

# MICE Travel Advisor

Volume: 11, Issue: September 2022

Centre of Attraction

# Poland

Venue Check

*Bordeaux*

Cover Story

## The Philippines

A little more MICE awaits you

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Without audio and visual aids, no meeting, especially corporate meetings, can be a success! Businesses use visual displays such as videos, slides and even 3D surroundings for any meeting or exhibition. Click here to know more about the **requirement of audio-visual technology**.



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# From the Editor's Desk

Dear Readers,

Welcome to another new edition of MICE Travel Advisor. In this issue, read about the meetings and business events industry of Poland. This country attracts international delegates with its fascinating history, cobbled streets and vivacious architecture. Also in this edition, you can get to know more about ExCeL London. This meeting venue is the cynosure for event planners when it comes to prestige, quality and connectivity.

After two years of the gruelling pandemic, the Philippines is gradually adjusting to the traditions of the old normal and space of the new normal. Apart from its classic art museums, galleries, glitzy malls, marine activities, night life and highly famed leisure tourism, a number of UNESCO World Heritage Sites stand in contrast all comprising equal parts of the fabric. Read this issue to know more about Philippines' major business scenario.

In addition, read an exclusive interview of Ms. Maria Anthonette C. Velasco Allones, who sheds light on her responsibilities as the new COO of Tourism Promotions Board Philippines (TPB) who joined the organisation on 31 January 2020. Under her leadership TPB looks forward to uplifting the decrepit tourism and events industries and promoting the Philippines as one of the most preferred destinations in the Asia-Pacific by 2022.

Keep reading and stay up-to-date.

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# Poland

## Convene in a Land with Excellent Business Infrastructure

Poland is an interesting place to meet and visit. Its capital, Warsaw, is one of Europe's most impressive cities, with its old town, unique architecture and vibrant nightlife. It has more museums dedicated to the Second World War than any other European country.



24-26 November, 2022

## TTWarsaw (28<sup>th</sup> Edition Warsaw International Travel Show)

One of the most prestigious events in the tourism industry of Europe, TTWarsaw invites all leading travel-trade companies from Poland and abroad to present a wide range of products and services. The exhibitors include hotels, aparthotels, service hotels, guesthouses, sanatoriums, agri-tourism farms, national tourist organisations, travel agencies, companies providing transport services, airports, insurers, internet portals and tourism publications.



Poland has so much to offer such as elegant architecture, beautiful meadows and hikes, picturesque towns, traditional folk culture, and beautiful beaches. The country boasts a rich history, fascinating culture and scenic landscape. Apart from these, Poland is also a growing destination for MICE travellers.

A popular tourist destination in Central Europe, Poland is easily accessible, budget-friendly and offers a high standard of service. Located in the southern part of the country, it is a destination of great cultural heritage, modern architecture, visitor-friendly infrastructure, creativity and is a hub of cultural events.

## Lublin: Walk with a fascinating history

Lublin attracts with its fascinating history, cobbled streets and vivacious architecture. Bursting with quirky museums, historic buildings, traditional flavours and exciting events, this dynamic city is one of Poland's most popular city break destinations, after your meeting.

It is no secret that Poland is growing rapidly, with new meeting places, business spaces and entertainment venues constantly rising up. These factors make the cities more attractive to visitors, businesses, event organisers and anyone with interest in art, culture, nature, lifestyle and history.





# Best Convention Centres

## Poznan International Fair

The Poznan International Fair is an event and fairground located in Pozna, Poland. Participants include World Educate Business Association (WEBA), Poznan International Fair Limited and Chan Chao International Co. Ltd. It is being used for events such as Automotive, Internet & Startups, Automation & Robotics, Hand, Machine & Garden Tools, Industrial Products, Industrial Products, etc. The Poznan International Fair is suitable for conferences, trade fairs, exhibitions and trade shows.



## Amber Expo

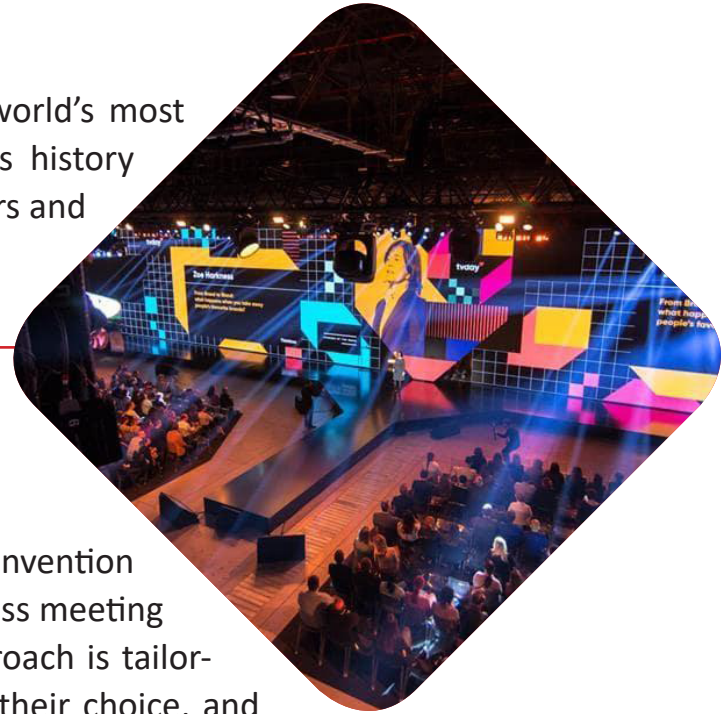
Amber Expo is a convention and exhibition centre located in Gda, Poland. In addition to Gdansk International Fair Co., Easyfairs Brussels (Global), ZarzadTargowWarszawskich S.A (Warsaw Exhibition Board), GDA SK International Fair Co., NowyAdres SA, and many others, Amber Expo is also a popular choice among leading organisers.



# Business in Poland

Though Warsaw is the capital city of Poland, it is Krakow that steals the limelight and attracts much of tourism and international interest. Krakow is also one of the jewels of Central Europe. In fact, it is something of a “sister city” to Prague sharing its beauty, rich history and modern day culture.

In 1971, the city was placed in UNESCO’s list of the world’s most precious cultural and natural heritage sites. The city’s history spans over a millennium and is enriched by legends, wars and political affairs.



## Warsaw Convention Center

Warsaw Convention Center is now one of the best convention centres in Poland. It has exceptional meeting and business meeting facilities and a fully-equipped infrastructure. Their approach is tailor-made, meaning every attendee can find something of their choice, and every event is planned and executed as per their specifications. They have over 200+ conference and event venues, and the centre hosts approx 17,500+ events every year.

## Connectivity to Warsaw

Warsaw has a quick, safe and efficient public transport system of metro, trams, buses, night buses and urban bikes. The second line of Warsaw’s metro system opened in 2015 and connects the two banks of the Vistula River. Metro runs until midnight on weekdays and up to 3.00 am on weekends. Night buses are marked with the letter “N”, which run from 11.15 pm to 04.45 pm.



# Accommodation Choices

Apart from hosting incredible events and meets and offering great places to visit, Poland is also home to some great hotel choices.

## Hotel Bristol, Warsaw

On the skyline of the city, this building is a landmark. In addition to hosting leading figures from the world of politics and music, Hotel Bristol plays an important role in Warsaw life. There are 206 luxurious rooms in this Art Nouveau hotel with elegant interiors.



## Double Tree by Hilton, Lodz

Within the sleek, white OVO complex, designed by Gottesman and Szmelcman, the 189-room DoubleTree by Hilton adds a new lustre to Wroclaw's hotel scene. There is no doubt that it has become the go-to spot in this increasingly dynamic city because of its outstanding restaurant and buzzing cocktail bar.

## Hotel Stry, Krakow

This 19th-century palace, located close to the major market square, has sensitively designed rooms and suites. A summer restaurant and a sky bar are located on the rooftop, while a culinary restaurant is located below vaulted ceilings.



# Exploring Top Attractions

Poland is a country full of history and natural beauty. It has more than 14 UNESCO World Heritage Sites. It has a plethora of activities and places to explore. Whether you're looking for a relaxing day trip or an adrenaline-pumping experience, Poland has something for you.

## Wieliczka Salt Mine, Wieliczka



Locals today value the Wieliczka Salt Mine just as much as they did hundreds of years ago, but for different reasons. It was one of the world's oldest and longest-running salt mines, but it stopped operating in 1996 and is now an artistic attraction. There are four chapels, corridors and statues carved from the rock salt walls of the Wieliczka Salt Mine.

## Main Market Square

In Krakow, you should start your visit with this destination. Known for being a hub of social life for young people and tourists travelling from around the world, the Main Market Square is the largest medieval market in Europe. Since the 13<sup>th</sup> century, it has been a busy urban space.





## Malbork Castle, Malbork



As a crusading military unit, the Teutonic Knights built this 13<sup>th</sup> century Teutonic castle. In spite of being a small fortress in the beginning, the castle grew over the centuries into a massive structure. Malbork castle remains the largest castle by land area in the world.

## Creating Memorable Experiences



### Rural setback


Polish countryside is a completely different experience with rolling plains and open meadows in the flatlands, forests, lakes and mountains.





