

# Travel AND Tour™

Vol: 8, Issue: August 2016

WORLD

*Takarata*

Ivor Ambrose

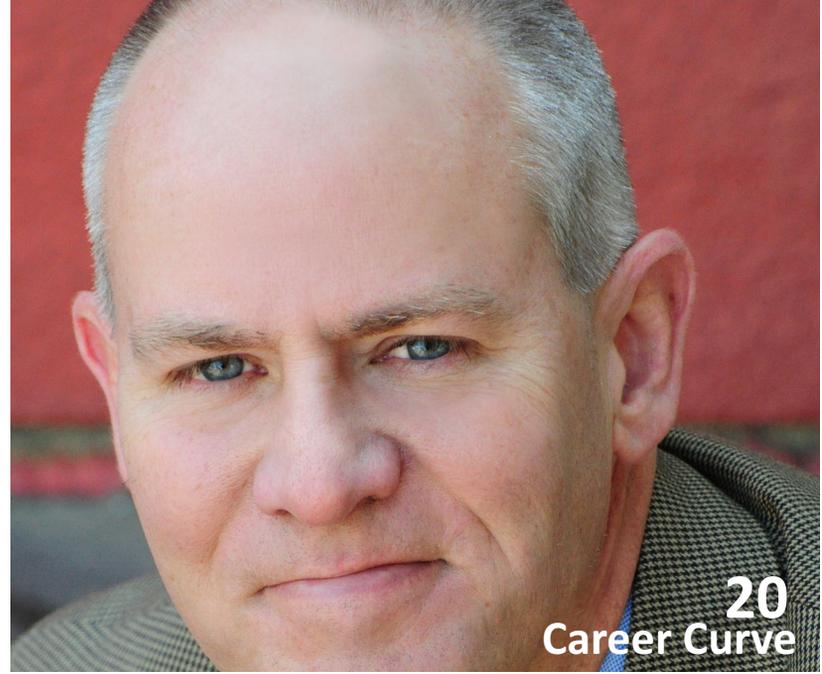


Managing Director of ENAT

Show Highlight



## 06 Chengdu



**06- Meetings Point:** Chengdu is a strong commercial and cultural hub of China with one of the busiest airports to flaunt. Having said so, let us check a few assets of Chengdu which make this city the 'Heavenly State'

**20- Career Curve:** In conversation with **Steve Reynolds**, here's all that you would like to know about TRIPBAM

**23- Cover Story:** **Low cost Airlines** and tourism are thus a form of market penetration strategy which sets a low price in order to penetrate the market rapidly and can attract a lot of customers and gain a large market share

**27- Xclusive:** Explore the rise idea of **pop-culture tourism**. which involves travelling to locales that are closely linked to certain movies, books, television shows, popular events or a particular celebrity

**30-Travel Tendency:** **Incentive travel** is business-related travel that is designed to provide motivation or incentives to help business people become more successful





40  
Tech iT



44  
Jakarta

**40- Tech iT:** To know more about **Cyber Security** For Airline Boards are keeping the passenger safety in mind, are focusing and investing in areas which will promote a connected world of travel

**44- Destination Diary:** **Jakarta** the Indonesian capital is overflowing with a vibrant, cosmopolitan and enchanting energy. One of the world's greatest megalopolises

**50- Special Feature:** The **Marine&Offshore travel** who are equally vital to the global travel economy like the business and corporate travellers. They not only provide the resources necessary to operate it but they also move some 90% of the goods and resources that are consumed around the world



50  
Special Feature

Travel News:14  
Travel Association:35  
World Festival:56  
Show Highlight:63  
Calendar of Events:70

# Editorial Desk

## President & Editor-In-Chief

Mr. Anup Kumar Keshan

## Associate Editor & Vice President

Mr. Apratim Ghoshal

## Executive Editor

Mrs. Puja Keshan

## Content Writers

Ms. Shreya Goswami

Ms. Urmii Kar

## Design Team

Mr. Mufaddal Chithiwala

Ms. Sonali Khan

Mr. Rajat Singh ( Web)

Mr. Kaushik Das(Web)

## Marketing Executive

Mr. Vijay Kumar

## Asst. Communication Executive

Mr. Rana Singh

## Circulation

Mr. A.K. Sharma

Mr. Kajal Mandal

Dear readers,

Despite the hideous terrorism activities across some parts of the globe, tourism sector has proved to remain strong. The already-battered tourism industry of France took a further hit after 84 people were killed in Nice on Bastille Day. However, the overall picture remains positive.

2016, in its first quarter showed a strong note of growth for international tourism. International tourist arrivals grew by 5% between January and April 2016 and the results were robust across almost all sub regions; in fact, many destinations reported double-digit growth. Speaking statistically, destinations worldwide received 348 million international tourists (overnight visitors) between January and April 2016, which is almost 18 million more than the same period last year. By region, Asia and the Pacific (+9%) recorded the highest increase in international arrivals, with all Asian sub regions enjoying growth of 7% or above. By sub region, Subsaharan Africa (+13%) led growth, strongly rebounding from previous years' modest results.

In this issue, we spoke about the dynamic capital city of Indonesia, Jakarta which not only serves as a leisure destination but is also booming as a promising MICE destination. Interesting tourism campaigns is taking it to the global platform. Talking about the meetings industry, we shifted our focus to explore China. Chengdu, based in southwest China is a yet another potential MICE destination which has some of the most prestigious and modern hotel properties.

There's more to the travel industry than just MICE or destination stories. In our special feature section, we discussed about a much less ventured topic – marine and offshore travel. Incentive travel is yet another interesting topic which is now gaining its hold particularly amongst the corporate travellers.

There are a lots of international travel events coming up in August. 4th Annual Africa Hotel Expansion Summit, PATA Travel Mart, The Hotel Show and The Leisure Show Dubai, OTDYKH etc. are some of the major events which will focus on the upcoming travel industry trends. From travel technology to hospitality sectors, the shows will have esteemed speakers who will discuss what next needs to be developed in the tourism industry.

Keep reading!

## Editor-In-Chief

Mr. Anup Kumar Keshan

Follow us





#WorldRoutes

# YOUR OPPORTUNITY TO CONNECT WITH THE WORLD

**World Routes 2016**  
The 22nd World Route Development Forum

The global meeting place for every  
airline, airport and aviation stakeholder

**24-27 September 2016**

Chengdu, Sichuan Province, China



In 2016 World Routes returns to China, the  
world's second largest aviation market. Secure  
new routes, network with aviation leaders and  
be a part of the discussions shaping the future  
of global air service development.

Contact [mark.bassarab@ubm.com](mailto:mark.bassarab@ubm.com) for more  
information or to reserve your place today.

[routesonline.com](http://routesonline.com)



Host of World Routes 2016



Official Carrier

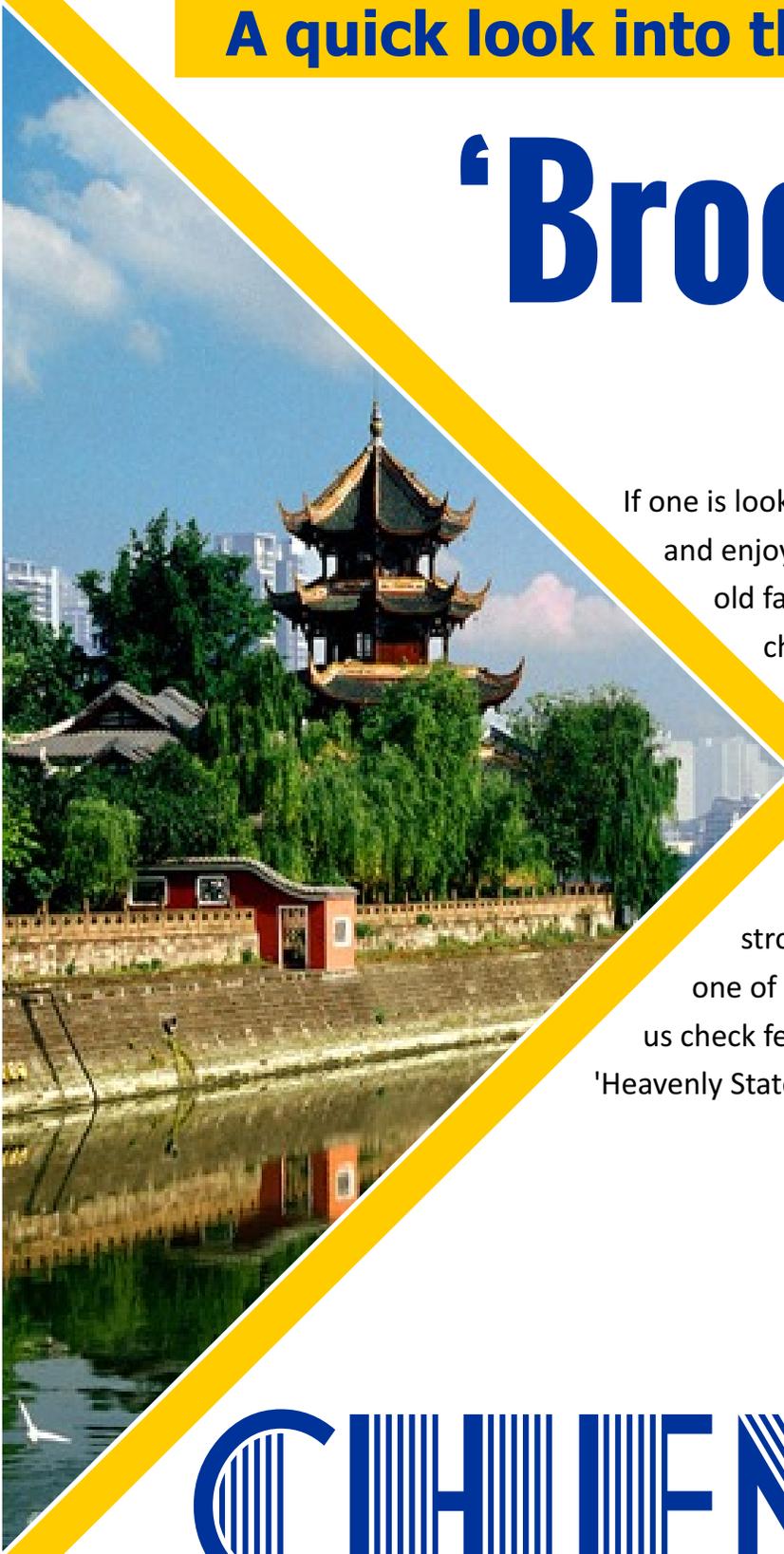


A quick look into the

# 'Brocade City'

of the world!

If one is looking to explore China beyond the set formula and enjoy few laid-back moments amidst greenery and old fashioned streets, Chengdu should be the first choice! On the other hand, Chengdu has a beautiful mishmash of tradition and modernity. Capital of Sichuan province, Chengdu is based in southwest China on the intersection of rivers Fu and Jin. Quite a well known tourist attraction, Chengdu is a strong commercial and cultural hub of China with one of the busiest airports to flaunt. Having said so, let us check few assets of Chengdu which make this city the 'Heavenly State'.



# CHENGDU



- **Tianfu Square:** With the statute of Mao in middle, this place is perfect for hangout with friends and loved ones. Also, one can enjoy water show with music every evening at Tianfu Square!
- **People's Park:** An ideal place to meet new and old pals, People's Park is a bustling place for young and old, chatting, eating, drinking tea and spending some quality time.
- **Kuanzhaixiangzi:** Similar to people's park, Kuanzhaixiangzi is one of the best places to relax and enjoy good local food and drinks.
- **Starbuck's café:** Get an old world charm while sipping hot black coffee with friends and family at Starbucks.
- **Jin Riverside:** An excellent place for strolling, playing fun games, angling and spending long hours. You can also just gaze at the beautiful riverside.

**Best places to hang out**

**with friends and family in**

**CHENGDU**

- **Giant Panda Breeding Research**

**Base:** If one loves these adorable creatures like anything, visit to this research centre is absolutely a must! Located 10 kms from Chengdu, this place gives the best glimpse of these giant pandas from close quarter.



- **Jinsha Museum:** It displays the remains of 2700 BC, burial pits of that time, houses, artifacts and other interesting features of the settlement.

- **New Century Global Center:** Inaugurated in 2013, New Century Global Centre has Water Park, theaters, plush malls, star hotels, skating rink and lot more.

- **Wenshu Yuan Monastery:** Home of the Buddhist association, Wenshu Monastery is a renowned Buddhist shrine of Chengdu.

- **Sichuan Opera:** This unique opera is famous for its magical face changing stunt.

