

# Travel AND Tour™

Volume:8, Issue: December 2016

WORLD

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Senior Digital  
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OTHER LEVELS

# Sydney



06  
Sydney

Travel Association  
20



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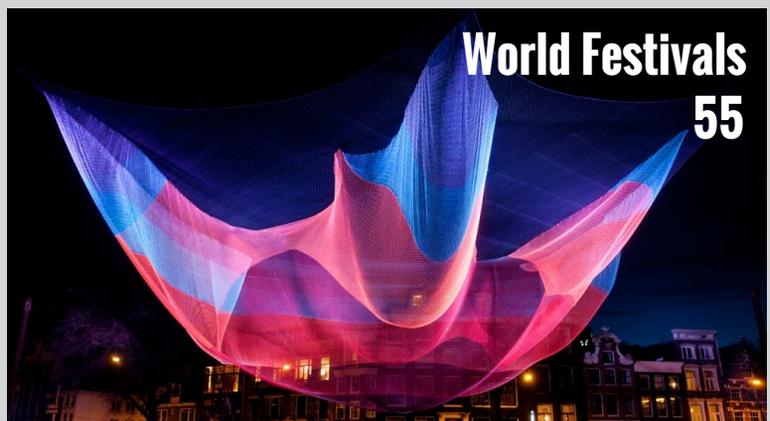
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## Happy Reading

**A**s we approach the last month of the year, we look back at the year which showed strong momentum for continued success as 2015. There were set of evolving challenges around customer and market expectations in the travel sector. On the flip side, the hospitality and leisure segment promised the scope for newer growth opportunities. The travel and hospitality competitive landscape is changing significantly and the millennials are taking up the new age travelling pattern.

For the meetings point, we chose Sydney. Business travel planning and meeting is one of the most flourishing sectors of the tourism segment and Sydney offers state-of-the-art options for international conveners. Stuart Ayres shared an exclusive conversation with TTW in this issue. Moving from the B2B approach, we focused on Athens keeping in mind the significance of heritage tourism.

The travel technology is constantly evolving and 2016 saw spectacular growth in the sector. So we brought to you a wrap of the best travel technology options which contributed to the growing trend. With Christmas around the corner, there will be, like every year, a mass movement of travellers. The Christmas holiday season has transcended the border of being just a religious celebration and is rejoiced by people all over the globe.

To gain market share, increase operating leverage with online travel agencies, integrate with the luxury segment and maintain the sustainable practice remains to be the major pillars for the travel industry. We hope you enjoy our issue and keep reading.

## Editor-In-Chief

Mr. Anup Kumar Keshan

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# Sydney

Capital of the state of New South Wales, Australia, Sydney is the country's largest city which was initially a small convict settlement in the early 19th century. From the sea or air, Sydney will make you fall in love in first sight with its huge harbour with innumerable bays and inlets; the city has one of the longest steel-arch bridges in the world - the Sydney Harbour Bridge; and also the Opera House, which is possibly the most exemplary and recognisable building of Sydney.

The impact of international conferences on a city's economic growth is now easily measurable through tourism-related metrics. Direct spend on hotels and restaurants for the long-term benefits of the local business are effective clauses to find out the impact. The Beyond Tourism Benefits research paper once released a report stating four dimensions of value that conferences deliver for the destination beyond the tourism spend, which are innovation, collaboration, sector

development and global talent attraction. BESydney restructured its conference bidding department into three industry teams targeting: health; science, engineering and infrastructure; and professional services and technology. The new International Convention Centre Sydney is expected to affect the economic benefits for local industry as much as the local tourism infrastructure which is set to open in December.



# ICC SYDNEY

With striking contemporary design along with multipurpose spaces, ICC Sydney is a beacon of innovation and one of the premium destinations for MICE travellers..

## Key facts

- Convention facilities capable of hosting three separated, self-sufficient, concurrent events as well as an 8,000 seat plenary
- A range of plenary options ranging from 750 to 8,000 people
- Total exhibition capacity of 35,000 sqm, including 2,400 sqm of multipurpose space
- An external event deck of 5,000 sqm, including a bar and lounge featuring spectacular city views
- A premier red carpet theatre with a capacity of 8,000
- Adjacent luxury headquarters hotel with circa 600 rooms
- A grand ballroom to provide Sydney's premium banqueting space for more than 2,000 people
- 8,000 sqm of total meeting room space across 70 rooms that link to both the convention and

exhibition areas

- World's best practice technology throughout, including wireless connectivity across the ICC Sydney

## Some other options

### Swissotel Sydney

Placed in a vibrant inner city location, Swissotel Sydney is ideal for arranging a relaxed and luxurious meeting option for travellers from all across the world. The Sydney Harbour Bridge, the historic Rocks, the Sydney Opera House and the beautiful Botanic Gardens are all within easy reach of the hotel. It holds the capacity for 14 - 450 people and comes with 359 rooms for overnight accommodation.