## Acrobatics along the Coast

In addition to sailing, windsurfing and kite-surfing are also very popular in the country. In the summer, the Hel Peninsula attracts countless fans of these sports. You can get there by taking an interesting bike trail along the Bay of Puck. On the bay side of the peninsula, the winds blow along the coast, pushing the flying and sailing thrill seekers towards it.



## Exploring Dense Jungles

There are around 23 Polish national parks that have special natural and cultural value. Here one can enjoy the pleasures





of bike on specially created routes in Tuchola Forest, Warta Mouth, Białowiecki, Gorczański, Kampinoski, Karkonoski, Magurski, Ojcowski, Poleski, Roztoczański, Słowiński, Świętokrzyski, Wigierski and Woliński National Parks.

Poland is becoming one of the booming destinations when it comes to MICE tourism. Along with excellent meeting spaces and exceptional facilities, the country offers excellent tourist spots and luxurious hotels.

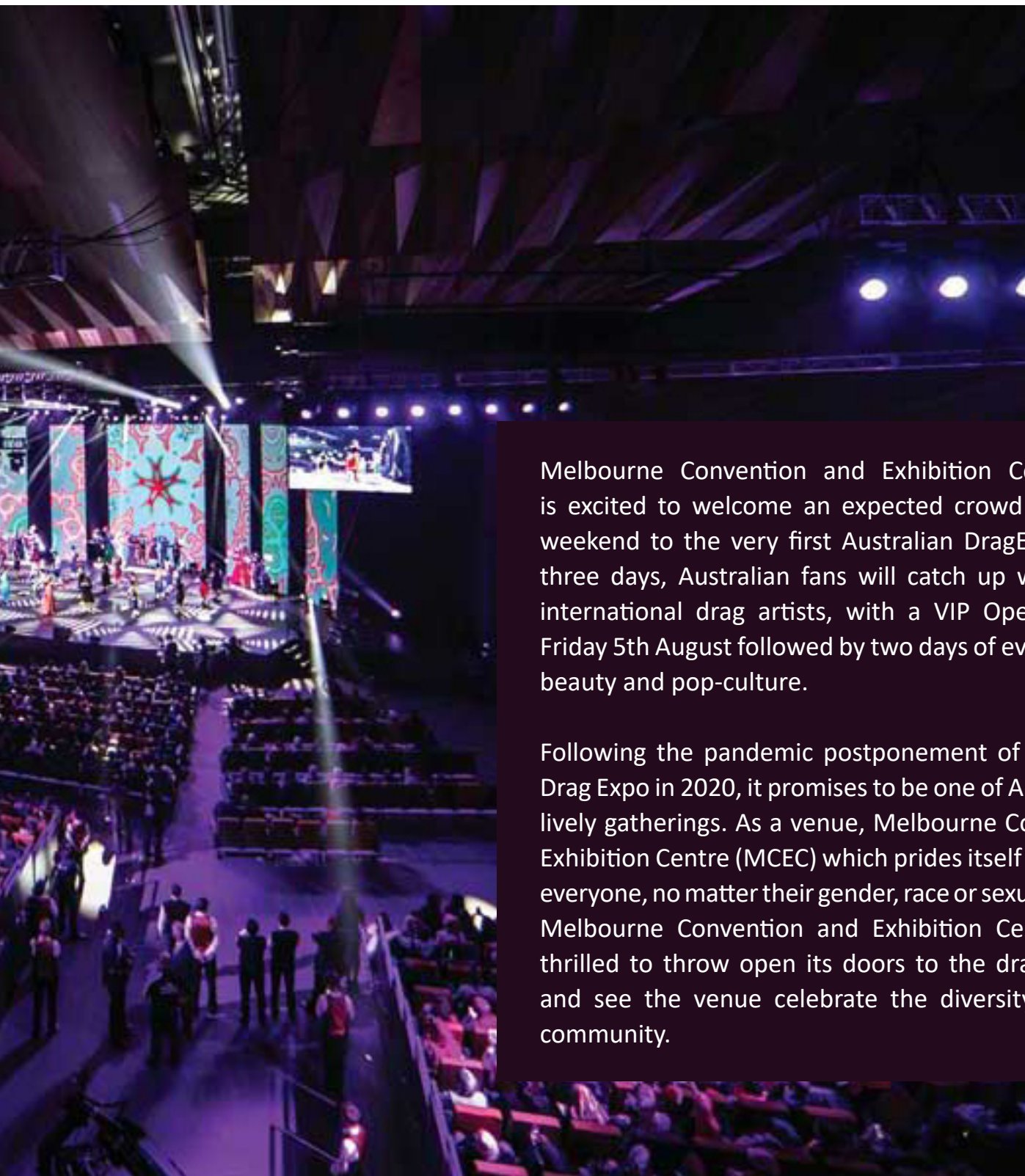




Melbourne Convention and Exhibition Centre welcomes the first ever Australian Drag Expo







Melbourne Convention and Exhibition Centre (MCEC) is excited to welcome an expected crowd of 5,000 this weekend to the very first Australian DragExpo. Set over three days, Australian fans will catch up with local and international drag artists, with a VIP Opening Gala on Friday 5th August followed by two days of everything drag, beauty and pop-culture.

Following the pandemic postponement of the inaugural Drag Expo in 2020, it promises to be one of Australia's most lively gatherings. As a venue, Melbourne Convention and Exhibition Centre (MCEC) which prides itself on welcoming everyone, no matter their gender, race or sexual orientation, Melbourne Convention and Exhibition Centre's (MCEC) thrilled to throw open its doors to the drag community and see the venue celebrate the diversity across their community.

## Business event industry in Malaysia is bouncing back

The business Events in Malaysia is 'bouncing back' according to the country's national convention bureau, Malaysia Convention & Exhibition Bureau as it unveiled 18 international business events to be held in the country for the month of August 2022.

Malaysia's stellar performance and the strong display of commitment by the Ministry of Tourism, Arts and Culture (MOTAC), various government agencies, and other strategic partners in securing business events for the country further reinforces Malaysia's positioning as a Business Events Powerhouse.

YB Dato' Sri Hajah Nancy Shukri, the Minister of Tourism, Arts and Culture (MOTAC) Malaysia said that Malaysia's significant breakthrough is reflected by MyCEB's effort of securing a lineup of 14 Conventions, and 4 Trade Exhibitions to be held just in August 2022 alone. These business events are expected to bring together close to 24,000 total delegates which is estimated to generate more than RM56 million in economic impact to the Malaysian economy.





# Malaysia

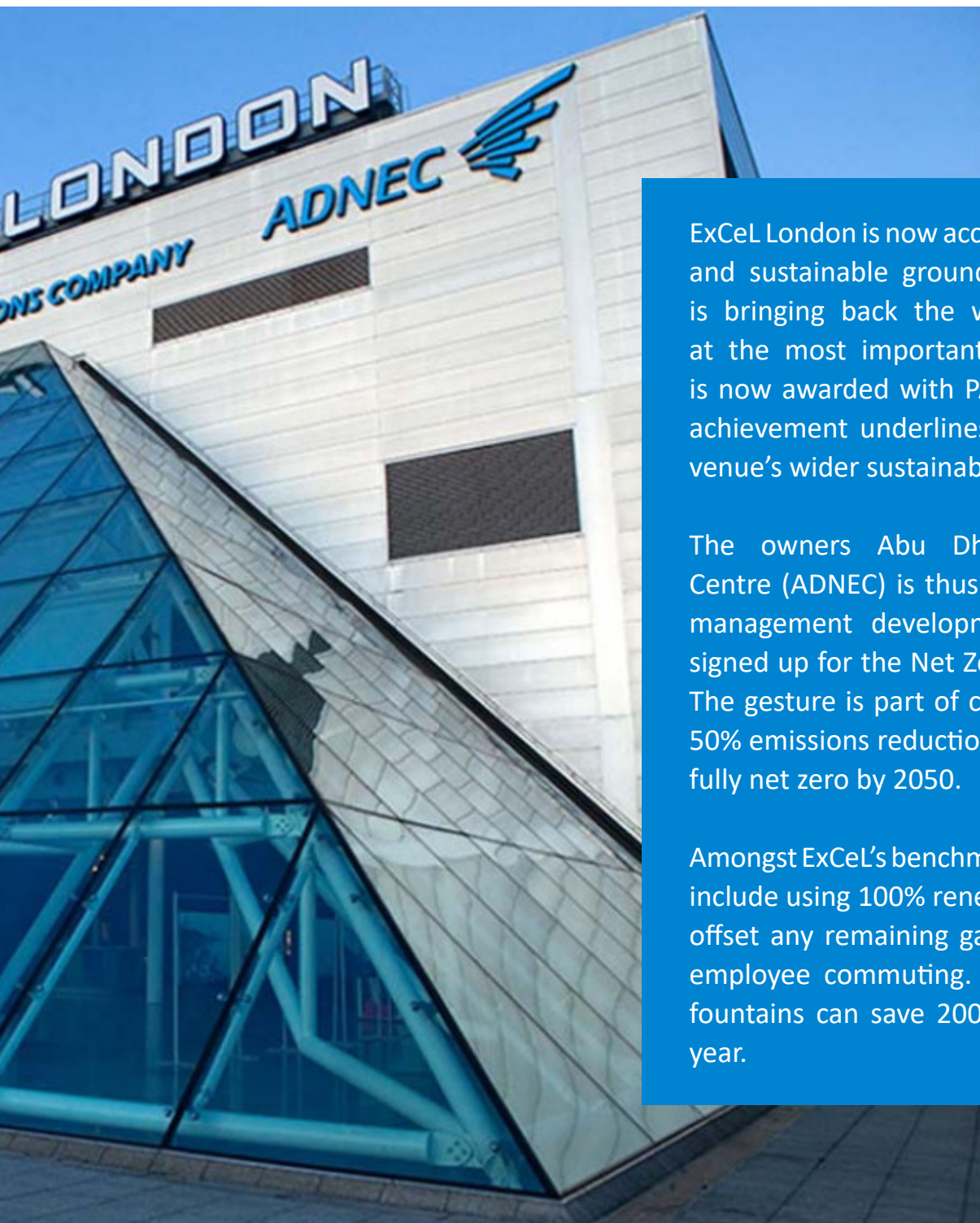


ExCeL London now is certified carbon neutral

London







ExCeL London is now accredited as a carbon neutral and sustainable ground. The Royal Dock venue is bringing back the whole sustainability issue at the most important grounds. ExCeL London is now awarded with PAS 2060 certification. The achievement underlines a key milestone for the venue's wider sustainability goals.