- **Chengdu Zoo:** See tigers, monkeys, pandas, giraffes and other exotic animals under one roof at Chengdu Zoo.

**Must-watch of**  
**CHENGDU**  
**to complete**  
**one's journey**



For international tourists, Chengdu Shuangliu International Airport is one of the best options to reach this place by air. It's connected to all the main cities within China along with international destinations like Hong Kong, Bangkok, Singapore, Paris, Amsterdam, Kathmandu, London etc. Chengdu railway station is divided into three sub divisions: Chengdu north, east and south. It has three bus stations and all are well connected to the major destinations in and around.

## How to reach

## Local transports

Metro rail, hired cabs, bicycle and motorised pedi-cabs are the most popular and often used local transportations used by the tourists as well as localites to commute within the city.



## Food

Chengdu has a whole array of eateries, restaurants, pubs, pizza centers, cafes and wine bars to choose from. Mike's Pizza Kitchen, Lazy Pug, Chen Mapo tofu, The Bookworm and Chenmapo Beancurd are must-visit!



When it comes to hotels and convention centres, Chengdu has some of the best ones. Century City New International Convention and Exhibition Centre (CCNICEC) has state-of-the-art exhibition hall, hotels, leisure resorts, shopping complex, convention centre and other multifunctional cutting-edge features. Chengdu International Exhibition and Convention Centre (CIECC) is a 55,000 sq mt indoor exhibition hall. Designed specially to meet the needs of international and home clients, CIECC is an open air platform equipped with all the modern security amenities with restaurants, opera house, hotels, convention centre, tea house, swimming pool, night clubs, ecological garden and so on and so forth.

When it comes to business hotels, Chengdu has a few high-quality venues like Shangri-La Hotel, Rhombus Chengdu Hotel, Grand Hyatt, ibis Chengdu Kehua, Ascott Raffles City Chengdu, InterContinental Chengdu Global Centre, Jinjiang Inn Chendu Dongfeng Bridge, Frasersuites Chengdu and others. The hotels mentioned above are based on 90 to 100 percent guest recommendation. Besides deluxe rooms, most of them have multicuisine restaurants, indoor pool, meeting rooms, WiFi area, children club, bar/lounge, auditorium, ball rooms, cocktail receptions, banquets and other facilities. Most of their conference halls are well equipped with high-tech audio visual equipments like LCD Projector, over- head projector, satellite and teleconferencing facilities and many more. These hotels are not only exquisite and superb in their interiors but also grand organisers of any event or party.

**Some of the finest business hotels  
and convention centers in**

**CHENGDU**



To wrap it up, Chengdu can be an unforgettable experience for any traveller, be it be for business or leisure! It has everything to offer, right from historic sites, temples, zoo, monuments, museums, riverside, sanctuaries and breeding centres, operas, convention centres, classy hotels and not to forget vivacious night life!





7 - 9 November 2016 • London

# Discover the world

**wtm**<sup>®</sup>  
means business

  
**£2.5 Billion\***  
of new business

  
**5,000\*\***  
exhibitors  
from across the world

  
**49,273\*\***  
attendees  
from 182 countries

Travel partners



Official Media Partner



Official Premier Partner



**Register now [wtmlondon.com](http://wtmlondon.com)**

World Travel Market, WTM, RE:UX Group and the RE symbol are trademarks of Reed Elsevier Properties SA, used under license.



**world  
travel  
market**

7 - 9 Nov 2016

London

# Discover the world



Travel partners



Official Media Partner

Official Premier Partner



**Register now [wtmlondon.com](http://wtmlondon.com)**

World Travel Market, WTM, FELX Group and the RE symbol are trademarks of Reed Elsevier Properties SA, used under license.

## **UNWTO says that Olympic and Paralympic Games are constructive for world tourism**

As per World Tourism Organization reports, the tourism sector grew by 5% from January to April in 2016. A statement from the World Tourism Organization was released, according to which the Olympic and Paralympics Games in Brazil will have positive impact on tourism towards the second half of the year. In the report, it is mentioned that world tourism grew by 5% in 2016 in the first four months, in comparison to the same length of time in 2015. From January to April, 348 million tourists in the world were travelling, which is 18 million more than the numbers in the same period of 2015. The Minister Alberto Alves, says that the unilateral visa exemption – action of the Federal Government led to a partnership of the ministries of Tourism and foreign Affairs. During Olympic and Paralympic Games Rio 2016, more foreign tourists are likely to increase the number of tourists all over the world. As per the report, Asia Pacific had the highest growth in terms of tourist arrivals with 9%. South and Central America had a growth of 7% each.

## **MH370 hunt to be called off keeping the biggest airline mystery unsolved**

The search mission for missing Malaysia Airlines flight MH370 will be halted until any other evidence comes to light. However, the relatives of the passengers on board the missing Malaysia Airlines flight MH370 have never given up hope of

finding the lost airline. The Boeing 777 aircraft disappeared after leaving Kuala Lumpur en route to Beijing, with 239 passengers and crew on board. Australia's Transport Safety Bureau confirmed that the search mission teams were given enough time to find the missing plane that vanished between Kuala Lumpur and Beijing in 2014. Searchers led by engineering group Fugro have been combing a 120,000 square kilometre area of the southern Indian Ocean off Western Australia for the past two years. As per the recent reports, the team now believe the aircraft may have glided down rather than dived in the final moments of its descent, which would have carried the plane beyond the current search zone.



The hunt for the missing aeroplane, so far, has found nothing except one piece of debris which has been linked with the plane with certainty. It was found on a beach on Reunion Island 2,500 miles west of the search area. Doubts over the validity of the search zone are expected to fuel calls for the search team to make their data publicly-available so that rival investigation teams can pursue a collaborative “open source” method of hunting the missing plane. Malaysian, Chinese and Australian ministers will meet in Kuala Lumpur to discuss calling off the hunt for the aircraft. The search was originally scheduled to end in June but has been hampered by bad weather and is expected to resume in December. The three governments had previously agreed that unless any new credible evidence arose, they would not extend any search efforts.

### **Brexit makes Brits book almost 20% more holidays to Europe**

Online travel agents are of the view that Brexit has been witnessing increased travel bookings to Europe this year. On 25th June, Britain has decided to exit from the European Union that had triggered a decline in holiday bookings by about 14% on that very day. However, it has been observed that the flight bookings made by Brits have seen a sharp rise by 19% against last year. Brexit has witnessed nearly about 61% rise in the flights that are booked by Brits for travelling to British tourist locales. That online travel agent said that the most popular UK destinations that were booked by tourists were

Edinburgh and London. Every year, the holiday bookings to the region of Europe bear testimony to a 41% increase. The surprise element is that a majority of reservations have been made in the last moment. It has been discovered that about 54% of travel bookings from Britain were made in the very last minute during the two weeks after Brexit. A travel expert named Kasia Jankowska said that it was wonderful to find the increasing number of flight bookings to Europe. Post Brexit, the most favorable Europe locales include: London, Paris, Edinburgh, Malaga, Barcelona, Tenerife, Amsterdam, Lisbon, Alicante and Belfast.



## World Heritage Committee adds five new sites to latest list

Five new sites on the World Heritage List was inscribed by the World Heritage Committee Sunday afternoon. Interestingly, one of the new sites, a transboundary property, is located in Bosnia and Herzegovina, Croatia, Montenegro, Serbia, the others are in Greece, Spain, Turkey and the United Kingdom.

The new sites, in the order of their inscription, are:

### **Stećci – Medieval Tombstones Graveyards (Bosnia and Herzegovina, Croatia, Montenegro, Serbia) –**

This serial property combines 30 sites, located in Bosnia and Herzegovina, western Serbia, western Montenegro and central and southern Croatia, representing these cemeteries and regionally distinctive medieval tombstones, or stećci. The cemeteries, which date from the 12th to 16th centuries CE, are laid out in rows, as was the common custom in Europe from the Middle Ages.

**Archaeological Site of Philippi (Greece) –** The remains of this walled city lie at the foot of an acropolis in the present-day region of Eastern Macedonia and Thrace, on the ancient route linking Europe and Asia, the Via Egnatia. Founded in 356 BC by the Macedonian King Philip II, the city developed as a “small Rome” with the establishment of the Roman Empire in the decades following the Battle of Philippi, in 42 BCE. The Hellenistic theatre and funerary heroon (temple) were supplemented with Roman buildings such as the forum. Later the city became a centre of the Christian faith following the visit of the Apostle Paul

in 49-50 CE.

**Antequera Dolmens Site (Spain) –** Located at the heart of Andalusia in southern Spain, the site comprises three megalithic monuments: the Menga and Viera dolmens and the Tolos of El Romeral, and two natural monuments: the Peña de los Enamorados and El Torcal mountainous formations, which are landmarks within the property. Built during the Neolithic and Bronze Age out of large stone blocks, these monuments form chambers with lintelled roofs or false cupolas.

**Archaeological Site of Ani (Turkey) –** This site is located on a secluded plateau of northeast Turkey overlooking a ravine that forms a natural border with Armenia. This medieval city combines residential, religious and military structures, characteristic of a medieval urbanism built up over the centuries by Christian and then Muslim dynasties. The city flourished in the 10th and 11th centuries CE when it became the capital of the medieval Armenian kingdom of the Bagratides and profited from control of one branch of the Silk Road. The Mongol invasion and a devastating earthquake in 1319 marked the beginning of the city's decline.

**Gorham's Cave Complex (United Kingdom) –** The steep limestone cliffs on the eastern side of the Rock of Gibraltar contain four caves with archaeological and paleontological deposits that provide evidence of Neanderthal occupation over a span of more than 125,000 years. This exceptional testimony to the cultural traditions of the Neanderthals is seen notably in evidence of the



## **Tourism helps California grow as the 6th largest economy**

After USA, China, Japan, Germany and the UK, the Golden State of USA, California has emerged as the world's sixth biggest economy. It is poised to take the fifth place following Brexit and is already well ahead of countries such as France, Brazil, Russia and Australia. Tourism was one of the key factors that helped the state of California become the world's sixth largest economy in 2015, according to a report released by Center for Continuing Study of the California Economy. California is about six times the size of Sri Lanka with a population about two and half times that of Sri Lanka whose GDP of \$82.3 million was ranked 66th on the global scale in 2015 by the World Bank. This one single state has had a bigger global economy than some of the largest economies in the world. Travel and Tourism played a large part in California's growth to the world's sixth largest economy. Tourists spent \$122.5 billion in California in 2015 generating 1.064 million in direct employment. The re-spending of travel industry income by businesses and employees produces secondary effects.

## **Olympics miserably fails to promote Brazil tourism**

Brazil's tourism authorities and British politician Boris Johnson had predicted that Olympics 2016 would boost the tourism industry of Brazil and that Brazil would have a tough time accommodating the thousands of people who would throng here along with the athletes. However, the Olympiads in

Athens (2004) and Sydney (2000) witnessed a sharp decline in the number of travelers both during and post-Olympics. Similarly, studies revealed that London would also see a significant drop in visitors in the peak holiday season, during the Olympics in the year 2012. Rio de Janeiro, Brazil experienced a similar scenario. The Brazilian government had issued a press release a few weeks ago that said that the hotel industry has been witnessing 90% occupancy rates thanks to the Olympics 2016. But, the reality was that the rooms on the five-star hotels were all booked, but then a large number of beds were available in the modest hotels. Also, Brazil is embroiled in certain other issues that might adversely affect its tourism sector. First of all, it is the outbreak of the deadly Zika virus that might pose serious threats to pregnant women and also their partners. Secondly, Brazil, just like the UK, is knee-deep into economic and political crisis. This is the reason why the sales of tickets have been miserable this time.



