

Place: London, United Kingdom

Is the cost-of-living crisis changing the way we holiday?



Following years of restrictions, people want to make up for lost time and reschedule trips they may have had to cancel. According to Google search data, the number of people looking for 'cheap holidays' online has soared, especially among those planning to get away in 2023.

New research from World Travel Market London (WTM) shows that 64 per cent of people have already booked or planned a holiday for 2023 and just 16 per cent of people surveyed are scrapping their plans to go abroad completely.

Although people are still choosing to go on holiday, the kind of break they are booking has changed. Now, it's all about finding the best deal and scaling back on luxuries.



Recent WTM research showed that one in five of those surveyed had decided to 'trade down' by staying at cheaper hotels and flying with budget airlines. With bills higher than ever and a looming recession it's not surprising that people are looking to make the most of their money when booking a break.

And what luxuries are holidaymakers most willing to give up to reduce costs? Almost 40 per cent of people would sacrifice 5* hotels, 33 per cent would give up more legroom and 32 per cent would get rid of extra luggage allowance, according to WTM data.

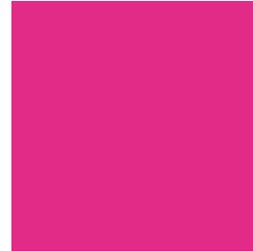
However, there are some things we are more reluctant to sacrifice. Guaranteed good weather and a location close to the main sites are still things people are keen to keep as part of their annual break.

In the face of an ever-rising cost of living, it seems unusual that people are still prioritising holidays, so what's the impetus for the demand?

According to Euronews, the Association of British Travel Agents said: "Over the years, customers have repeatedly told us, that holidays are one of the last things they will cut back on when looking to ease financial pressures on hard pressed budgets."

World Travel Market research seems to back this, as of those that are already planning a break, a majority said they were hoping to go away twice in 2023. The top two types of travel were classic beach holidays and family trips.

Crucially, World Travel Market data also shows that nearly half of the people that have booked a place in the sun did so, because they want to have something to look forward to.



Global Hotels & Resorts

Date:

19- 20 December, 2022

Place:

Le Méridien Saigon Hotel,
Ho Chi Minh City - Vietnam

**“Enable the prescience of
Opportunities across the
Land of Possibilities”**

Tourism has been one of the major contributors in Vietnamese GDP and post pandemic growth in tourist movement has been one of the best in the South East Asian market. Enhanced air connectivity and relaxed Visa norms are luring global travellers to visit Vietnam since direct connectivity is saving time and making the experience rather hassle-free. Vietnam – its cities, airlines and hospitality brands – received over 40 awards from the 29th World Travel Awards. Vietnam was awarded the title of 'Asia's Leading Destination'.

The General Statistics Office reported that Vietnam registered a 16.3% increase in FDI realization which is a capital boost to the economy. The chart below shows a constant and rapid increase in the travellers coming to the country and we expect the numbers hitting the pre-pandemic levels within

12 months' period. Vietnam aims for 5 million international arrivals in 2022, domestic arrivals exceed 60 million target. A total of 602,000 foreign tourists visited Vietnam in H1 2022.

After analysing the current rate growth rate of hospitality sector in the region, we at Bricca Consulting are proud to announce the 4th Edition of “Global Hotels and Resorts 2022”, a 2 day strategic business conference that is scheduled to be held on 19th-20th December, 2022 at Le Méridien Saigon Hotel, Ho Chi Minh City - Vietnam. The conference focuses on creating a platform for hotel developers to not only explore business opportunities in the Asia Pacific region but also to get in-line with the key market trends in the hospitality industry across the globe and ways in which we can tackle the diversifying market.



Highlights of the conference include:

- Exploring investment opportunities in the hospitality industry across the Asia Pacific region
- Identifying the significant market trends in the competitive hospitality market
- Understanding the needs of a diversifying market and discussing ways to tackle it
- Reviewing policies and framework for land acquisitions and FDIs to promote inbound investment
- Networking with the governing authorities, major hotel developers and solution providers
- Exploring insights in the Casino and Gaming sector in Vietnam.



Tourism Innovation Summit

Date:

2-4 November 2022

Place:

Seville, Spain

Tourism Innovation Summit returns to Seville to boost digitisation and sustainability in tourism

The event will gather more than 6,000 professionals of the travel and tourism industry from 2nd to 4th November 2022 in Spain.

The next edition of TIS – Tourism Innovation Summit will lay the foundations of the tourism industry towards a new model based on sustainability, inclusion and digitisation. Under the slogan "New horizons for tourism tech", TIS2022 will analyse how this sector has been transforming itself to face the disruptions that have arisen in the last two years as a result of the pandemic, the climate crisis and the increase in commodity prices.

Tourism, one of the businesses hardest hit by the pandemic, has re-emerged with a vengeance to revolutionise the way we have travelled until now. Digitalisation and sustainability are the pillars underpinning the epochal change that marks this industry in Spain. Thus, TIS2022 will showcase, through more than 200 exhibiting companies, the most innovative solutions for the tourism sector with the aim of making it more competitive, efficient and environmentally friendly at the same time.

Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology or predictive analytics are some of the technologies that are going to showcase firms such as Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, The Data Appeal Company, EY, Mabrian, MasterCard, Telefónica Empresas, Convertix, Keytel and PastView, among many others.

Likewise, during the three-day event, more than 400 international experts will give the keys to

implement new business models and delve into the most advanced technological trends, with an agenda designed to offer high quality content to the different segments of the sector. Edgar Weggelaar, director of the Tourism Innovation Global Summit, has remarked that "it will be these great experts who will show us the new ways of travelling based on customer trust, sustainability, digitalisation and security".

Experts such as Gerd Leonhard, keynote speaker and CEO at The Futures Agency; Cristina Polo, market analyst EMEA at Phocuswright; Bas Lemmens, CEO at Meetings.com and president at Hotelplanner EMEA; Misa Labarile, policy officer at European Commission; Kees Jan Boonen, global head of sustainable travel at Booking.com; Eleni Skarveli, director at Visit Greece, UK and Irlanda; Wouter Geerts, director of research at Skift; Deepak Ohri, CEO at Lebua Hotels and Resorts; Jelka Tepsic, deputy mayor of Dubrovnik; and Eduardo Santander, CEO at European Travel Commission; among many others, will participate in this new edition of the Tourism Innovation Global Summit.



CALENDAR OF EVENTS 2022



Oct 31-Nov 03, 2022

Global Wellness Summit

Tel Aviv, Israel

globalwellnesssummit.com/2022-global-wellness-summit/



November 02-03, 2022

Digital Travel Summit Europe

London, UK

digitaltraveleu.wbresearch.com



November 02-04, 2022

Tourism Innovation Summit

Seville, Spain

www.tisglobalsummit.com



November 07- 09, 2022

WTM London

London, UK

wtm.com/london

CALENDAR OF EVENTS 2022



November 08-10 ,2022

FHC
Shanghai, China
fhcchina.com



November 18- 20, 2022

PHILOXENIA 2022
Philoxenia, Greece
philoxenia.helexpo.gr



November 23-25, 2022

BITESP
Venice, Italy
bitesp.it



November 24-26, 2022

TT WARSAW 2022
Warsaw, Poland
ttwarsaw.pl



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