The owners Abu Dhabi National Exhibition Centre (ADNEC) is thus moving forward with the management development. ExCeL has already signed up for the Net Zero Carbon Events Pledge. The gesture is part of committing the venue to a 50% emissions reduction by 2030, and to become fully net zero by 2050.

Amongst ExCeL's benchmark sustainability practices include using 100% renewable electricity. This will offset any remaining gas, fuel, waste, water and employee commuting. The installation of water fountains can save 200,000 plastic bottles every year.



## MATTA announces Penang as MATTA online official partner

The Malaysian Association of Tour and Travel Agents (MATTA) is pleased to announce Penang as our 1st MATTA Online Official Partner. This is one of the initiatives from the Penang State Tourism on reactivating the tourism industry and also part of the Penang Tourism Master Plan's digitalization initiative.

MATTA Online that has launched on 22 June 2022 was officiated by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture Malaysia, a new AI-powered cutting-edge 24/7 online travel marketplace and platform for MATTA members comprising travel agents and tour operators for hotels, airlines, attractions, theme parks and other tourism providers.



# Malaysia







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SPOTLIGHT ON

# ExCeL London

*Where Versatility  
Meets Convenience*

ExCeL London is one of London's most prestigious convention centres. The property is unique in its structure and versatility that makes it ready for any kind of event. ExCeL London is one of the major meeting venues in the United Kingdom that is not only easily accessible but also has additional facilities attached to it.



# London's Pride

London has always attracted international tourists without exception. The city is a major favourite of the MICE planners as an ideal venue for hosting meetings, and events gatherings of all kinds.

Business meets and legendary contract signing are best done in congenial surroundings. The ExCeL London is the major centre for attraction when it comes to prestige, quality and connectivity.

## What makes ExCeL London unique?

Although primarily an exhibition centre with national and international conference possibilities, the potential of ExCeL London's exhibition hall is not limited just to this.

The shows range from educational programmes to property shows to travel and business shows. The convention centre hosts fashion shows as well as educational shows in its different spaces.







## *What makes it versatile?*

The convention centre has exceptional indoor and outdoor capacity. The specific structure of the convention centre allows it to host any type of event.

ExCeL London covers 100 acres in the Northern quay of the Royal Victoria Dock in London Docklands. It is located between Canary Wharf and London City Airport. Additionally, the centre has 5500 unit parking spaces and 60 racks. ExCeL London has taken a significant step in its journey of becoming carbon neutral certified convention centre.

## *The rooms inside*

The north and the south convention centres have a huge setting as gallery rooms.

The event hall has about 939,649 ft tall column of free space (this is divided into north and south event halls).

There are two doorways in the centres. These are wide by 16.4 ft. in length and 24.6 ft. wide in the central boulevard.





## London: A Driving Force for Delegates

153,000+ hotel rooms are present for delegates, all of which provide world-class facilities.

London is the best connected city in the world with airline, roadway and railroad connectivity.

After your tiring meetings, you can choose from over 8,000 restaurants, 65 of which are Michelin-starred offering you the best European dishes.

London is home to 270 nationalities and four World Heritage sites. Over 300 languages are spoken here.

You get the access to some 70 free attractions and 120 historic buildings. portraying true architectural beauty

You get the access to more than 3,000 open spaces, including eight royal parks, 170 museums, 240 theatres, 40,000 shops and more than 250 art galleries.



## Nearby Luxury Accommodations

As the convention centre attracts many international delegates from around the world, it becomes necessary to have equally attractive resting places nearby. There are several hotels near the convention centre that are not only attractive but also match perfectly with the repute of the convention centre.

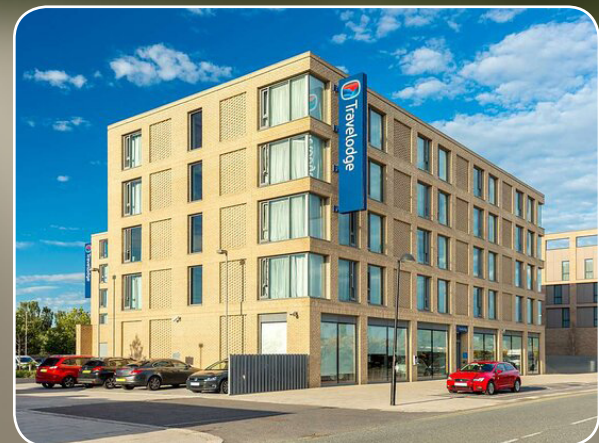
Distance from ExCeL London

**0.8 km**

### Travelodge London Excel

To control both cost and distance, it is mandatory to conduct a thorough research and get the ideal place selected for the best stay. Travelodge London is the destination that will balance both the parameters.

The hotel is located only 0.8 km away from the convention centres and is close to, near every other possible important sector. Major locations such as the Crossrail Place Roof Garden and ExCeL London make this property one of the prominent choices for staying.



Distance from ExCeL London

1.6 km

## Ibis London Canning Town Hotel

This is another important location to explore. The hotel works with several partners. The hotel is located in East London opposite Canning Town.

Its location makes it even more versatile. Located at just 1.6 km away from convention centre, the luxury hotel is an obvious choice for the international delegates. The hotel has wheelchair and free Wi-Fi facility. The features make the hotel one of the best destination choices.



Distance from ExCeL London

0.8 km

## The Good Hotel

The Good Hotel is another important and convenient choice for the international delegates. Located only 0.8 km away from the convention centre, the hotel has all the amenities that are required for citizen traveller.

The Good Hotel has 33 restaurants in its vicinity. Two other tourist attractions are also present in the same area.





Distance from ExCeL London

0.7 km

## Hampton by Hilton London Docklands

The hotel is located at 0.7 km from the convention centre. It is an initiative of the Hilton London hotels in Dockland. It offers convenient meeting spaces and facilities. The hotel is only 6.8 miles away from the centre of London. These features make the location even more attractive.



### *Best Places to Visit*

Besides being an extremely popular and prestigious convention centre, it is also located close to many more importance venues. These places are not just important for sightseeing but also for their cultural and historical richness.





# The Royal Victoria Bridge

The Royal Victoria Bridge is located just outside the ExCeL London. This is counted among the most attractive locations in the UK. The bridge takes the form of the inverted Fink truss. It connects Eastern Quay and the Britannia village. The Bridge was constructed

by Lifschutz Davidson Sandilands and was opened to public in 1998.



# Brick Lane Music Hall

Brick Lane Music Hall is the ultimate theatre and dining destination in Dockland. It is a favourite location that serves both the young and the old generations. Attracting a significant portion of the population, it is a popular destination for evening plays and theatre performances. The younger crowd can be seen mostly in the evening although it attracts people of different generations.

**2.5 km**

**Distance  
from  
ExCeL  
London**







## The Dockers Sculpture

The Docker's Sculpture is a popular sculptor spot which consists of three statues. The life-size sculptor pays tribute to the dockers at work in the 1800s and their hardship. The presence of the three dockers at the location is an extra ordinary addition to the attractiveness of the journey.

The ExCeL London brings the entire industry specialists under the same roof. The concept of co-working and business space sharing becomes easier if there is adequate amount of comfort and convenience. The ExCeL London is the venue which meets all these conditions. As it is located in the middle of the town and is well connected with other important tourist destinations, the ExCeL London is a perfect choice.

*Image Courtesy: Visit London*

## Four Seasons Hotel Toronto appoints Kristi Grotsch and Angelica Sanz Rincón



Four Seasons Hotel Toronto continues to add remarkable talent to its dynamic team with the appointment of Kristi Grotsch as the new Director of Food and Beverage and Angelica Sanz Rincón as the new Director of Rooms.

With more than twelve years of hotel operations and management specialising in food and beverage, Kristi is a passionate and highly motivated hospitality professional. Before joining Four Seasons, she was the director of food and beverage and director of quality improvement providing strategic oversight to various operational departments at several luxury hotels.