9<sup>th</sup> Annual



19 - 21 October 2016

760

Exhibitors

10,300

Trade Delegates

880

Buyers

## Asia's Leading Travel Trade Show

### Key Speakers



Lee McCabe  
Facebook  
Global Head  
of Travel



Bert Li  
Amway China  
Associate Director  
of Event Production



Jenny Wu  
Ctrip.com  
International Ltd  
Chief Strategy  
Officer



Greg Schulze  
Expedia Group  
Senior Vice President,  
Commercial  
Strategy & Services



Jenn Villalobos  
Google  
Head of Hotel  
and Airlines



Aileen London  
Oracle Corporation  
Senior Manager  
Global, Meeting  
Services JAPAC

For more information, please visit our website at [www.itb-asia.com](http://www.itb-asia.com)

Tel +65 6635 1188 | Email [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

#### Official Partners:

Supported by



Held in



Official Partner Country



Official Partner Hotel



Official Medical & Travel  
Security Partner



Official Partner Airline



#### Conference Partners:

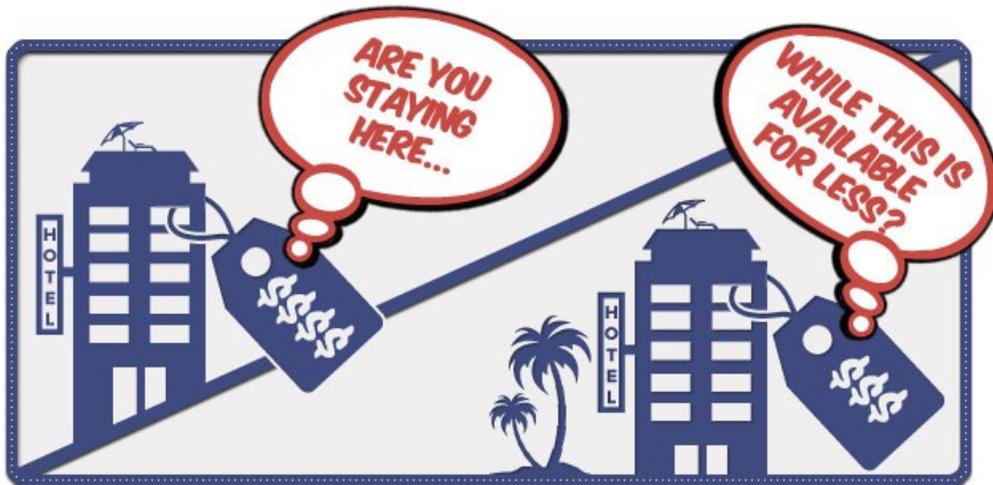


“Plenty can happen between the time you book a hotel room and your arrival date. Rates tumble and spike for a multitude of reasons. We watch rate activity closely and act when rates drop”.

In conversation with **Steve Reynolds**, here's all that you would like to know about



# NEED A HOTEL RESERVATION?



**Travel and Tour World:** How did you come up with an initiative like Tripbam?

**Steve Reynolds:** Several years ago, I was attending a board meeting and a board member shared their secret for finding a lower hotel rate. They would have their secretary shop daily to find the best rate they could find across several hotels that were near their meeting location. Seemed like ½ the time, the agent would find a better deal savings over 100 per booking. Having been in the travel technology business, I had the idea that this could be automated. We later validated using historical hotel data that hotel rates did fluctuate and shopping across a set of hotels (cluster) would generate a substantial amount of savings.

**Travel and Tour World:** What do you think are the main challenges of travel managers?

**Steve Reynolds:** Travel managers report into procurement and their job is to find savings each year even in a rising market. The problem is the travel industry has numerous hurdles that allow a travel manager to do their job well. Poor data,

supplier and agency bias, lack of transparency, ineffective online booking solutions, poor reporting, lack of benchmarks, etc. It's like bring a knife to a gun fight. We are the advocate for the company and do everything we can to enable them to do their job more effectively.

**Travel and Tour World:** Are hotel rates the final option for choosing a particular property? How much of brand value matters in terms of booking?

**Steve Reynolds:** The property selected is up to the company and the traveller. The key decision maker varies by company and their culture. In some cases, the traveller selects the hotel and makes the decision as to whether they are going to move regardless of savings. In other cases, the company makes the decision and moves the traveller. Our job is to identify the opportunities for savings and make it easy for all parties involved to realize these savings. Brand value (points) plays a huge role in shifting travellers to preferred hotels however, it has less value to the corporation.

**Travel and Tour World:** With so many booking portals, the modern day travellers can easily opt for booking the flights, hotels etc. How do you think the need for travel agencies still exist? Where do you see it after 20 years?

**Steve Reynolds:** Travel agents will still exist for the segment of the market that wants someone else to handle the research, selection, and purchasing of an airline, hotel, or car. However, for the majority, the travel agencies job will be to provide travellers with technology and automation to do enable travellers to make the right chose, data and reporting to manage the spend, and support in the event of an emergency. The days of logging onto a terminal to shop for flights, hotels, and cars for a simple round trip are over.

**Travel and Tour World:** How did your previous experience help in establishing an organisation like Tripbam?

**Steve Reynolds:** I've been creating technical solutions for the travel industry for over 25+ years and this is my fourth startup in the corporate travel

space. As such, I think I've gotten pretty good at identify market needs and good technology that solves that need. I also have a great team of individuals that I can recruit to be up and running very quickly.

**Travel and Tour World:** Would you like to share some advice to the young travel managers and agents?

**Steve Reynolds:** For travel managers, you need to think like a procurement officer and always stay focused on how to save money for the company. If the company decides to not follow your advice, that's okay but always bring new ideas to the discussion and quantify the cost and savings from the decisions being made. For agents, you need to become more analytical and think of ways to help the travel manager do their job while at the same time keeping the traveller satisfied. Travel agents should also be constantly thinking of ways to work more efficiently and provide a high quality service. The best ideas come from the team in the trenches.



# Advent of low cost airline and tourism



**T**ourism is one of the activities that have benefited in supporting the development of national economy. Considered as one of the reliable sources of foreign exchange, tourism industry is directly proportional to increase employment, encouraging equal opportunity occupation, and encourage equitable of national development. The airlines sector forms an integral part of the travel industry and the sector needs to maintain a conducive and competitive atmosphere in the global market. LCC or low cost carriers are thus a form of market penetration strategy which sets a low price in order to penetrate the market rapidly and can attract a lot of customers and gain a large market share.

***The common cost-cutting strategies adopted by low cost carriers (or LCCs) can be broadly classified into the following categories:***

**Fleet** - LCCs own relatively newer aircraft of a single type. For instance, Southwest (LUV) operates the largest Boeing fleet in the world, with a total of 680 aircraft comprising 614 Boeing 737s and 66 Boeing 717s. Also, Jet Blue (JBLU), which is another low cost carrier, operates 194 aircraft comprising Airbus 320s and 321s and Embraer 190 aircraft. The cost savings is enhanced by the use of younger fleets which is more fuel efficient.

**Network** - LCCs stay away from busy and expensive hubs by using the point-to-point model. LCCs

manage to operate from smaller airports through which ground times and delays are reduced. In the smaller airports, the chances of congestion is less which is why they enable a higher number of trips and aircraft utilization and eventually leads to cost reduction.

**In-flight services** - what the legacy carriers offer like free meals and drinks, LCCs don't offer all those services. However, some of these services are available at an extra price. They have high density seating arrangements, fewer galleys, and emergency toilets mainly because they cater to shorter distance routes



## Advantages of LCC

→ **Low price:** Travellers can enjoy low rates of the flight fares which will effectively boost savings for frequent flyers. Going for low-fare airlines can help people save as much as 50% to 80%, especially when booking early.

→ **New plane:** Some airlines, specially after the launch of new planes offer low-cost tickets. The re-fleeting programs and introduction of latest airplanes for passengers also are a part of LCCs. Passengers gets to enjoy state-of-the-art features and amenities, as well as a smooth and seamless flight experience.

→ **Frequent promotions:** For certain routes, travellers might find big discounts on airfare and they are specially available for a few days only. These low cost carriers, thus, is a big way to save money if you plan ahead.

→ **Off peak benefits:** While getting red-eye flights or when travelling during non-peak hours or days, the LCCs are a big help. A definite schedule prepared much early of time help to book flights in advance and enjoy a stress-free trip.

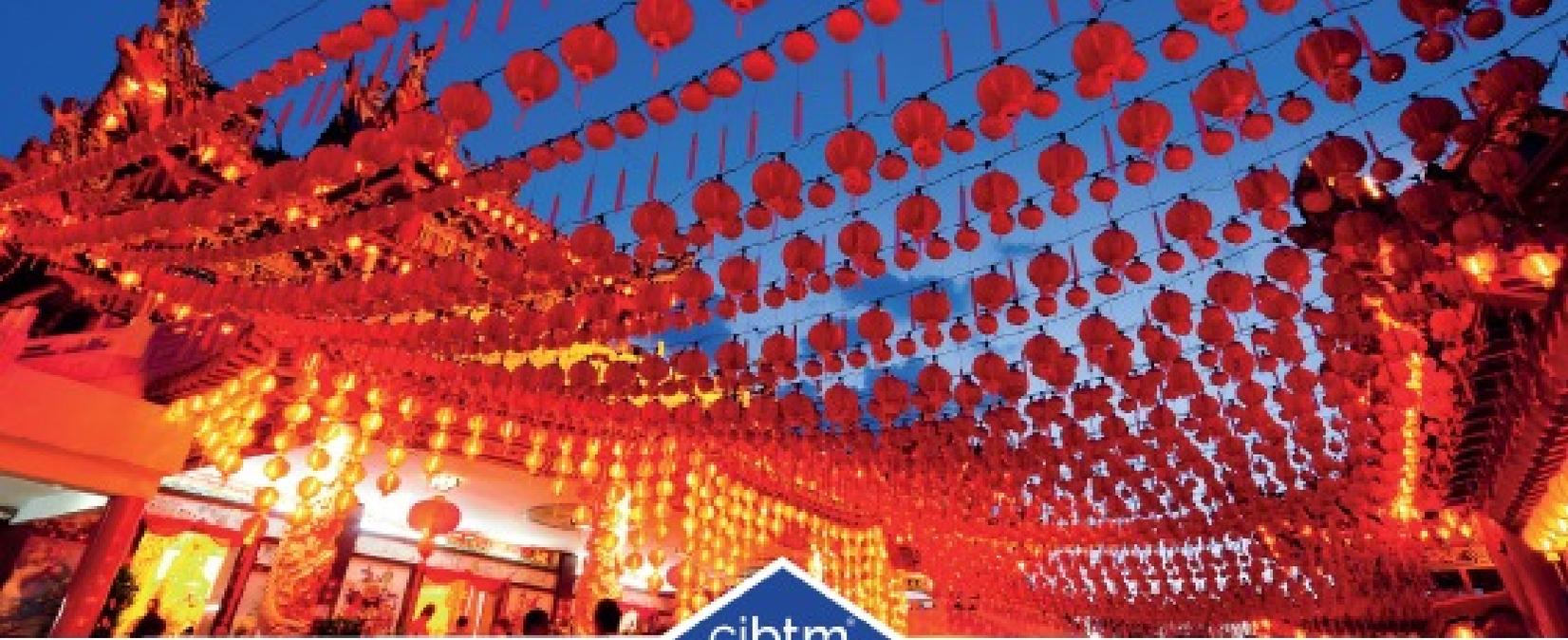
## Reducing the cost gap

The cost gap between the legacy carriers and low cost carriers (or LCC) showed a convergence in unit costs because they alter their operations to derive benefits from each other's business models due to intense competition. The majority of the cost reduction was a result of cost restructuring initiatives undertaken by legacy carriers. Fuel,

manpower, selling and marketing, D&A, and other expenses are the main cost categories that influence the cost difference. Although the cost gap has reduced because of the structural difference between legacy carriers and LCCs, it can't be totally eliminated. Legacy carriers' have adopted certain strategies of low cost carriers by replacing older aircraft with new ones and reduction in in-flight service.



Low-cost airlines are becoming more prevalent, due to the need of travelling on a tight budget. Located all over the world, these airlines have changed the way that consumers view air travel. As the air travel industry has evolved, the way people view travel has changed. Airline travel used to be for the elite, but with low-cost airlines, it is becoming an option for more people.



**ibtm<sup>®</sup> china**  
beijing, china  
7-8 september 2016

*Thailand CONNECT*   
global partner

connecting the Chinese incentives, business travel and meetings industry to the world

**5,000**

international industry professionals from across China and the globe

**7,000**

pre-scheduled business meetings between exhibitors and Hosted Buyers<sup>®</sup>

**91%**

of Hosted Buyers agree the event offers a valuable business opportunity

**25+**

education & networking sessions to inspire, engage and connect with peers

Enquire about exhibiting or becoming a Hosted Buyer at [www.ibtmchina.com](http://www.ibtmchina.com)  
Connections mean everything.



**ibtm<sup>®</sup> events**  
connections mean everything

Organised by  Reed Travel Exhibitions<sup>®</sup>

The ibtm<sup>®</sup> trademarks are owned and protected by Elsevier Properties SA and Reed Exhibitions Ltd uses such trademark under licence. Hosted Buyer<sup>®</sup> is a trademark of Reed Exhibitions Ltd. Reed Exhibitions<sup>®</sup> is a registered trademark of Reed Elsevier Group Plc.