Honing in on her leadership skills, Kristi moved on to fulfil the role of regional head of learning and development where she was based in Dubai and responsible for 15 hotels in 10 countries across the Americas, the Middle East, Europe, and India. Post-pandemic, Kristi returned to Toronto, where she was appointed the area director of operational service excellence, Americas.



## Sandra Smith and David Tonkin appointed as senior hoteliers in Tourism Accommodation Australia (TAA)

Sandra Smith and David Tonkin have been appointed as senior hoteliers in Tourism Accommodation Australia (TAA). These appointments are thought to be very important for the development of TAA and the overall tourism industry. Both of the senior hoteliers are thought to be prized possession of the organisation. Both of them have an experience of 30 years. Smith has spent nine years at Switzerland-based travel services company Kuoni Travel. She has also served IHG since 2009.

Previously she served as business development and sales official in the early years of her career. Now, with her experience, she is transiting to executive management. At the beginning of her career, she spent nine years in Swiss-based Kuoni Travel, after which she moved to Australia.



## Four Seasons Hotel Casablanca introduces newly appointed General Manager Chadi Chemaly



From the Red City to the coastal White City of Morocco, Chadi Chemaly takes leadership of Four Seasons Hotel Casablanca. Following an extensive 18-year international career in luxury hospitality, Chadi makes his next move and joins Four Seasons Hotels and Resorts as General Manager of Casablanca's urban oasis. Born in Lebanon and raised in the United States, Chadi's passion for hospitality led him across the world, starting his journey in North America where he held various management positions as part of the front office and housekeeping teams.

After successful turns in both Charlotte and Boston, Chadi set sail to Saudi Arabia before heading to China, where he was assigned the position of director of rooms. Pursuing his drive for excellence, Chadi was named hotel manager in Singapore after a two year detour in Mexico, where he had a director of operations tenure. His career and travels saw him advance in management before accepting his first role as General Manager in Marrakech, where he fell in love with the Moroccan culture.



## Mr Chew Chang Guan is the new General Manager within Sarawak Convention Bureau (SCB)

Mr Chew Chang Guan has been promoted from Regional Director to the newly created post of General Manager within Sarawak Convention Bureau (SCB). With more than 10 years of experience, he headed the MICE unit at the Sarawak Tourism Board (STB) before joining SCB in 2006.



## Eurostar Group appoints Gwendoline Cazenave as Chief Executive Officer

Eurostar Group announces the appointment of Gwendoline Cazenave as CEO from 1st October.

With 20 years experience in rail transport, Gwendoline brings considerable expertise, energy and vision to make Eurostar Group and European high-speed rail a success for customers and colleagues. As partner at management consultancy Oliver Wyman for the last two years, Gwendoline has worked on the French and European transport and services markets, with a particular focus on strategy and transformation in the rail sector.





# The Philippines

## A little more MICE awaits you

After two years of the gruelling pandemic, the Philippines is gradually adjusting to the traditions of the old normal and space of the new normal. A country known for touting its rich heritage, diverging culture, cosmopolitan vibe, Philippines also excels as a business centre attracting MICE delegates to its precincts. Apart from its classic art museums, galleries, glitzy malls, marine activities, night life and highly-famed leisure tourism, a number of UNESCO World Heritage Sites stand in contrast all comprising equal parts of the fabric.

Two of the things the pandemic has taken away from us are organising and attending large gatherings. While we have adapted ourselves with the virtual modes of connecting with people, however, nothing beats the charm and zeal of meetings people face-to-face. To choose a middle ground



# Philippines



between the online and in-person gatherings, incentive planners prefer the hybrid format to organise and attend events. With hotels opening and destinations blossoming one after the other, the Philippines is going for a bigger slice of the MICE pie.

# Philippines







## A face lift to MICE

The COVID-19 pandemic has taken the world aback and battered the travel industry worldwide. However, things took a positive turn in 2021 when borders started reopening. Nevertheless, revival of tourism and MICE industries in the Philippines had been a collective effort. The national and local governments worked together to cater to the needs and expectation of the tourist mindset. The tourism scene of the country reaped benefits of such united efforts vis-à-vis domestic and international travels. Domestic travel saw a growth by 38.16% in 2021 compared to that in 2020. On February 2022 the country opened its borders for international tourists and till April they breached the benchmark of 200k in foreign tourist arrival.





# Philippines

In the MICE industry, Tourism Promotion Board (TPB) has been strategically organising institutional events such as the Philippine Travel Exchange (PHITEX) and MICECON (Meetings, Incentive Travel, Conventions and Exhibitions and Conference). Apart from launching virtual destination videos, Travel Philippines mobile app and 360 Virtual Reality tours, the MICE industry players continually participated in the international trade fairs albeit virtually. And so far, as of July 22, the Tourism Promotion Board has already assisted 27 MICE events. This marks an 8% increase from last year's numbers. The organisation has yet to finish the year and stage their next biggest event MICECon '22 to be held in Davao City. But, hosting the WTTC Global Summit in April 2022 was the icing on the cake for the organisation. This testifies to the fact that the Philippines is ready to host big events and welcome tourists as it was in the pre-pandemic years.



# Manila

## Manila as a MICE destination

Meetings and event planners are in no dearth of places in Manila to host events and meetings of any capacity and level. The capital city of the Philippines ranks 108<sup>th</sup> in the International Congress and Convention Association's grade, which places it ahead of the Asia Pacific convention centres such as Auckland, Jakarta, Hyderabad, Hanoi, Ho Chi Minh City and Kobe. The population in Metro Manila is about 12 million which is close to that in Singapore. The bustling Filipino city is vamping up its MICE facilities to grow more business in the Asia-Pacific region.





The mix of heritage and modern services attracts MICE planners including the APEC Philippines 2015. The year-long mega event culminated with the APEC Economic Leaders' Meeting in November with a footfall of 7,200 attendees.

Manila has the glory of housing eight major meeting venues in the Philippines to its credit. This includes Asia's first convention centre, the Philippines International Convention Center (PICC). The splendid metropolis testifies a seamless blend of ancient culture and latest global trends to create a harmonious urban development movement.

APEC Philippines 2015 was hosted to promote Manila and the Philippines as an ideal MICE destination. It also commemorates the Philippines as the host to APEC for the second time in 2015, the first time being in 1996.

At least eight other major convention sites exist in Metro Manila, including the SMX Convention Center, the World Trade Center and Megatrade Hall within Megatrade Mall, as well as upscale hotels situated within the business districts.



# Philippine International Convention Center

The Philippine International Convention Center (mostly known as PICC) blazed a trail in the incentive and event industries in 1976. It earned a reputation as Asia's premier and one of the most versatile convention centres for hosting leading summits, medical conventions, concerts by stalwarts like Ricky Martin, Luciano Pavarotti and other events of international scale. The property is well appointed with a complete line of support, modern audio-visual technology and conferring facilities for every gathering and purpose. Now, that the borders have reopened and event organisers are keen on hosting in-person events, the Philippines International Convention Center is in step with the country's changes even after 45 years.





Designed by National for Architecture Leandro V. Locsin, the PICC building comprises of a spacious Plenary Hall, Exhibit Areas, an elegant Reception Hall and various Meeting Rooms that are flexible enough to accommodate guests of any capacity.

PICC has been strictly implementing health protocols with a team of fully vaccinated personnel within its premises to ensure safety to all guests, clients and employees. It is home to some of the country's most treasured art pieces. At 45, PICC maintains its standing as the Philippines' premier event venue with its improved facilities and services.

"[It's] our commitment to assist our clients create memorable and successful events. Our clients have remained loyal to us because of the excellent service we provide, before, during and after their events." -Renato B. Padilla (PICC General Manager)

Philippine International Convention Center

Philippine International  
Convention Center





# Philippines

## Top attractions of the Philippines

The Philippines is a country of 7,641 islands and has always something for everyone. The islands like Boracay, Cebu and Palwan have received international accolades for being some of the sought-after tourist attractions in the Philippines. Besides these picture-perfect beaches, there are also some highly recommended destinations with high-end infrastructure to meet the needs and tastes of tourists of all categories. Places like Iloilo, Davao, Camiguin, Ilocos Norte and Siargao are easily accessible by air. Lovers of outdoor adventures should drop at Samar to try their guts.

A visit to the Philippines is never complete without seeing the world-famous rice terraces in the Cordillera Regions and the cultural villages and Dreamweavers of South Cotabato. Both these places have smooth and convenient access by road transportation.





## What in future?

The Tourism Promotion Board Philippines has a number of programmes in their 2022 events calendar- all aiming at empowerment of the country's local government units of MICE destinations. This will help create their own programs, escalate local and international MICE events in the respective areas and in turn, boost MICE or business tourism industry.

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### Face-to-face with Maria Anthonette C. Velasco-Allones

In this new episode of MICE Travel Advisor's Interview Zone, Ms. Maria Anthonette C. Velasco Allones sheds light on her responsibilities as the new COO of Tourism Promotions Board Philippines (TPB) who joined the organisation on 31 January 2020.

Under her leadership TPB looks forward to uplifting the decrepit tourism and events industries and promoting the Philippines as one of the most preferred destinations in the Asia-Pacific by 2022.

## MICE Travel Advisor: Two years have passed by since the pandemic has taken a massive toll on the travel and tourism industry. But even then the Philippines hails as the latest Southeast Asian country to revive its battered tourism. How does it feel?

**Maria Anthonette C. Velasco-Allones:** The Covid-19 pandemic took the whole world aback and there was no rulebook as to how a country or industry should properly deal with it. I think it's fair to say that the tourism industry of the entire world took a battering, from contributing 10.3% to global GDP in 2019 to only 5.3% in 2020 due to travel restrictions according to the World Travel & Tourism Council.

Things took a turn in 2021 when destinations started to reopen gradually especially to local tourists. But reviving Philippine tourism has been a collective effort.

The national and local government units worked hand-in-hand together with private sectors and tourism stakeholders to ensure the readiness of reopening tourism destinations which includes the streamlining of health and safety protocols, re-training or capacitating tourism workers, and developing or improving products that should meet the expectations of the current tourist mindset.

The Tourism Promotions Board (TPB)

Philippines, which is the marketing and promotions arm of the DOT, also strengthened its domestic tourism campaign by implementing fun yet safe initiatives to restore travel confidence such as the *"Online Travel Bingo Challenge"* that allowed winners to take a trip to a featured tourist destination and creating programs that highlight Philippine culture such as the Habi, Hilot / Hilom and Halal program that put a spotlight on the artistry of Philippine weavers, health and wellness as a response to the pandemic stress, and Muslim-friendly tourism through halal food.

Our combined efforts saw a 38.16% growth in domestic trips in 2021 compared with 2020. The return of domestic tourism in 2021 also employed about 4.9 million individuals, which is 4.6 percent higher than 2020 numbers.\*

On February 10, 2022, we reopened to international tourists, and as of April this year, we have breached the 200k mark in foreign tourist arrivals. The future is promising indeed and we are just getting started!

*\*Source: 2021 Philippine Tourism Satellite Accounts (PTSA) report*



## MICE Travel Advisor: Do you have any other idea to beef up the country's tourism scene?

**Maria Anthonette C. Velasco-Allones:**

Though Philippine tourism reopened to international tourists just February of this year, the truth is, we have been preparing for this since the lockdown started. We knew that we eventually have to reopen and the only question is when.

So, all our efforts in the past two years have been focused on ensuring that the Philippines remain a top-of-mind destination. For instance, the TPB carried on with its institutional events such as the Philippine Travel Exchange (PHITEX) and MICE - Meetings, Incentive Travel, Conventions and Exhibitions - Conference (MICECON).

We also launched virtual destination videos, the Travel Philippines mobile application, and 360 Virtual Reality tours. And we continued to participate in international travel trade events, albeit virtually most of the time.

All of these efforts paid off because of our high foreign arrivals so far. But the icing on the cake was our hosting of the WTTC Global Summit in April of this year, which proved that the

Philippines is ready to host big events once again and welcome tourists from all the over world.

Moving forward, as the world reopens we will continue to actively participate in travel trade shows especially now that onsite participation is possible. We will also continue to build up on SmartTourism in response to the massive shift in digitalisation especially in our industry by improving and expanding the Travel Philippines mobile app and aggressively promoting in digital spaces and social media platforms.

We also hope that international tourist entry will be made less stringent because at the moment, fully vaccinated foreign tourists with no booster shots are still required to present a negative RT-PCR or antigen test result, which can put a burden on the tourist when entering the country. But other nations, like the United Kingdom, Norway, Turkey, and Germany among many others, have removed this rule and are even accepting vaccine free-tourists, so a step forward towards pre-pandemic life is essential given the developments.

**MICE Travel Advisor: Does the aviation sector have any specific plan to contribute to the country's travel sector? Please share in details if there is any change in the tourist traffic at the domestic and international levels before and after the pandemic?**

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**Maria Anthonette C. Velasco-Allones:** Our domestic carriers definitely played a big role in the increase in domestic numbers from 26,982,233 trips in 2020 to 37,279,282 trips in 2021 with seat sales, discounted fares, joint promotions with other brands or travel agencies, and aggressive online promotions on destinations.

**MICE Travel Advisor: The Philippines has always been one of the most sought-after tourist destinations for travelers across the world. In that regard, what are your most recommended tourist attractions?**

---

**Maria Anthonette C. Velasco-Allones:** Our islands like Boracay, Palawan, and Cebu have received international recognition. But aside from the beautiful beaches, recommendations should also be based on a destination having the infrastructure and facilities to accommodate the needs of a tourist.

I'd say destinations like Ilocos Norte, the Bicol Region including Catanduanes, Iloilo, Dumaguete, Siquijor, Camiguin, Davao, Zamboanga, and Siargao are very accessible, especially by air. But there are also other must-see places that can be reached by land - for instance, the Cordillera Regions if one wants to see the iconic rice terraces, South Cotabato for the cultural villages and the Dreamweavers, and Samar for outdoor adventures.

We have 7,641 islands, and there's always something for everyone. Visit them all!



## MICE Travel Advisor: What are your plans to reinstate Sustainable Tourism in the Philippines in the coming years?

**Maria Anthonette C. Velasco-Allones:** Currently, the TPB has a program that anchors on responsible, ethical, and sustainable tourism called "Sustainable Community Based Tourism" or SCBT. We work with the DOT and other tourism stakeholders to properly evaluate Philippine destinations and see their potential to become a sustainable one based on certain indicators that focus on community preparedness, product development, organizational set-up, feasibility, among many others. The destinations should offer a unique local experience, value environmental conservation, and promote cultural heritage and ecological balance.

One example that TPB has been providing support to is the Bojo River Cruise in Aloguinsan, Cebu which has won many awards, including the most recent one – being recognized as one of the “Best Tourism Villages” at the 24th United Nations World Tourism Organization’s General Assembly.

During the 10th Eco Forum in February of 2020, we also recognized sustainable sites and programs such as the Talaandig Tribe Sustainable Community in Bukidnon, the Eco- Cultural Tour Program of Sagay Negros Occidental, Buhatan River Cruise in Buhatan Sorsogon and the Community Immersion Program of Kiangan Ifugao.

We work with our media partners to market and promote these sites to ensure inclusive growth and expand economic opportunities. We also believe that through this program, other tourism sites, most especially the budding ones, will be inspired to follow the sustainable route.

## **MICE Travel Advisor: How has COVID-19 impacted the Philippines incentive industry? What protocols and technological updates have you implemented to ensure safe events?**

**Maria Anthonette C. Velasco-Allones:** At the TPB, we have a MICE (Meetings, Incentive Travel, Conventions and Exhibitions) Department that assists in organizing events by providing free information, guidance, and technical assistance, from site inspection to organizing tours.

In 2019, we were able to assist a total of 155 events, but when the pandemic happened, the numbers went down to 43 in 2020, marking a 72.26% decrease in events assisted. Most of our events were also held online, including one of our institutional events - the MICECON (MICE Conference), which transitioned online to become MICECONline 2020.

In 2021, given the gradual easing of restrictions, we switched from pure virtual to hybrid in mounting events. At this point, we released health and safety protocols for MICE organizers and venues and facilities that included filling out health declaration forms, body temperature screening, regular sanitation and disinfection of venues and facilities, limiting venue capacity, providing PPE (personal protective equipment) to suppliers, imposing strict measurements when setting up booths to allow physical distancing, and even providing pre-packed meals and drinks as buffet set-up was not possible at the time.

We then organized the first Tourism & Technology Forum (TTF) during the first quarter of the year; a 2-day hybrid event held onsite and broadcasted live online simultaneously. Our annual institutional MICECON event also became MICE Connect 2021, a hybrid event held in Boracay Island that gathered 52 online sellers and 48 buyers, of which 23 were onsite.

Things got even better in 2022 when most of the world finally reopened. Though the pandemic's impact is different as it was in 2020, we continue to impose health and safety measures to mitigate the spread of the virus as evident during our hosting of the WTTC.



Global Summit - the first biggest international MICE event of the year. And so far, as of July 22, the TPB already assisted 27 MICE events, marking an 8% increase from last year's numbers, and we have yet to finish the year and stage our next biggest event which is MICECon '22 to be held in Davao City! So we are definitely bouncing back.