# THE RISE OF

# POP

Xclusive

# CULTURE TOURISM



**B**ooks, music and movies possess an uncanny ability to influence the thought processes of readers, listeners and viewers mainly because people are capable of connecting to their concepts and messages so beautifully. This phenomenon has gradually given rise to the idea of pop-culture tourism. To put it simply, it involves travelling to locales that are closely linked to certain movies, books, television shows, popular events or a particular celebrity, and is also known as

**'location vacation'.**

# What makes **POP CULTURE TOURISM** so popular?

When people view a particular character in a movie enacting a scene in a spectacular location, they immediately form a kind of strong emotional attachment to the character or locale. They are so absorbed in its theme that it remains etched in their memories for a long duration, even after they have watched the movie or a music video. For, the audience starts relating to the characters they see on screen.

The reputation of the destinations portrayed in the music videos, television shows or movies rise dramatically once viewers start watching them and aspire to be present in such locations just with an aim to get a realistic 'feel' of that place.

A majority of these people enjoy a pre-conceived notion of their experiences once they are in these places. And, at times, their experiences at those destinations exceed their expectations that leave them overwhelmed with joy.



## How movies have molded **POP CULTURE TOURISM** into a favorite tourist guide for travelers

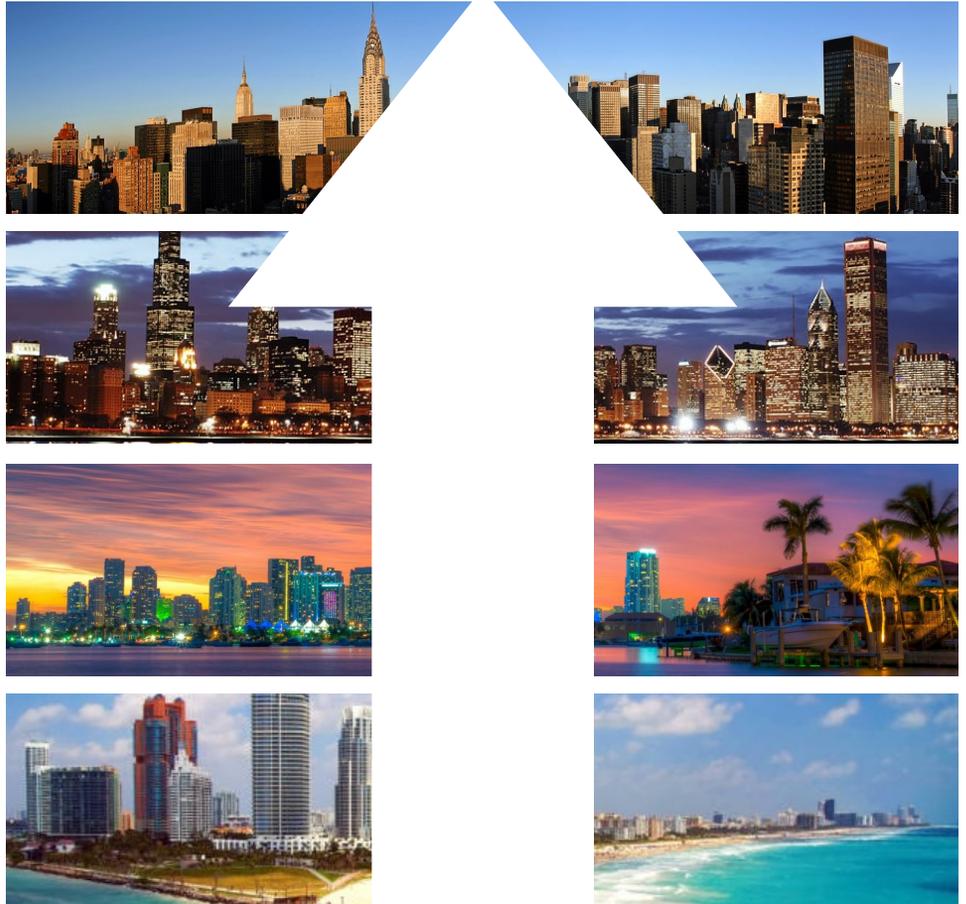
Today, a large number of travellers have been visiting New Zealand, after all the 'Hobbit' and 'Lord of the Rings' were filmed in this spot. As many as 1,60,000 international tourists confessed that they were lured to New Zealand after watching the trilogy of 'The Hobbit'.

At least 18% of \$11.8 billion that had been spent by tourists who traveled to this part of the world accounted for their interest in the movies. Similarly, the Potter-maniacs are attracted to the sophisticated Alnwick Castle based in Northumberland, in United Kingdom for its depiction as the famous Hogwarts School of Witchcraft and Wizardry in the Potter series. Travellers all across the globe also end up visiting Northern Ireland, captivated by the scenes of the renowned television series, 'Game of Thrones'. Eager to reap the rewards of this television series, Tourism Ireland, the official tourism department of Ireland has unveiled 10 beautifully carved doors that are made from 200-year-old beech trees featured in the program. Forks, located in Washington, US is yet another locale that fascinates the admirers of the 'Twilight' series, who visit this place with secret dreams of meeting Edward Cullen!

These are only a handful of the movies that inspired numerable travellers to explore some breathtaking destinations in the recent years. The trend of pop culture tourism is rapidly developing in various parts of the world. For, the growing impact of media in the lives of people have brought them closer to celebrities, music videos, novels and interesting sets used in popular movies. Although certain sections of the society feel that pop culture tourism represents an ostentatious trend, in fact this interesting travel trend is catching up fast with young holiday makers and travel marketers. No wonder, location vacation is the next big thing in the tourism industry.



In defining terms, incentive travel is all about a good deal of business travel. Incentive travel is business-related travel that is designed to provide motivation or incentives to help business people become more successful. According to the Incentive Research Foundation: "Incentive Travel Programmes are a motivational tool to enhance productivity or achieve business objectives in which participants earn the reward based on a specific level of achievement set forth by management."



**IS** iNCENTiVE  
TRAVEL THE  
NEXT BIG IDEA?

# BEST PLACES FOR INCENTIVE TRAVEL

## CHICAGO

Explore the Architecture of Chicago by foot, segway, bicycle, boat and school bus; listen to the best jazz; visit the world famous Wrigley Field of the Chicago Cubs and enjoy world-class shopping in the nation's third biggest city on Magnificent Mile.

## NEW YORK

Ride along in a NYC Fire truck, dress up for the gala 5th Avenue gilded private mansion, take a guided walk through the local artist in Williamsburg, look at the architectural tour in Manhattan, kayak around the Statue of Liberty.

## MIAMI, FLORIDA

Get thrilled on a private airboat ride in the Everglades, join with the local celebrities at Juvia premier rooftop bar, taste hundreds of local cuisines, visit an abandoned city in the ocean on a catamaran.



## CARIBBEAN

Swim in the warm seas of Dominican Republic, Puerto Rico and Jamaica, explore nature on Cayman Islands, swim with the Dolphins, shop without taxes.



## LAS VEGAS, NEVADA

Take a ride in Gondola, peek behind the scenes of the show La Reve, enjoy party at ancient Romans at Caesar's Palace and experience the unique Mob Museum.



## INCENTIVE TRAVEL CHARACTERISTICS

- ✦ Select the target group for the incentive travel program must be carefully selected. Most of the time it is targeted for the high-ranking professional but for some munificent companies, they arrange the incentive tours for the management, salespeople or at times even for the customers.
- ✦ Determining the corporate incentive program goals is the next big thing. What the incentive program aims to accomplish at the end of the day is what you need to find out precisely. Mostly, increase in sales, increase in production output or profits, or a reduction in defective products, sales returns or lost contracts are the fulcrum points that are needed to be focused.
- ✦ Considering past performance and employee behaviour, it will be easier to establish the reasonable takes for the incentive group thus formed.
- ✦ Make the incentive travellers understand the applicable tax implications. Travel can be taxable to recipients under certain conditions, and special tax forms may be required.
- ✦ The incentive travel agents are expected to take over the brainstorming work of figuring out what the obstacles may exist to the success of the incentive program. Although it is difficult to gauge the current employee morale, organizational structure or market conditions for the travel agents but regular client meetings can help to figure out the same.

The meeting industry is of enormous interest to national and regional city tourism organisations. Corporations, SMEs and individual entrepreneurs are equally interested in making big business out of incentive travel.



**ODYKH**  
LEISURE

**22<sup>nd</sup> INTERNATIONAL TRADE FAIR  
FOR TRAVEL & TOURISM**  
21-24 SEPTEMBER 2016  
MOSCOW, EXPOCENTRE FAIRGROUNDS

*We*



*Leisure*

[www.tourismexpo.ru/en/](http://www.tourismexpo.ru/en/)

**ODYKH** INTERNATIONAL  
RUSSIAN  
TRAVEL  
MARKET  
Home of Tourism

**ODYKH**  
MICE  
12<sup>th</sup> International Meetings Industry  
and Business Travel Exhibition

**ODYKH**  
LUXURY  
12<sup>th</sup> International Trade Fair  
for Luxury Travel

**ODYKH**  
SPA & HEALTH  
12<sup>th</sup> International Exposition for  
Medical Tourism, Spa & Health

**ODYKH**  
TRAVEL TECHNOLOGY  
International Exposition  
of Travel Technology

Organiser:

MOSCOW RUSSIA  
**EUROEXPO**



VIENNA AUSTRIA  
**EUROEXPO**  
Exhibitions and Congress Development GmbH



Supported by:



Ministry of Culture  
of the Russian Federation





The European Network for Accessible Tourism, ENAT is a non-profit association for organisations that aim to be

'frontrunners' in the study, promotion and practice of accessible tourism. In this issue, we bring to you an exclusive interview of **Ivor Ambrose**, Managing Director of ENAT.

**Director of ENAT.**

**Travel and Tour World :** Why did you come up with the idea of combining a non-profit organisation with travel industry?

**Ivor Ambrose:** You might think there are quite enough associations in the tourism sector, many of them aiming to support businesses through advisory, self-help, lobbying or educational activities. In 2006 we saw a need for a community that could support businesses and public authorities in meeting the needs of customers with disabilities and other accessibility needs. These visitors were largely speaking left out, overlooked and certainly not recognised as a valuable market. For many years accessibility has been poor or lacking in many respects: in transportation, accommodation, services and – especially in information and marketing. So we started ENAT as an association aiming to make tourism more inclusive, by focusing on informing and educating suppliers and essentially starting a conversation between the tourism industry and the disability sector. The two sides did not have much to do with each other and we needed to build bridges and develop common understanding of what needed to be done. Besides this, legislation was coming which would oblige the tourism sector to treat people with disabilities equally. The UN Convention on the Rights of People with Disabilities, signed in 2006 was a landmark treaty which has marked the start of a new dawn for disabled people. Article 30 of the Convention refers to the need for equal access to leisure, tourism and sport. Countries around the world signed up, including the whole of the European Union, and this will undoubtedly give a wake-up call to the tourism sector – in some countries it already has.

**Travel and Tour World:** How can accessible tourism affect the tourism industry in the long run?

**Ivor Ambrose:** It is fairly clear to us at ENAT that the tourism industry needs to change to meet the demands of its customers. In fact the tourism industry has always done so. As the average age of travellers increases, there will be a greater number of visitors who need good access conditions, and this will become a stronger and stronger factor in their choice of destinations and activities. The ageing population is a key driver for accessible tourism. Between mid-2012 and mid-2013, on average older people took 6.9 day-trips and 5.5 overnight trips per person. They travelled slightly more widely than individuals with disabilities. In total, they made over 225 million day-trips and 217 million overnight trips over the 12 months. Overall, if we include people with disabilities, people with access needs in the EU took nearly 783 million trips within EU, including both domestic travel and intra-EU travel. The value of this market will continue to act as an incentive to suppliers to adapt to the requirements of these travellers.

On average, both people with disabilities and the elderly population spent about €80 per day trip within the EU; for overnight trips, both groups spent approximately €700 per trip in their home country and €1,100 in other EU-countries. The direct contribution of accessible tourism demand to the EU's economy in 2012-13 was estimated to be approximately 352 billion Euros, in terms of the economic output or gross turnover of tourism-related service providers. Net output, or gross value added, amounted about 150 billion Euros. The economic contribution in terms of gross domestic product (GDP) was 164 billion Euros, which is equal to gross value added (GVA) plus taxes and subsidies on products. This scale of economic output corresponds to over 4.2 million persons employed directly in tourism-related businesses in the EU. So we believe that the future of tourism in Europe and other maturing tourism markets will be strongly dependent on being aware of access needs and being able to provide “Accessible Tourism Experiences for All”.