### **MICE Travel Advisor: How has COVID-19 impacted the Philippines incentive industry? What protocols and technological updates have you implemented to ensure safe events?**

**Maria Anthonette C. Velasco-Allones:** Due to the Covid-19 pandemic, the National Tourism Development Plan (NTPD) had to be reformulated so the industry could bounce back stronger given the crisis. From the previous strategy that focused on developing "a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society", the current NTDP Strategic direction is now about:

- a. Promoting Safe, Fun, and Competitive Tourism;
- b. Pursuing sustainable, inclusive, and resilient tourism; and
- c. Strengthening governance and destination management

As the marketing and promotions arm of the DOT, TPB's programs will be anchored on this direction as we continue to:

- Digitalize / leverage on smart technology - continuous expansion of the Travel Philippines app; expanding our digital presence; conducting hybrid events and digital-based joint promotions; digital / online consumer awareness activations

- Create online content, especially personalized content / good story-telling; this will also involve collaboration with influencers
- Market and promote SCBT sites
- Implement current banner projects
- Promote new tourism circuits

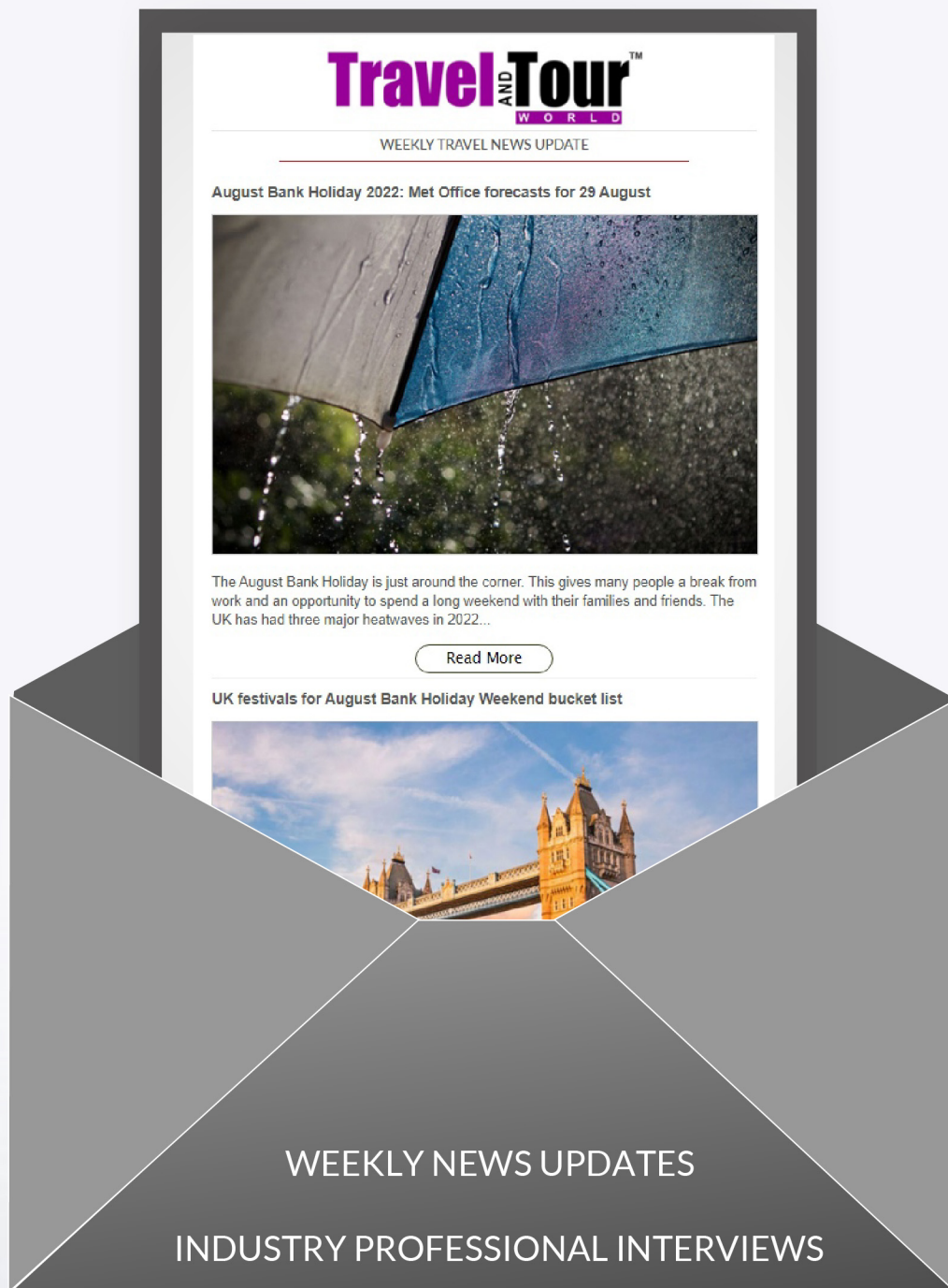
For MICE, we will be implementing a program called “Philippine MICE Cities” that would empower local government units of MICE destinations in the country to create their own programs to develop the MICE / business industry and encourage the mounting of local MICE events and eventually, international MICE events, in their respective areas. We will be starting in the City of Cagayan De Oro in Mindanao in September.

What we've learned during the pandemic is that collaboration is the key. Thus, in the next five years, the aforementioned direction and programs will continue to involve the participation not only of the National and Local Government Units but also the tourism stakeholders and the private sectors to ensure inclusivity and sustainability.





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# Bordeaux

Meetings in the Wine Capital



2022 is the year of **Bordeaux.**

This year, Bordeaux has been awarded as European Capital of Smart Tourism.

But what does it mean to us?

Bordeaux has been awarded for its exemplary achievements in terms of travel and tourism in 4 different categories: accessibility, sustainability, digitalisation and cultural heritage and creativity.





This is a port city on the river Garonne in the Gironde department, Southwestern France. It is the capital of the Nouvelle-Aquitaine region, as well as the centre of the Gironde department. The inhabitants are called "Bordelais" (masculine) or "Bordelaises" (feminine). The term "Bordelais" also refers to the city and its surrounding regions.



## Global hub for meetings

Bordeaux is a world capital of wine. This city is dotted with medieval castles and vineyards that stand on the hillsides of the Gironde. It is home to the world's main wine fair, Vinexpo. Bordeaux is also one of the primary hubs of gastronomy and business tourism. This is a central and strategic hub for aeronautics, military and space sector and it is home to international companies such as Dassault Aviation, Ariane Group, Safran and Thalès.



# Bordeaux: The Abode of Meeting Industry

Bordeaux is an international tourist destination with a rich collection of architectural and cultural heritage monuments, totaling more than 350. Bordeaux is second only to Paris, the city with the most registered monuments in France.





Bordeaux has also received several awards and rankings by international organizations such as in 1957, it was awarded the Europe Prize for its efforts in transmitting the European ideal. In June 2007, the Port of the Moon in historic Bordeaux was inscribed on the UNESCO World Heritage List, for its outstanding architecture and urban ensemble and in recognition of Bordeaux's international importance over the last 2000 years. The meeting industry of this city flourishes with hotels, convention centres and meeting spaces. This city has 7 congress centres, a new exhibition and congress hall that can accommodate up to 6,000 people in plenary sessions, 150,000m<sup>2</sup> of exhibition space, 11,000 hotel rooms, etc.



# Cité Mondial Convention Centre

Cité Mondial Convention Centre is the prime location for meetings, symposia, seminars or study tours. Located in the heart of Bordeaux, in the Chartrons district, it offers modern infrastructure for top-quality professional events.

The auditorium of Cité Mondial Convention Centre can accommodate 300 people, with sophisticated audiovisual equipment. The meeting rooms are designed to seat up to 180 people for your working groups and committee meetings. A modular space can easily be adapted to host an exhibition or a gala evening.



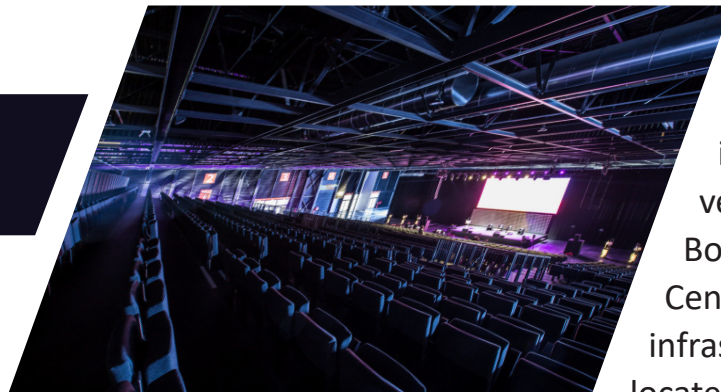


# Bordeaux Exhibition Centre



Bordeaux Exhibition Centre is the ideal venue for national and international congresses, trade shows and fairs, large public events, as well as cultural or sports events. Connected to the Palais 2 l'Atlantique via Hall 1, the infrastructure is highly equipped, making it the ideal choice for organisers in search of a large venue for hosting major professional events requiring comfortable spaces and modern technological services in the best conditions.

## Palais 2 l'Atlantique



Palais 2 l'Atlantique is a new venue event venue located at the Bordeaux Exhibition Centre. The new infrastructure is ideally located by the lake and is directly accessible by tram.

It is a strategic location for events and trade shows, congresses, symposiums or shows. The covered walkway that connects with Hall 1 of the Bordeaux Exhibition Centre makes it possible to host large-scale national and international events. Elegant architecture and state-of-the-art equipment ensure high-quality services.

## Hangar 14



Hangar 14 offers an area of 5,400 m<sup>2</sup> of modular space on two levels, bathed in natural light. Located in the historic Chartrons district, the venue is the perfect choice for your trade shows and professional or public events, product launches, road-shows, gala evenings and for students and specialised exams. The panoramic terrace can host events that let your guests unwind while enjoying the breathtaking view of the Garonne. The venue's location on a major road in the city centre makes it accessible for events with a large audience.



## Bordeaux Congress Centre

Bordeaux Congress Centre is located in the Bordeaux Lac business district and it features contemporary architecture and natural lighting. The center offers complementary exhibition areas, meeting rooms and auditoriums, making it the ideal location for congresses, seminars, symposiums, business meetings and shows. It can also be adapted to host your professional trade shows and/or gala evenings. The venue's large surface area, high ceilings, well-ventilated circulation areas and natural lighting make visitors feel like they are outdoors, while enjoying all the comforts of modern facilities.



## State-of-the-art Accommodations



### Appart-Hôtel Mer& Golf City Bordeaux Bassins À Flot

This hotel is located at a walking distance from the Cité du Vin and only 250m from the Tramway (line B) heading to the MICE city centre facilities and historical part of the town. This has spacious, air-conditioned and modern apartments that are worth your money.

### Appart-Hôtel Mer& Golf City Bordeaux Lac

The hotel is located just a few metres away from tram line C (serving the Exhibition Centre, the historic city centre and the LGV station). Community gardens, pedestrian and shopping alleys, the lake and the canals contribute to an urban and natural atmosphere. The Halle Gourmande offers a wide choice of restaurants.

### Appart-Hôtel Mer& Golf City Bordeaux Bruges

The property overlooks a nice little lake. It is only 3 km far from main exhibition and congress centers. Bordeaux Historical Center is just 6 tramway stops away. The hotel has 114 bedrooms, day-light meeting rooms, a restaurant and the Caliceo Spa with a space over 4000 sq.m.

### Western Premier Hôtel Bayonne EtcheOna

Western Premier Bordeaux - Hotel "Bayonne Etche-Ona" located in the Golden Triangle of Bordeaux consists of two historical buildings of the 18<sup>th</sup> century. The building was under a complete renovation program for several months and now it is open for public. It invites people to discover new stories of elegance and harmony.



## An escape from the city life


Nature lovers and avid explorers can take the first official metropolitan hiking route (Grande Randonnée) in France. This 160 km trail invites the tourists to walk from park to park. Le Parc de l'Ermitage on the right bank is the place to rest after a tiring walk.

### Sainte–Catherine Hermitage Park

In Lormont, Sainte-Catherine Hermitage Park spreads more than 60 m above the Garonne and offers splendid views of the left bank and Bordeaux. This natural area is part of the Parc des Coteaux, a green belt located on the right bank of the Garonne and which extends over 25 km and 400 hectares.

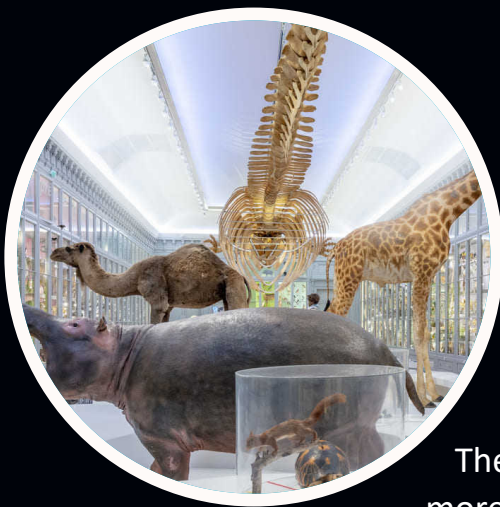




A close-up of a glass filled with red wine, with a circular inset in the upper right corner showing a view of the Bordeaux Bastide, a large, ornate building with many windows and a central tower.

## Botanical Garden and Greenhouses of Bordeaux Bastide

Since the beginning of the 17<sup>th</sup> century, the location of the Botanical Garden of Bordeaux has continued to change according to urbanization. The people of Bordeaux on the left bank would never have imagined that it would one day be established at La Bastide, opposite the Place de la Bourse! However, it was decided in 1997 to set it up there. This strip of land was an opportunity to create many views of the old town. For 25 years, France had not known such a project, the design of which was entrusted to the landscape gardener, Catherine Mosbach and the architect, Françoise-Hélène Jourda.



## Muséum De Bordeaux

The Natural History Museum of Bordeaux created in 1791 houses more than 1 million artifacts. It was opened on March 31, 2019, after major renovations and expansions. Entirely renovated, the new Museum of Bordeaux is a place of wonder, a space for information, debates and exchanges.



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## FACE TO FACE

In an exclusive interview with MICE Travel Advisor, Stephanie Martin, the Head of Sales, Melbourne Convention and Exhibition Centre (MCEC), shares her view on her experience at AIPC Future Shapers programme.

As Head of Sales of Melbourne Convention and Exhibition Centre (MCEC), Stephanie Martin is responsible for sales best practice and oversees the growth and development of the sales teams directly connected to our Customer Experience Tribes in both Professional and Direct Partnerships.

Stephanie Martin also leads a group of commercial senior leaders dedicated to exploring new commercial event partnerships, innovation and revenue streams and the co-creation of events.



## MICE Travel Advisor: What's the Future Shapers program and why were you selected to take part?



**Stephanie Martin:** The AIPC Future Shapers program is designed for Senior Leaders with over 7 years of experience in convention centre management. I would fortunate to be asked to apply whilst on maternity leave in 2021 with the intent to bring my learning back to the business when I returned from maternity leave in Feb 2022.

For 9 months, 14 senior leaders of the AIPC community and industry went through an intensive leadership program that is intended to accelerate the leadership skills of the participants and ultimately pitch ideas that help design and solve some of our industries challenges.

The program was delivered in three overlapping phases:

### Phase 1 – Lecture series

A lecture series and in depth self evaluation and development workshops with leaders from within and aligned to our industry.

### Phase 2 – Mentoring

The participants were matched with mentors who are CEOs of the AIPC membership.

### Phase 3 – The Industry Challenge

Future Shapers were split into two teams to workshop business solution ideation, business case development and project implementation planning. This work then concluded with both teams pitching their ideas at the AIPC conference as part of a challenge.

Through the program we have been able to connect with some incredible people that we wouldn't have had the opportunity without this program. The network and connections we now share will be life-long and I know together we will keep advocating for our industry and ensure we continue to create strong career pathways for our people.





**MICE Travel Advisor: What are three things that you have learnt about yourself during the Future Shapers program?**

**Stephanie Martin:** Diversity and cross functional teams are key. Diverse thought and leadership is what creates great things. To quote cathy o'dowd one of our incredible speakers "You need a small group of people who have a HUGE vision". I really feel the inaugural future shapers cohort really embodied this given our varied experience, navigating through time zones and our day jobs.

Secondly listening to our people and customers continues to be king. We carry a great of responsibility in ensuring our customers are able to continue to meet and achieve their desired event outcomes which so many are tied to legacy, sustainability and of course revenue generating activities to support our business and theirs in their continued operations.

In terms of our people, events have returned back quicker than expected and we have all had to continue to monitor and measure the health and wellbeing of our people. We also know so many have left our industry so we need to continue coming together to ensure our career paths remain attractive and desirable to the current and future generations.



**MICE Travel Advisor: Tell us what you pitched as your idea to help benefit the AIPC community?**

**Stephanie Martin:** I would love too – here is a little teaser from our pitch at the AIPC conference recently. For 35 years there have been a number of event core systems available to convention centres however there has not been a single disrupter to take the industry to the next level with greater ability to connect, collaborate and provide customers with self service tools.



## **We all deserve:**

- One platform that provides an integrated turnkey solution for all events
- You deserve one centralised platform for all information and real time communication and collaboration
- Your teams deserve efficiency
- Your customers deserve to be able to self service and stay connected
- Everyone deserves EventShaper!!

EventShaper is a collaboration and event management platform and client portal, built by venue experts for event management professionals.

EventShaper provides integrated, end to end services including booking, communication, event design and account management planning tools using real time data, so you and your clients stay informed, organised, and connected — all in one place.”

## **The benefits of EventShaper to Convention centers are:**

- Reduced costs for multiple licensing
- Increased revenue through effective yield management
- The ability to scale up by adding services such as registration, hotel accommodation or virtual events.
- CRM Automation

EventShaper will unite the industry by elevating the customer experience through best practice tools.

It's time to be part of the change!



**MICE Travel Advisor: How do others get involved in the program?**

**Stephanie Martin:** The next application for the Future Shaper program is due to be released in September 2022, each centre may nominate up to 2 senior leaders from their businesses to apply. Please keep a look out! I will be joining the

AIPC Taskforce who will oversee the program and its next cohort which will be incredibly rewarding and I look forward to continuing to contribute to the community.

**MICE Travel Advisor: What are the marketing strategies MCEC adopted to secure the events in future?**

Stephanie Martin: We've recently worked to transform our market position by becoming the 'home of the unconventional'. Having been a leader in the industry for 25 years, we knew we couldn't rely on that past success, so took a new direction, based on the business strategy 2021-24 and its key priority areas of: people, financial sustainability, community pride and new markets and products.

The refreshed brand embraces MCEC's ambition to be the best, to lead and innovate, while bringing real value to customers and the community.



MCEC faced the challenges of the pandemic by using it as an opportunity to reimagine our business, and as a result, emerged as forward-thinking leaders, using our space in new ways like training guide dogs, opening Australia's first Drive In(Door) Cinema and even using empty exhibition bays as a Hollywood film set, starring Liam Neeson.

It became clear that we needed a brand that reflected the exciting new chapter we'd carved out in the face of adversity.

### **MICE Travel Advisor: How is MCEC working on the sustainability and responsibility issue?**

Stephanie Martin: We are always working to find innovative ideas that provide better outcomes for our community, our customers and our environmental footprint. We will continue to deliver creative solutions for our customers and collaborate with industry partners to ensure MCEC is a truly sustainable event destination.

Launched in July 2021, our five-year sustainability strategy has ambitious targets to create a positive impact for our planet and community.