**Travel and Tour World :** Which travel destination has proved to be the best platform for accessible tourism?

**Ivor Ambrose:** There are many destinations that are demonstrating good practice in accessible, inclusive tourism. None is perfect but we see many examples that are worth following. We have described some of these in published case studies for the European Commission and for the UN World Tourism Organisation.

#### **Accessible Destinations in Europe :**

Athens, Greece. City centre heritage sites and public transport system

Barcelona, Spain – an accessible Cruise destination

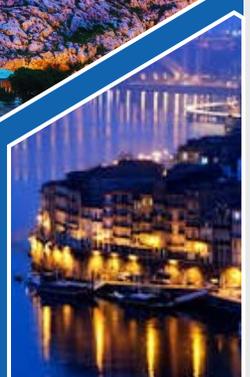
Rovaniemi, Finland - Santa Claus Village

Disneyland Paris, France

Paris Region, France

Lousa, Portugal – accessible mountain village destination

Trentino, Italy



**Travel and Tour World :** What are the challenges that you are facing and how do you plan to overcome it?

**Ivor Ambrose:**

- Lack of awareness of the accessible tourism market
- Lack of knowledge and skills to improve access for all
- Lack of understanding of the accessible tourism business case and how to design invest in and design Universally Accessible environments and services.

Besides these basic issues, we also need more commitment and support from the mainstream players in the tourism sector, to help get our messages across. As an association, we need to connect across the world as tourism is a global phenomenon. We have strong collaboration with the UN World Tourism organisations and the European Commission but private corporations need to get more involved.

**Travel and Tour World :** Why do you think that the travel industry professionals need special training programs on accessible tourism?

**Ivor Ambrose:** As I have already mentioned, lack of awareness is one of the major reasons.

Training is important because access will not be improved by legislation or business planning alone. It requires understanding and a change of attitude. And fundamentally, it is about customer care - getting closer to understanding the needs of your customers and catering for them appropriately. All tourism providers should have some basic understanding of what customers need in terms of accessibility, comfort and safety. These factors contribute to socially sustainable tourism – something that many exponents of sustainable tourism often overlook.



**Travel and Tour World** : : What are the new projects that you are planning to undertake in 2016-2017?

**Ivor Ambrose:** I can mention these key projects among a number of new initiatives by our members. We have recently made a new “NTOs' Learning Group” for National and Regional Tourist Boards that are ENAT members. With them, we will be sharing strategies, tools and methods for developing accessible tourism, showing how successful countries and regions are engaging with suppliers and marketing their destinations and services. VisitScotland is hosting the first dedicated “Learning Event” for NTOs in Edinburgh in September 2016, where we hope to meet many new NTO members for the first time. On the training side we are also developing two projects, which will help to deliver accessible tourism training to small and medium-sized tourism enterprises, using e-learning and face-to-face methods. APP TOUR YOU will include an open learning course on the internet – a so-called MOOC – Massive Open Online Course. It will be available free of charge in January 2017. We are also rolling out Pantou.org – the European Accessible Tourism Directory, which is supported by the European Union. In 2016-17 we are piloting the new “ENAT Quality Label” for tourism enterprises, starting with a number of hotels in Killarney, County Kerry, in South-West Ireland. This is an exciting project where we are establishing an industry “global standard” for tourism accessibility, incorporating criteria for built environment and facilities, training, accessibility management and marketing. Finally, ENAT is participating in the United Nations World Tourism Organisation's “World Tourism Day” on 27th September 2016 in Bangkok. ENAT has partnered with the UNWTO over the past 4 years, together with the Spanish ONCE Foundation, joining forces to provide recommendations and guidance manuals on accessible tourism. The theme of this year's World Tourism Day is “Tourism for All - Promoting Universal Accessibility”.





# CYBER SECURITY FOR AIRLINE BOARDS

**T**he vulnerability of in-flight networks and computer systems called for the increased need for aviation cyber security. The use of smartphones and tablets has grown rapidly amongst the passengers as well as amongst the aircrew members. With the influx of in-flight entertainment and network-enabled maintenance and management functionality, any airline needs to remain in constant connection with the ground. This clearly means airline payment systems are vulnerable to the same types of cyber attacks. Thus, passengers might be the victim of lax security protocols which eventually affects passenger safety.

Despite leaps and bounds in physical security in the aviation sector, there is no end to the new major security risks. Coinciding with the proliferation and increasing centrality of digital technology and information systems, it is now the priority to ensure passengers' safety, which on a bigger perspective includes nation's security.

## Need of cyber security

The focus on cyber security reflects the move to the 'Internet of Things' (IoT) in which a vast number of physical objects will be connected to the internet. For instance, it will include enabling tracking, data collection, analysis and control which are absolutely necessary to impose more security. In fact, an overwhelming majority of airlines, precisely 68% of them will invest in IoT programmes in the next three years, which was 57% last year.

## Mobile devices challenge cyber security strategies

The boom in onboard mobile devices which remains connected to the networks all through the while is a recent wrinkle in aircraft security. Early on, flight attendants used them to accept payments. Some airlines, like Frontier Airlines have adopted tablets as a mobile point-of-sale system to serve passengers. The Denver-based airline will provide tablets for flight attendants to use for food and beverage operations, secure payment processing and crew-level transaction activity tracking. One step towards making the airlines more secure is through legislation. This means that the enterprise users should evaluate the need for additional security solutions on mobile devices, specially the ones used by the pilots, flight attendants and ground staffs.

## The latest statistics

A key area of 'Internet of Things' (IoT) investment is in connected aircraft which 46% of airlines believe

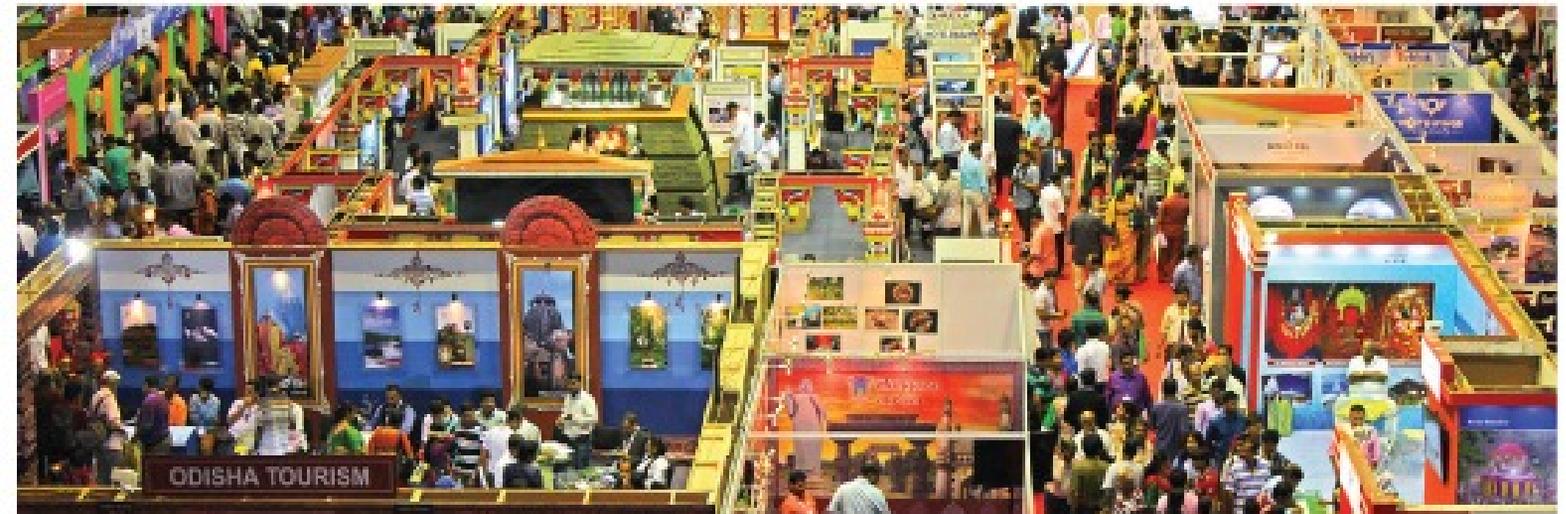
will give a better passenger experience. More than 37% of the airlines operate connected aircraft and it is expected to see an acceleration of more than two-thirds by 2019. At present, 'internet via passenger devices' is the service offered by most (33%). Over the next three years there is expected to have huge increase in services as expected with more than half of airlines planning to provide destination services and duty-free shopping apps, while 70% plan to provide multi-media file streaming on passenger devices.



Airlines, keeping the passenger safety in mind, are focusing and investing in areas which will promote a connected world of travel. This will be beneficial for both the passengers and the workforce. Cyber security and electronic flight bag solutions is seeing a high appeal in aviation sector.

Providing passenger services via smartphones continues to be a key area of investment for airlines. Almost 79% are planning major investment over the next three years while a further 17% are planning a pilot programme or R&D in this area. The airlines are taking the help of social media and physical location to tailor personalised offers to passengers.

# TTF 2016-17 series kicks off on a good wicket



**T**ravel & Tourism Fair season started on a good wicket, with TTF Kolkata and Hyderabad concluding successfully with houseful shows. Over 500 exhibitors from 11 Countries and 28 Indian States & Union Territories participated with colourful pavilions and stalls, in the two cities.

TTF is India's oldest and largest travel trade show, which is now organised in nine cities annually.

TTF Kolkata was inaugurated by Chief Guest Goutam Deb, Tourism Minister, Government of West Bengal. While inaugurating the event, he said, "I express my humble thanks to TTF for organising this beautiful edition of TTF in Kolkata. TTF is a fantastic event that will boost our tourism industry in a big way."

Azmeera Chandulal, Tourism Minister, Government of Telangana, inaugurated TTF Hyderabad. "I am very happy to see the beautiful fair. As the Host State, Telangana Tourism sponsored a Food Festival, where members of the Telangana State Hotel Association had set up food stalls selling local delicacies for the guests visiting TTF," the Minister said.

Uttarakhand, Rajasthan, Goa and Jammu & Kashmir participated as the Partner States at TTF Kolkata whereas Gujarat, Odisha and Himachal Pradesh were the Partner States at both the TTFs.

Jharkhand and Chhattisgarh were the Feature States at TTF Kolkata; Uttarakhand, Jammu & Kashmir, Rajasthan and Goa were at TTF Hyderabad; and Madhya Pradesh, Kerala and Punjab were represented as Feature States at both the TTFs.

TTF Kolkata had Bangladesh and Nepal as the Partner Countries and Thailand as the Feature Country. The Partner Countries for TTF Hyderabad were Sri Lanka and Nepal along with China as the Feature Country.

India Tourism also participated at both the locations. Among other countries Bhutan, Maldives, Singapore, Taiwan

and UAE were also represented.

TTF Kolkata and Hyderabad also had participation from Andaman & Nicobar, Delhi, Haryana, Karnataka, Maharashtra, Manipur, Puducherry, Sikkim, Tamil Nadu, Tripura and Uttar Pradesh.

**India's Biggest Travel Show**



Keeping up with the current trends and challenges, this year StartupKnockDown+ was organised by TravHQ in association with TTF to highlight the emerging travel technologies across various cities in India. During the session, innovative travel start-ups from different sectors of the industry pitched in front of an expert panel of judges to win the title and many other opportunities.

The newly introduced Tea@TTF had special networking sessions by top travel trade bodies - IATO, OTOAI, ADTOI, SKAL club and the Tour Operators Association of Telangana (TOAT) during the three days of the event.

TTF Kolkata saw a 50% jump in footfalls and TTF Hyderabad grew by over 20% in exhibitor area, over last year.

TTF will now be held in lucrative West India, just before the high Diwali season, covering Ahmedabad (September 2-4), Surat (September 9-11), Mumbai (September 16-18) and Pune (September 23-25), together comprising the biggest tourism market in India.