We're aiming high, with a target to achieve net zero emissions by 2030. We are working to eliminate problematic and unnecessary single-use plastics, divert 90 per cent of waste from landfill by 2025, and to be completely powered by renewable electricity by 2028.

At the same time, we will contribute towards increasing Victoria's biodiversity, habitats and ecosystem health by 2025, continue to source sustainably and support OzHarvest to rescue and redistribute food to people in need.



**Our key highlights include:**

### **SkyFarm –**

Our Siddeley St carpark is being transformed into a 2,000m<sup>2</sup> rooftop farm. Melbourne Skyfarm will feature sustainable dining, education and event spaces and provide around five tonnes of produce each year, much of which will be donated to local food charities.



### **Melbourne Renewable Energy Project –**

In 2018 we joined 13 other reputable Melbourne organisations to support the development of a wind farm in regional Victoria. This agreement has enabled us to offset the entire electricity use of our 20,000 square metre expansion space with renewable energy. This is equivalent to 15 per cent of the entire venue's electricity consumption.

### **In-house expertise –**

In 2020 we appointed a full time Sustainability Manager.

## **MICE Travel Advisor: Please share your opinion on World Tourism Day 2022- Rethink Tourism**

Stephanie Martin: World Tourism Day is an important acknowledgement for this sector in particular following the hit the entire industry has taken across the pandemic.

As the sector's recovery gets underway, MCEC and indeed the rest of the industry will need to continue to look at the changing world around us and adapt to the needs of our customers.

We will take this as an opportunity to continue to put our people first, champion sustainability initiatives and continue to think of more unconventional ways we can use our venue.



**MICE Travel Advisor: What are the events you have secured for the 2022-2023 event tourism industry?**

We have secured some of the most important events like:

Fine Food 2022	8,300 pax
TEG Dainty presents Jonathan Van Ness	5,000 pax
PAX	8,000 pax
Pregnancy Babies & Children's Expo 2022	6,000 pax
Dog Lovers Show 2022	4,000 pax
TEG Dainty presents Sacha Baron Cohen	5,000 pax
In The Dark Presents Fantastic 5 – Ru Paul’s Drag Race Season 14 Tour	1,200 pax
CISCO Live	4,000 pax



# Prerequisite of **Audio-visual** Technology

What are events and conferences all about? Isn't it about communicating with the attendees and successfully conveying your message?

Well, the inevitable demand for good audiovisual technology kicks in here! Without audio and visual aids, no meeting, especially corporate meetings, can be a success!

Businesses use visual displays such as videos, slides and even 3D surroundings to build brand awareness, reinforce brand loyalty or add a bit of interest to uncluttered backgrounds. To make the brand a living embodiment, it might help to think of a business as the living personification of a brand.





It's what clients see every time they interact with your business. It's also what potential customers experience at the moment they decide to make a purchase. And this is where you need excellent audiovisual aids for your conferences and meeting.

AV equipment has many uses in corporate and educational settings. AV can be used to join a remote meeting, and it allows a large audience to view the presentation.

It can be used for demonstrations, conferences and more. In fact, the projection surface can be integral to the presentation. Audiovisual equipment for conferences and corporate workshops provides mood-appropriate lighting, ensuring the speaker's voice reaches the far ends of the event space.



## AV Equipment- A Complex System or Not?

An AV system is a complex system that consists of audio, video and lighting equipment. It is usually used in a special facility or room and is commonly used for presentation purposes. You can use it with any presentation, including talks, seminars, press conferences, recitals, events, meetings and concerts. An AV equipment may be hardware or software-based, but the latter has become more common recently.

What is considered an AV equipment differs from venue to venue. So, you should consider your event's unique AV requirements before any event. Lighting or specialty light rigging may be necessary for a corporate conference, for instance, if a custom logo light needs to be projected onto the event floor. Two podiums and two microphones will be required for an award ceremony with two presenters on either side of the stage.

Therefore, understanding what your event needs is essential for effective AV installation.





## Benefits of AV Equipment

AV equipment can set the stage for a successful presentation, whether it is an intimate meeting with a client or a business meeting with hundreds of people. Your audience will be able to grasp your message better when you use AV properly, and they will have a longer-lasting impression. Here are some popular benefits of AV equipment –

- Helps to retain your audience's attention till the end of the event
- Makes your events more gripping and interesting
- Encourages your attendees to participate in your event
- Conveys complicated or confusing messages clearly and enables illustration of large amounts of data or abstract concepts
- Ensures that your messages have a long- lasting impression on you
- Helps you to minimize mistakes by enabling you to stay focused





## Important AV Technologies for Events

*Even though your events and conferences are unique and their requirements may differ, you must include the following audiovisuals for a seamless experience.*

### Projectors and Screens

When planning an event, the size and scale can determine the types of projection screens and videos that are required. If the space is small, simple projections can be used. If the space is large, complex projections and videos may be required. Screens can also be used to project and display information in a space.

Projection is one of the most important parts of any event, and you can use it to create a variety of effects. Projectors are used for large-scale events like presentations, while screens are great for displaying content and providing guests with an interactive experience.





## Lights

Stage lighting fixtures are the lighting devices used to make the stage look bright and are often made specifically for a theatrical performance. In addition to illuminating the stage, lighting fixtures often provide other functions, such as scenography, visual effects or even sound effects. There are different types of lights specifically designed for specific functions. Therefore, you must not ignore the importance of lights for your event.

## Visual Aids

It is important to consider many visual aspects when presenting or performing. Your event will suffer if the visuals don't run smoothly. In addition to PowerPoint presentations, set designs, picture quality, display vibrancy, special effects and logos also make up the visual elements of the event.

In smaller conferences, HD screens work well, while projectors and screens work well for larger events.



Here is a checklist of some of the essential audio-visual aids that you should keep in mind –

- In-house lighting
- Microphones
- Video cameras
- Projectors
- Stage lights
- Adequate electrical supply
- Technicians
- Screens
- Portable sound system
- Mixer boards
- Desktop or laptops

Avoid overdoing your event despite the temptation to go all out and show off your audiovisual skills. Take time to understand what your event needs. Analysing and assessing is the first step to a good show. However, the importance of audio-visual technology in events can never be understated.



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## SHOW HIGHLIGHT



Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is Asia-Pacific's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network with industry players from around the region and beyond.

The Leading International MICE Event Centered In Asia-Pacific Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking.

IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA



## IT&CMA AND CTW ASIA–PACIFIC

Date: (Onsite)

20 – 22 September 2022

Date: (Virtual)

20 – 28 September 2022

Place:

Bangkok, Thailand





remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The event is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media.

The Leading Corporate Travel Management Conference For The Asia-Pacific Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel & Entertainment (T&E) best practices among Asia-Pacific's corporate travel professionals, influencers, planners and decision-makers of corporate travel functions in their organisation attend the annual conference to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions. The event is part of the CTW Events series organised by TTG Events, a business group of TTG Asia Media.

*Image Courtesy: IT&CMA and CTW Asia-Pacific*

# CALENDAR OF EVENTS 2022



Sep 02-04 2022

**TTF Surat**  
Surat, Gujarat  
ttfotm.com



Sep 06-08 2022

**TTF Ahmedabad**  
Ahmedabad, Gujarat  
ttfotm.com



Sep 10-11, 2022

**BLTM Delhi**  
Delhi, India  
bltm.co.in



# CALENDAR OF EVENTS 2022



Sep 13-15, 2022

**TTF & OTM Mumbai**  
Mumbai, India  
[otm.co.in](http://otm.co.in)



Sep 19-20 2022

**The Digital Travel Summit**  
San Diego, CA  
[digitaltravel.wbresearch.com](http://digitaltravel.wbresearch.com)



Sep 19 -22, 2022

**The Lodging Conference**  
Phoenix, Arizona  
[lodgingconference.com](http://lodgingconference.com)

# CALENDAR OF EVENTS 2022



Sep 19- 22, 2022

**ILTM North America**  
Riviera Maya, Mexico  
[www.iltm.com](http://www.iltm.com)



Sep 20-22, 2022

**TAAPE 2022**  
Bangkok, Thailand  
[taapeexpo.com](http://taapeexpo.com)



Sep 20- 22, 2022(On-site)

Sep 20- 28, 2022 ( Virtual)

**IT&CMA and CTW Asia-Pacific**  
Bangkok, Thailand  
[itcma.com](http://itcma.com)



# CALENDAR OF EVENTS **2022**



**Sep 21, 2022 (Onsite)**

**ITB China**  
Shanghai, China  
<http://www.itb-china.com/>

Sep 14–28, 2022 ( Virtual)



**Sep 23- 24, 2022**

**TTF Pune**  
Pune, India  
[tftotm.com](http://tftotm.com)



**Sep 29- Oct 1, 2022**

**IITM Delhi**  
Delhi, India  
[iitmindia.com](http://iitmindia.com)

A photograph of the Tower Bridge in London, viewed from the River Thames. The bridge's two massive stone towers are prominent, with intricate Gothic-style architecture and blue-painted suspension cables. The sky is a pale, hazy blue, suggesting early morning or late afternoon light. The bridge spans the river, with other structures visible in the background.

# **MICE** Travel Advisor

[www.micetraveladvisor.com](http://www.micetraveladvisor.com)

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