# What the exhibitors are saying about TTF



*As the new Director of China Tourism in India, I am visiting TTF for the first time and I find it an extremely good platform to promote tourism in India. This year is Visit China Year in India and our main focus is Silk Road.*

**Tian Xin**  
Director

China National Tourist Office - New Delhi



*Telangana is the youngest state of the country and TTF being the largest network, we will go a long way in promoting and supporting each other.*

**B Venkatesham**  
Secretary Tourism  
Government of Telangana



*Since 2004, Nepal has been participating in all the editions of TTF. TTF has grown in its quality in terms of management and arrangement. I am thankful to TTF for giving us the opportunity to be the Partner Country.*

**Ujjwala Dali**  
Officiating Director - Tourism Marketing & Promotion  
Nepal Tourism Board



*TTF has been doing a great job over the years by organising this show all over India. We are thankful to TTF for giving us the opportunity to showcase Gujarat and its tourist attractions to the people.*

**N Srivastava**  
Managing Director and Commissioner  
Tourism Corporation of Gujarat Ltd



*TTF brings an opportunity to promote our destinations to all visitors. We invite visitors to explore Bangladesh and its vital destinations.*

**Jyotirmay Barman**  
Joint Secretary, Ministry of Civil Aviation & Tourism  
Government of the People's Republic of Bangladesh



*We are in particular looking at partnerships with other tourism boards here at TTF for cross promotions as well as business dealings with other private players- the response is extremely positive.*

**Ashutosh A T Pednekar**  
Director  
Rajasthan Tourism and Managing Director  
Rajasthan Tourism Development Corporation



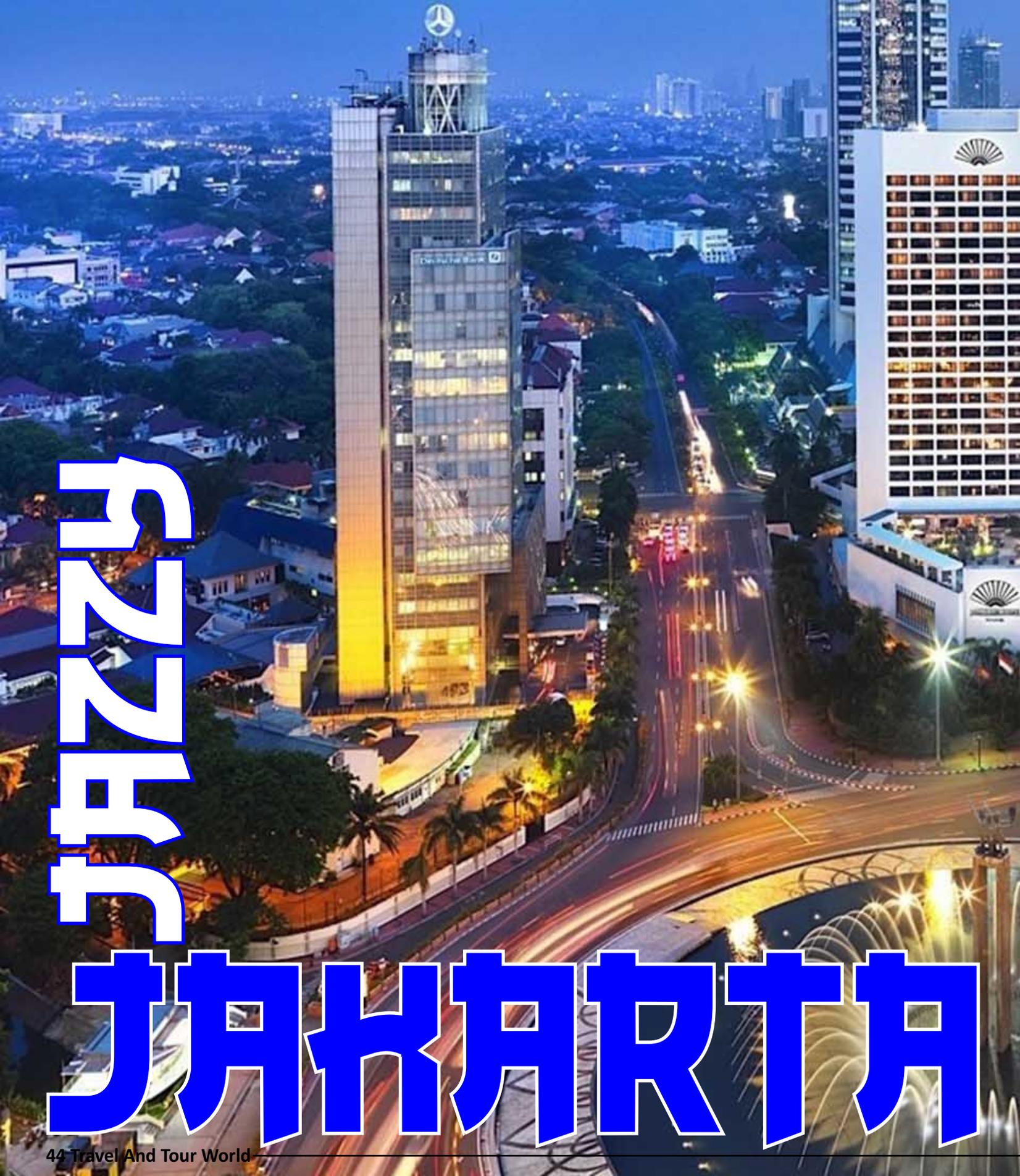
*The interest, demand and traffic on this route is increasing every day and we are very hopeful to have more tourists on customised packages of Ramayana Trail.*

**Viranga Bandara**  
Assistant Director - Marketing  
Sri Lanka Tourism Promotion Bureau



*We are trying to make TTF happen in Goa as it will be a good opportunity for Goans to showcase their tourism products. TTF Goa will add a feather to both TTF and Goa's cap.*

**Nikhil Desai**  
Managing Director  
Goa Tourism Development Corporation Ltd



5222

5222



The dynamic capital city of Indonesia is a sprawling destination of surprises. From the richly aromatic alleys of Chinatown to the winding streets of the Old City, the Indonesian capital is overflowing with a vibrant, cosmopolitan and enchanting energy. One of the world's greatest megalopolises, Jakarta, despite the maddening traffic, is one of the most beautiful places to visit.

### **Business tourism sees a boom**

The number of MICE travels across the world had increased by 6 percent to 94 million travels in 2015 from 88.1 million in 2014. South Korea, Hong Kong and Indonesia are the three main incentive travel destinations in Asia. Moreover, Bali is the number

one incentive tourist destination in the world. Numbers showed that the MICE industry in Indonesia is growing at a rapid pace, bringing about a multiplier effect on the nation's economy. This acceleration in the MICE industry in Indonesia has the potential to increase the number of inbound tourists, which in turn can impact the country's macroeconomic growth. Adequate infrastructure construction and destination management organization are two major factors that needs to be improved to keep up the rank. Accommodation facilities, safety and security, human resources as well as brand identity are other factors that the nation's tourism sector needs to focus on.



# DON'T MISS THE FOLLOWING PLACES

## Monas – The National Monument

Being the icon of the city, Monas represents the struggle of Indonesia. The National History Museum in the area around Monas is definitely an added attraction. Located in central Jakarta, visitors should not miss the place, specially before sunset.

## Taman Mini Indonesia Indah

Located in the eastern part of the city, it is one of the finest places to enjoy and learn about Indonesian culture. Besides the pavilions of each province of Indonesia, there are also many museums in the TMII area worth visiting.



## The Istiqlal Mosque and The Catholic Cathedral

Istiqlal is the largest mosque in Indonesia which is also claimed to be the largest in Southeast Asia. Built in neo-gothic style, these buildings are described as evidence of the tolerance and harmony.

## Sunda Kelapa Harbour and Cafe Batavia

With a very strong historical value, Old Town or Old Batavia has several interesting museums to visit. Unfortunately, The Jakarta History Museum (Fatahillah Museum), Museum of Fine Art and Ceramic, the Puppet Museum are the best places to visit around Batavia.



## Jalan Surabaya

Whether you are a collector of antique stuffs or not, strolling around Jalan Surabaya is definitely an interesting walk.



## Tourism campaigns

Indonesia missed its target to attract at least 10 million foreign tourists in 2015 despite various promotion attempts. Indonesia aims to attract at least 12 million tourists this year and generate foreign exchange equivalent to Rp 172 trillion (\$12.61 billion). The industry is expected to contribute at least 5 percent of gross domestic product (GDP) and contribute to the creation of 11.7 million jobs in the country. Amongst the many campaigns, Indonesia will adopt a so-called "single destination, single management" concept this year to develop 10 priority tourist destinations including Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in Nusa Tenggara, Bromo-Tengger-Semeru National Park in East Java, Thousand Islands north of Jakarta, Lake Toba in North Sumatra, Wakatobi National Park in Southeast Sulawesi, Tanjung Lesung in Banten, Morotai Island north of Halmahera and Tanjung Kelayang in Belitung.

## Tourism with a cause – sustainable tourism practice

Indonesia and the United Nations World Tourism Organization (UNWTO) used the Pangandaran area in West Java as a model for their sustainable tourism environment project. The project, called the Energy Efficiency with Adaptation and Mitigation Measures (STREAM) adopted a global approach in developing low-carbon tourism. The project was an effort to fight against climate change impacts in Indonesia, which was also

designated as a lighthouse project with the hope that it can be replicated to other tourism areas, not only in Indonesia but also around the world.



The history of Jakarta began from a small port at the mouth of Ciliwung River, centuries ago and today it is one of the most urban metropolitan cities in the world. From bohemian cafes to riotous, decadent nightlife – Jakarta is a maverick

# The Lodging Conference 2016

The Hotel Industry's Premier Development Conference

The Arizona Biltmore - Phoenix, Arizona - September 26th - 29th, 2016

To Register: Call 800-252-3540 or visit [www.thelodgingconference.com](http://www.thelodgingconference.com)



# MARINE AND OFFSHORE TRAVEL



**T**he general concept of managed travel industry is probably limited to the business travellers, kitted with laptops, briefcases and corporate presentations. However, there is a whole other side to managed travel which is known to very few people. Yes, they are the Marine&Offshore travellers who are equally vital to the global travel economy like the business and corporate travellers. They not only provide the resources necessary to operate it but they also move some 90% of the goods and resources that are consumed around the world.



**The  
much less  
talked about  
travel-gang**

Shipping and energy companies are directly impacted by macro and micro economic trends like the GDP growth, the socio-political environment, oil prices etc, which are operated in the global environment..

As the Marine & Offshore industries are capital intensive, the cost of immobilising an asset such as a vessel or an oil rig is huge. This is why it needs military precision and demands service engagement different from many other forms of managed travel.

# WHAT EXACTLY IS MARINE AND OFFSHORE TRAVEL

Referred to as the Logistics industry or the Energy Space, Marine & Offshore travel is the sector that handles the challenging task of getting crews to ships and engineers, technicians and support crew to rigs - on time, anywhere in the world.

Global demand for energy is expected to increase by 36% by 2025. So, it is essential to send more people in search of raw materials and energy resources. The travel industry plays a vital role in transferring crew to ships, engineers, technicians and support crew to rigs on land and sea, and miners to their place of work. To enable this, a company such as BP is estimated to spend more than \$156 million a year on worldwide business travel. Other major players are believed to have similar travel budgets, and the industry suggests a broad 30:70 split of corporate travellers in the sector between white-collar workers and those working on rigs and platforms worldwide - not an everyday picture of business travel, but it packs a punch.



# How different it is from other business travellers?

High-level masterminding is essential in marine and offshore travel.

Involving complex logistical requirements, this travel is compounded by tight deadlines and frequent last-minute booking changes of multi-sector, long haul itineraries.

What adds to the complication is that these travellers generally need to go to non-mainstream destinations. Two major factors, timing and understanding, are crucial in order to make on-time transfers.

Understanding the differences between Marine & Offshore and traditional corporate travel is vital for travel agencies to plan movements accurately and respond to the unique specifications of this specialist space.

Content and technology are essential drivers in arranging marine and offshore travels. Unique needs, unconventional routes, time sensitive workforce make travel management in this sector particularly testing.



Offshore industries are similar in their requirements to the marine sector in having the right logistics in place - getting people and resources to the right place at the right time is fundamental to project success. These value driven people understand and are skilled to work under constrained resources keeping in mind the importance of time. It is a complex market and needs the passion for delivering optimal cost and comfort to customers. It is essential to deliver consistently high levels of quality support and reliability.



10 YEARS

# GLOBAL WELLNESS SUMMIT // TYROL 2016

Join us for the 10th Annual Global Wellness Summit  
Tyrol, Austria, October 17-19, 2016



[GLOBALWELLNESSSUMMIT.COM](http://GLOBALWELLNESSSUMMIT.COM)

# LOSS



# PROFIT



MAKE YOUR CHOICE SMARTLY... WITH QUESTEX HOSPITALITY EVENTS

## hotel management

ASIA SUMMIT

HOTEL MANAGEMENT ASIA SUMMIT

8 Sep 2016 | Hong Kong

## hotel management

SINGAPORE SUMMIT

HOTEL MANAGEMENT SINGAPORE SUMMIT

20 Oct 2016 | Singapore

## hotel

TECHNOLOGY

CONFERENCE

HOTEL TECHNOLOGY CONFERENCE

8 Sep 2016 | Hong Kong

20 Oct 2016 | Singapore

[www.hotevents.asia](http://www.hotevents.asia)

GENERAL INQUIRIES AND SPEAKERS

Daniel Chan

[dchan@questexasia.com](mailto:dchan@questexasia.com)

+852 2589 1306

SPONSORSHIPS

Jonathan Yap

[jonathanyap@questexasia.com](mailto:jonathanyap@questexasia.com)

+65 6395 6783

DELEGATES

Will Ahmad

[wahmad@questexasia.com](mailto:wahmad@questexasia.com)

+852 2589 1312

# WORLD festival



**Outside Lands**  
**5th August – 7th August**  
**San Francisco, California**



The month of August offers the citizens of World with unforgettable cultural festivals, fiestas and music carnivals. These listed festivals are capable of mesmerizing and hypnotizing the travelers to pack their bags and leave.

The Outside Lands festival presents a unique combination of music and soul stirring culinary experience at the Golden Gate Park. Visitors will be able to select from an array of music gigs, comedy shows, DJ performances in this 9th year of Outside Lands. The festival is going to give the foodie in you, an authentic taste of heaven. The culinary art will leave your taste buds crave for more. Music enthusiasts will be able to enjoy Radiohead, Lionel Richie, LCD Soundsystem, Lana Del Rey, The Last Shadow Puppets, Beach House, J. Cole, Ryan Adams and many more in this outstanding San Francisco music festival.



**Esala Perahera**  
**8th August – 18th August**  
**Kandy, Sri Lanka**

This is the majestic annual procession that pays homage to the 'Sacred Tooth Relic' of Lord Buddha, placed at Sri Dalada Maligawa. The ten-day festival starts with the ritual 'Kap Situweema' or plantation of the sanctified jackfruit tree. Tourists can enjoy several traditional dance forms like; fire dance, Kandyan dance, whip dance etc. Apart from the dance performances; enchanting music, juggling shows, fire-breathers, acrobatic performances can woo the visitors. A procession of devotees in traditional costumes along with temple elephants in lavish attire will leave anyone enchanted.



**Rose of Tralee Festival**  
**17th August – 23rd August**  
**Tralee, Count Kerry, Ireland**

Ireland's ultimate beauty pageant will crown the prettiest rose from diversified exotic enchantress for the 57th time. This is one of those beauty contests, which crowns people based on their inner beauty rather than their facial features. The Rose of Tralee International Festival will present the visitors with innumerable street entertainment, carnivals, circus shows, funfair and markets, theatres, Rose Parades and sparkling firework show. The fest will begog the visitors with enchanting Dome Events, Street gigs and Fringe Festival.



**Summer Sonic**  
**20th August – 21st August**  
**Japan**



The Summer Sonic Festival is an annual two-day long festival that takes place at Japan's Osaka and Tokyo simultaneously. This festival is the paradise for rock music lovers. Bands those play in Osaka at first play at the concert in Tokyo on the next day and the bands at Tokyo's concert come to Osaka. Radiohead, Weezer, Fergie, Mark Ronson, Bullet for My Valentine, Billy Talent, Mayer Hawthorne, Rat Boy, and Ellie King are some of the lined up bands for Summer Sonic 2016.



**La Tomatina**  
**31st August**  
**Buñol, Spain**



Not a single person in entire Europe will utter that they have never heard the name of Spain's most fun filled festival, La Tomatina. If you do not mind getting a little dirty during the tomato fight and if you have no problem with a stranger throwing tomato at your head, then you must try La Tomatina at least once in life. Visit La Tomatina festival with friends or go alone and make some friends in this tomato war. Tickets are available in the official website. While visiting the site, check the rules of the festival in advance.



## SOUTH EUROPE

November 13 – November 15, 2016  
Rome, Italy

### THE MICE BUSINESS ENERGIZER FORUM FOR SOUTH EUROPE

High-end MICE forum offering unique opportunities for South European destinations and it's MICE providers to meet-up face-to-face with selected worldwide meeting planners having imminent business needs, finding South European business partners.

#### Unique Event Specs:

- 60 solution providers from South Europe
- 90 buyers, invited based on upcoming business for South Europe
- Minimum 30 pre-scheduled & match-made meetings
- Quality conscious 5 star boutique event
- Welcome Reception and Dinner
- Meetology Lab Educational Program by Jonathan Bradshaw
- Networking area with free wireless Internet
- Lavish luncheons, coffee breaks and social program
- Dinner and dinner after party
- Efficient event program where buyers and suppliers spend a full 2,5 days together
- Event Glossy, with event participant details
- Onsite Europe Congress Team



#### Participants Feedback

*Productive, interactive, friendly environment - Shell EP Services*

*It was excellent! Perfect! - Gloria Hotels&Resorts, Turkey*

*Very well structures, no wasted time, excellent interactions with all professionals! - Mykonos Luxury Travel, Greece*

*The concepts is great and the variety of participants was really impressive - GE Money Bank*

*I believe it will not be exaggerated if I say that I felt at home, from the moment of arrival till the day of my departure; everything was perfectly excellent! - Connection Tours, Turkey*

*Very well organized, quality exhibitors and venues selected for the event - FAB*

*It was a great event, truly pro-business! - Al Futtaim Travel Co LLC*

*It's a pleasure to support reliable team who provides high quality services for suppliers and buyers! - Redisson Blu, Croatia*

*Professional, Inspiring and International! - ABREU*



#### Contacts

T: +420 226 804 080

E: info@europecongress.com

W: www.europecongress.com

Secure your place  
and energize your  
business potential!

# PATA Global Insights Conference 2016

September 30 | Auckland | New Zealand

*Exploring Connectivity*



[bit.ly/Join-PGIC2016](http://bit.ly/Join-PGIC2016)

# OTDYKH INTERNATIONAL RUSSIAN TRAVEL MARKET



**When: September 21-24**

**Where: Moscow**

With only one month to go before OTDYKH International Russian Travel Market 2016 will open its doors to the public, excitement is building for the upcoming 22nd edition of the exhibitions and co-located events. OTDYKH Travel Market is Russia's leading travel and tourism event. The world OTDYKH means "leisure", which is exactly the central aspiration of this fair. The annually occurring travel event in Moscow is the perfect start for the upcoming winter season on the Russian inbound and outbound market.

This year the show will move to the Expocentre Fairgrounds which is situated in the very centre of Moscow and is easily accessible by Subway.

OTDYKH 2016 is expecting to be once again a big success. The exhibition will feature well over 700 exhibiting companies from 70 countries. Around 30 National Tourism Offices already preliminary registered to exhibit. OTDYKH is fully supported by the Federal Agency for Tourism of the Russian Federation.

Like in previous years, the show will combine all relevant sectors of the tourism value chain:

LEISURE Travel; MICE and Business Travel; Medical, Spa & Health Tourism; LUXURY Travel including Gourmet & Wine tourism.

OTDYKH 2016 is going to welcome a number of newcomers, but also its traditional exhibitors like Spain or Emirate of Sharjah will return to the exhibition after a short break.

With a 200 sqm prominent national stand comprising of 25 companies, Georgia promise to become a key highlight of the show. Famous for its tasty cuisine, Georgia going to present a cooking master class as well as various culture, wine and food travel tours.

A wide and diverse business programme will include around 150 co-located events including workshop, master classes, country presentations and diverse conferences with the focus on all relevant sectors of the travel industry. Be sure not to miss it! Become a part of OTDYKH 2016- where the world of travel is at home.



**When: September 7-9**  
**Where: Indonesia Convention Exhibition (ICE), Greater Jakarta**

The Pacific Asia Travel Association (PATA) will hold the 39th PATA Travel Mart 2016 in Greater Jakarta, Banten Province, Indonesia on September 7-9 at the Indonesia Convention Exhibition (ICE). The Mart is being generously hosted by the Ministry of Tourism, Republic of Indonesia.

PATA Travel Mart (PTM) is the Association's signature event and Asia Pacific's premier travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their network and build or maintain existing relationships. PTM attracts more than 1,000 delegates from over 60 countries for the three day event, facilitating over 10,000 pre-matched appointments and bringing together qualified international buyers and sellers for face-to-face meetings, educational forums and networking functions.

Besides the Mart, PTM 2016 will also include the PATA Travel Innovation Forum in partnership with Phocuswright and Connecting Travel, the Blogger Forum in partnership with the Professional Travel Bloggers Association (PTBA), and PTM Talks. This

year's Mart also features a Digital Hub exhibition that provides online, tech and digital marketing companies with a fantastic opportunity to boost brand awareness while contracting directly with relevant businesses and organisations in the tourism and travel industry.

Situated in Tangerang, Banten, only 30 minutes away from Jakarta's Soekarno-Hatta International Airport, ICE is Indonesia's biggest convention and exhibition centre with eco-friendly and energy efficient features. The surrounding province of Banten enjoys a rich cultural heritage and pristine natural resources from the archaeological remains of the Banten Kingdom to secluded islands, landscaped resorts and spectacular golf courses. Key attractions in Banten include the TanjungLesung, an unspoiled and serene peninsular offering the most beautiful beaches on Java; the Old Banten Complex, the former capital of the Banten Sultanate offering historical attractions from the Kaiboon Palace to the Grand Mosque of Banten, and Ujung Kulon - a UNESCO World Heritage Site that features one of the world's most pristine natural eco-systems of flora and fauna, virgin beaches and healthy coral reefs.

**When: September 8**

**Where: Hong Kong**

The Hotel Management Asia Summit, which is produced by international conference powerhouse Questex Hospitality Group, returns to Hong Kong after a sabbatical year and is set to welcome hotel executives from both corporate level and property level on 8 September 2016 at the Mira, Hong Kong.

The HMA Summit is the perfect platform for senior hoteliers where they will find better ways to leverage all of their operational and management challenges.

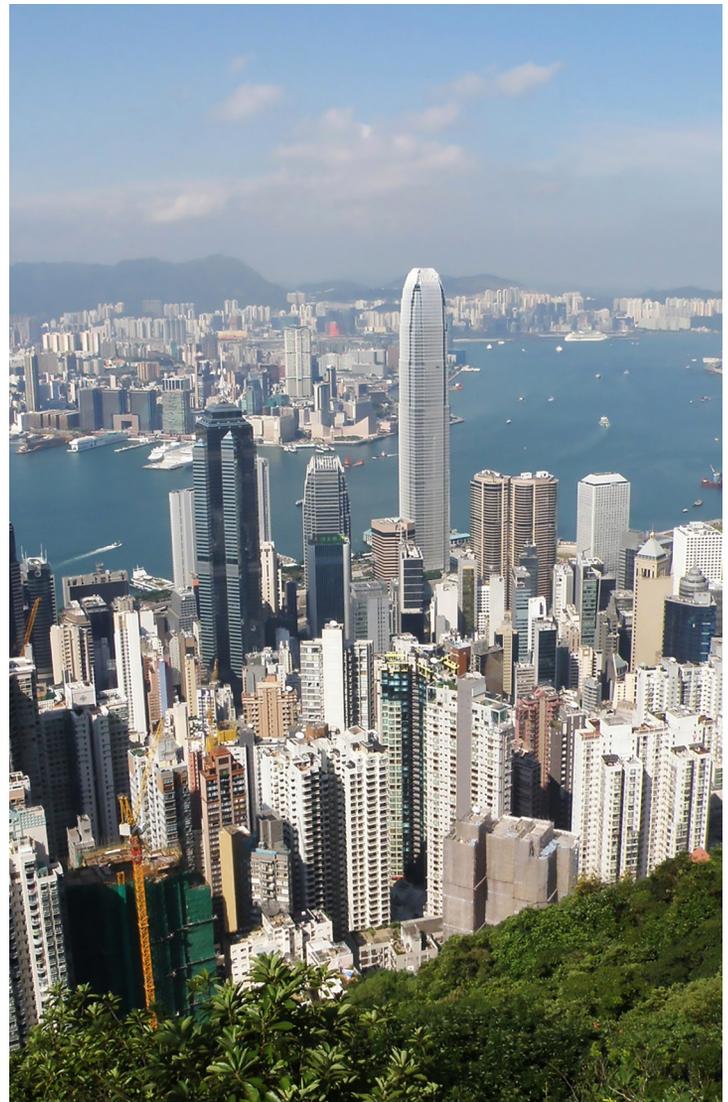
Themed: “Top Line and Bottom Line Management Strategies for Hotel Leaders,” CEOs, COOs, CFOs, VPs, GMs, Financial Controllers, and executive committee members will gather to strategize and have well-rounded tactical discussions on topics that range from anticipating game-changing travel trends for a successful future, short to medium term success strategies amidst turbulent economy, managing performance expectations in adjustment periods to leveraging pricing best practices for maximum yields, and etc.

**This year, the topics that will be covered at the conference include:**

- Anticipating game-changing travel trends for a

successful future

- Short to medium terms success strategies amidst turbulent economy
- Managing performance expectations in adjustment periods
- Leveraging pricing best practices for maximum yields
- The search for the prime channel distribution mix and many, many more!



**When: September 8-9**

**Where: Dar Es Salaam, Tanzania**

Noppen Group is a leading international company facilitating business across Asia, Europe, Africa and Latin America. Driven by the desire for excellence and supported by an unparalleled understanding of the Asian, European, African and Latin American markets, Noppen Group has delivered exceptional events, assisted new market entries and established government relations since 1998. Our top-level business connections paired with our close relations to the many levels of government have given Noppen an edge on the marketplace our competitors just cannot match. With offices in China, Belgium, India, Philippines and Colombia; Noppen Group offers reputable, reliable services and a large range of deliverables to help your company successfully meet its goals.

The hospitality sector in Africa has been enjoying steady growth rates for several years, investments have poured in and are still attracted. 50,000 rooms are in the pipeline of 33 different chains. But the Africa hotel sector is looking for the best way forward in how to turn the investments into returns, how to assure sustainability? And how to perform better RevPAR growth rates?

Initiatives are needed to improve cross-industry cooperation that will enhance the tourism and MICE

travel markets, local input needs to be focused on to guarantee long-term hospitality market growth. Guest experience plays a vital role in the sector, how to better connect with your guest experience and how to anticipate and respond to it?

At the 4th Annual Africa Hotel Expansion Summit Noppen brings in the key players to discuss the pressing topics aiming at how the sector can work on sustained ROIs.

#### **Some of the confirmed speakers are:**

- Mr. Meelis Kuuskler, Founder & CEO, Hospitality Design Partnership
- Mr. Lasse Ristolainen, Development Director, Sub-Saharan Africa, Hilton Worldwide
- Mr. Trevor Ward, Managing Director, W Hospitality, Nigeria
- Mr. Andrew Linwood, Head of Design, Areen Hospitality
- Stuart Cook, Managing Director, Protea Hotels
- Robert Hornman, Managing Director, Hornman Hospitality
- Paulo Rosso, Vice President, Plan Hotels

#### **Exclusive opportunities available:**

- Meet pre-qualified industrial leaders
- Create new partnerships and Alliances
- Increase your brand recognition within the marketplace
- Discover the current investment climate and opportunities
- Develop relationships through new networking opportunities

**When: September 17-19**

**Where: Dubai World Trade Centre**

The

Hotel Show Dubai is the leading annual trade exhibition, education platform (Vision Conference) and networking opportunity for hospitality industry professionals in the Middle East and Africa. Now in its 17th edition, it is the only event in the region which provides a showcase of everything needed to build, develop and maintain a hotel or restaurant across the entire spectrum of the industry – from hotel build to technology – and new for 2016: cleaning and laundry.

In its 17 years, as the region has become one of the world's most active markets for hotel construction, The Hotel Show has developed, witnessing significant diversification and growth. Co-located event, The Leisure Show, entered the mix in 2013 to cater to the region's growing leisure industry, and last year the events saw more than more than 30,000 attendees combined. New for 2016, Piscine Middle East, the region's leading pool and spa event, will also be co-located in partnership with GL events.

Technology now represents 22% of The Hotel Show's product mix, with international technology suppliers, the TecSec (Technology & Security) Summit, and new for 2016: Tec-Innovation Zone. Its global reach

extends each year with new countries added to its 'International Village', now covering 46% of the show floor. Austria is new to the line-up for 2016. The popular Vision Conference will return for its 4th edition with international experts sharing insights on themes including F&B, investment, lifestyle experiences, and UAE theme parks. Speakers this year include representatives from the brand-new W Dubai – Al Habtoor City and Nikki Beach Resort & Spa Dubai, alongside Deloitte, TOPHOTELPROJECTS, and more. Day one of the conference will include for the first time a certified training programme on Digital Marketing in partnership with MODUL University Dubai.

Do not miss the region's leading event for the hospitality industry, taking place 17-19th September at the Dubai World Trade Centre.



**When: September 17-19**

**Where: Dubai World Trade Centre**

The Leisure Show Dubai is the Middle East's leading event dedicated to the region's largest growth market. Co-located with the prestigious Hotel Show Dubai, The Leisure Show was launched in 2013 to provide the increasing number of hotel and leisure attraction operators in the region with a place to source products, network and learn (The Hub) across the sports and fitness, recreational fun and adventure, and outdoor design, furniture and lighting sectors.

According to new research by Team Leisure LLC ahead of The Leisure Show 2016, the UAE is forecast to make up 90% of the leisure tourism market in the Middle East by 2020. Team Leisure will host a presentation: "UAE theme park tourism: success factor insights from Gold Coast, Singapore, Orlando" on day two (18th

September 2016) of the 4th annual Vision Conference, a knowledge forum part of The Leisure Show and The Hotel Show.

2016 is an exciting time for the UAE as it grows closer to becoming one of the world's leading destinations for leisure and entertainment, with four major new theme parks anticipated to open: IMG Worlds of Adventure (August) and Motion Gate, Bollywood and Legoland at Dubai Parks and Resorts (October), in Dubai, alongside the Louvre Abu Dhabi, safari parks in both Dubai and Al Ain and an exciting range of other leisure projects.

**NEW for 2016** – The Leisure Show will have an additional focus on the Health & Fitness market - plus the event will be co-located with Piscine Middle East for the first time. Piscine Middle East is the leading showcase of pool and spa products and accessories in the Middle East, now in Dubai for

the first time (previously held in Abu Dhabi). With huge demand for pool and spa facilities throughout the region in hotels, gyms, tourist attractions and residential developments, the event provides the ultimate opportunity to source latest products and services (from Jacuzzis to pool lighting and tiling), learn (through a comprehensive workshop programme) and network with industry peers.



10<sup>th</sup> YEAR  
YIL



# 10<sup>th</sup> Tourism Fair and Congress

## TRAVEL TURKEY İZMİR 2016

The 9<sup>th</sup> "Early-reservation  
campaign"  
of 2017 will be launched in  
Travel Turkey İzmir by the  
Culture and Tourism  
Ministry of Turkey

8<sup>th</sup>-11<sup>th</sup> DECEMBER

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

Explore The World Tourism in İzmir!

Supporters



Media Sponsor



Airline Sponsor



Partner City



Local TV  
Sponsor



Organizers



**TÜRSAB Fuarçılık Hizmetleri Ticaret A.Ş.**  
Dikilitaş Mah. Asik Kerem Sk. No:40 Fulya Beşiktaş - İstanbul TURKEY  
Phone: +90 212 356 17 09 Fax: +90 212 356 17 72 Web: [www.tursab.org.tr](http://www.tursab.org.tr)  
E-mail: [esra.tolgay@tursab.org.tr](mailto:esra.tolgay@tursab.org.tr) - [sevinc.divrlikli@tursab.org.tr](mailto:sevinc.divrlikli@tursab.org.tr)

**İZFAŞ İzmir Fuarçılık Hizmetleri Kültür ve Sanat İşleri Tic. A.Ş.**  
Fuar İzmir Gazilemi - İzmir TURKEY  
Phone: +90 232 494 12 34 - 497 11 06 Fax: +90 232 497 12 38  
Web: [www.izfas.com.tr](http://www.izfas.com.tr) - E-Mail: [muratcan.erken@izmirfair.com.tr](mailto:muratcan.erken@izmirfair.com.tr)  
[sukran.pinar@izmirfair.com.tr](mailto:sukran.pinar@izmirfair.com.tr)

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND  
COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174.

# CALENDAR OF EVENTS

**5-7  
AUG**

**IITM Bangalore**  
Bangalore, India  
<http://www.iitmindia.com/>



**19-20  
AUG**

**SATTE Mumbai West**  
Mumbai, India  
<http://www.ubmindia.in/sattemumbai/home>



**2-4  
SEP**

**TTF**  
Ahmedabad, India  
<http://www.ttfotm.com/>



**7-8  
SEP**

**IBTM**  
Beijing, China  
<http://www.cibtm.com/>



**7-9  
SEP**

**PATA Travel Mart**  
Jakarta, Indonesia  
<https://www.pata.org/portfolio/ptm-2016/>



**8-9  
SEP**

**4th Annual Africa Hotel Expansion Summit**

Dar Es Salaam, Tanzania  
<http://africa.hotelandresortsummit.com/>



**8-10  
SEP**

**Hosfair**

Guangzhou, China  
<http://www.hosfair.com/en/>



**9-11  
SEP**

**TTF**

Surat, India  
<http://www.ttfotm.com/>



**16-18  
SEP**

**TTF**

Mumbai, India  
<http://www.ttfotm.com/>



**17-19  
SEP**

**Hotel Show Dubai**

Dubai, UAE  
<https://www.thehotelshow.com/>



**17-19  
SEP**

**Leisure Show**

Dubai, UAE

<https://www.thehotelshow.com/>



**21-22  
SEP**

**MICE Asia Pacific Exhibition**

Singapore

<http://www.miceasiaexhibition.com/>



**21-23  
SEP**

**Seatrade Cruise Med**

Santa Cruz, Tenerife

<http://www.seatradecruiseevents.com/med/>



**23-25  
SEP**

**IITM**

Mumbai, India

<http://www.iitmindia.com/>



**23-25  
SEP**

**TTF**

Pune, India

<http://www.ttfotm.com/>



**24-27  
SEP**

**World Routes**

Chengdu, China

<http://www.routesonline.com/events/182/world-routes-2016/>



**26-29  
SEP**

**The Lodging Conference**

Phoenix, USA

<http://www.hospitalitynet.org/event/3000945.html>



**27-29  
SEP**

**IT and CMA and CTW Asia-Pacific**

Bangkok, Thailand

<http://www.itcma.com/>



**29 SEP  
1 OCT**

**Astana Leisure**

Astana, Kazakhstan

<http://www.leisure.kz/en/>



**30  
SEP**

**PATA Global Insights Conference**

Auckland, New Zealand

<https://www.pata.org/portfolio/pgic-2016/>



# ENSURE YOUR PLACE IN THE MOST HAPPENING DESTINATION OF TRAVEL...



**India International  
Travel Mart**

**India's Premier  
Travel & Tourism  
Exhibition**



- A Spectacular showcase to stimulate the Domestic and Outbound travel industry.
- More customers, business improvement strategies, star status, wide audience and extra mileage
- Everything to lead your business to non-stop activity - only at IITM
- Discover a great new potential and reap greater profits.
- Real excitement, as you've always desired!

**IITM EVENT  
2016**

**Chennai**  
29, 30, 31 July 2016

**Bangalore**  
05, 06, 07 August 2016

**Mumbai**  
23, 24, 25 September 2016

**(Delhi) Gurgaon**  
30 Sep, 1, 2 Oct 2016

**Pune**  
25, 26, 27 November 2016

**Hyderabad**  
02, 03, 04 December 2016

**Kochi**  
12, 13, 14 January 2017

**Kolkata**  
24, 25, 26 February 2017

Supported By



Media Partner

Member



Organised By



**SPHERE TRAVELMEDIA & EXHIBITIONS PRIVATE LIMITED**

# 245, Amar Jyothi Layout, Domlur, Bangalore - 560 071, India  
+91 - 80 - 4083 4100, +91 - 80 - 4083 4100 | Fax: +91 - 80 - 4083 4101  
www.spheretravelmedia.com

Visit our Website  
for more Details

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



**YOUR KEY TO ACCELERATED BUSINESS PROSPECTS**



27<sup>th</sup> & 28<sup>th</sup> September 2016  
Doha - Qatar

RSVP: Pooja Rao, **email** : [pooja@ide-global.com](mailto:pooja@ide-global.com), **mobile** : +44 12353 30073  
[WWW.HOSPITALITYSERIES.COM/MIDDLEEAST/](http://WWW.HOSPITALITYSERIES.COM/MIDDLEEAST/)



EVENT POWERED BY  
**ide**  
INTERNATIONAL DEVELOPMENT

# Travel AND Tour™

www.travelandtourworld.com

WORLD

DESTINATION  
JOURNEY  
LUXURY CRUISE  
TAP THE  
**TRAVEL** APP  
AND  
**TOURWORLD**  
AVIATION HOSPITALITY  
TECHNOLOGY EVENTS  
MICE



## Promote Your Brand With Us...

pr@travelandtourworld.com

+91 33 30583353