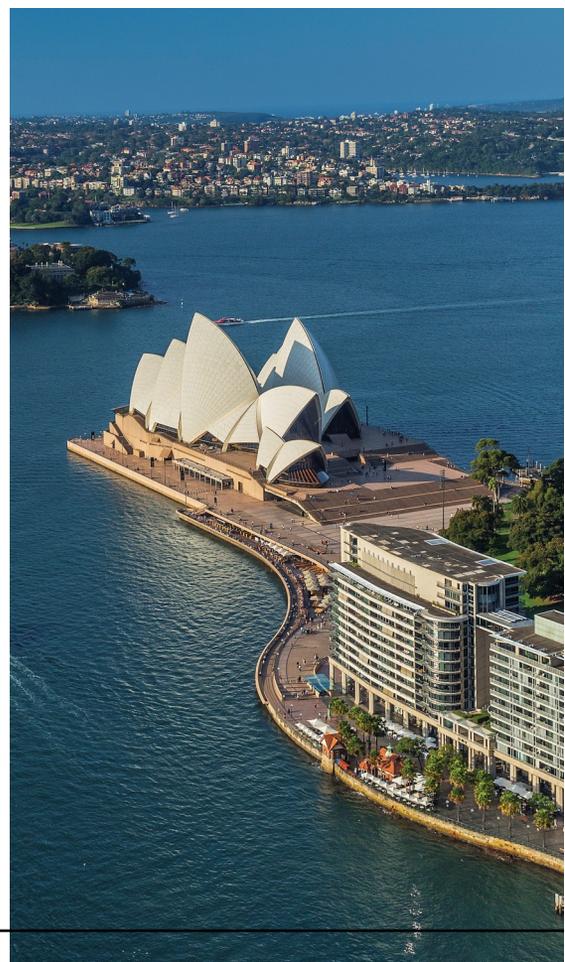
### Pullman Quay Grand Sydney Harbour

This is a 5 star boutique apartment hotel and provides a harbour side conference venue and is one of the most sought after destinations for international business travellers. With capacity of 4 - 130 people

and 68 suites, it provides best stay and best meeting options.

### The Primus Hotel Sydney

This is one of the fantastic options for the meeting planners who are expecting to arrange a boutique and high quality convention for international visitors. Well-suited to smaller groups, the meeting rooms offer latest technology and plenty of natural light. It has the capacity of holding 4 - 290 people and offers 172 rooms for accommodation.



# Travelling across Sydney

## Sydney Opera House

A UNESCO World Heritage Site, the Sydney Opera House is a graceful building which is one of the finest places for the international visitors. This star attraction on the glittering harbour is shaped like shells or billowing sails. One can relax at

one of the restaurants, stroll along its exterior, or take an organised tour of this magnificent structure. The guided tours are available daily for the visitors from 9am - 5pm. It encompasses theatres, studios, exhibition rooms, a concert hall and cinema.

## Darling Harbour

This is a waterfront pedestrian precinct packed with restaurants, shops, exhibitions and many more entertainment venues. The Australian National Maritime Museum, and the Powerhouse Museum are two most famous museums here.



## Sydney Tower

The 309 m high Sydney Tower is the city's tallest building and is the soaring landmark in the city's skyline. Get a breathtaking 360 degree view of this beautiful harbour city from the Observation Deck which offers a state-of-the-art technology.

## Queen Victoria Building

The Romanesque-style Queen Victoria Building which is popularly nicknamed as QVB was originally built as a market hall between 1893 and 1898. Its restored till date and houses more than 200 high-end shops. With free admission for all, this place is even worth the visit for those who shun the shops



## Beaches

Tucked around the harbour, a visit to Sydney will never be complete without the visit to its fabulous beaches. Bondi Beach, Bronte, Tamarama, Cronulla etc. are some of the favourite seaside destinations. Indulge in some hyper-popular Pacific water sports to make the trip even more memorable!





Natural beauty and culture around Sydney Harbour and the historic Rocks is worth- exploring travel option for business as well as leisure travellers.

# Interview zone



**NSW Minister for Trade, Tourism and Major Events Stuart Ayres shares an exclusive interview with Travel And Tour World on Sydney Tourism.**

**Travel And Tour World:** Responsible tourism, which almost tantamount to sustainable tourism is one of the most highlighted ideas of discussion in today's world. What is Sydney's take on the same?

**Stuart Ayres :** Sustainability is important for the longevity of all businesses and a great example is the Vivid Sydney festival. Vivid Sydney is the world's largest festival of light, music and ideas and attracted an impressive 2.3 million attendees this year. Sustainability is a key focus for Destination NSW who own, manage and produce the festival, and they maintain a partnership with the Banksia Foundation to further develop the festival's sustainability agenda and minimise the festival's environmental impact. Sustainability initiatives introduced include the use of LED lighting in a large proportion of the Vivid installations which use one tenth of the electricity of regular light globes, powering all of the grid-connected lighting installations by renewable GreenPower and focussing on waste minimisation.

Effective sustainable practices are also implemented through partnerships with TransGrid and EarthCheck to closely monitor electricity use and carbon offsets are purchased to mitigate the impact from international and domestic airline travel and accommodation of artists participating in the festival. It's an agenda that's sure to grow in the years to come and Vivid Sydney is a great example for other events and businesses.

**Travel And Tour World:** How is Sydney ranked as a destination for business travellers and as a MICE venue?

**Stuart Ayres :** Sydney is one of the world's most desirable tourism and business event destinations. The International Congress and Convention Association (ICCA) has ranked Sydney number one in Australia and 7th in the Asia Pacific as a business events destination. With the opening of the International Convention Centre (ICC) Sydney, we now have the world's most innovative exhibition and convention facilities which will reinforce Sydney's reputation for hosting leading events.

Lucrative business events are catalysts for generating trade, investment and collaboration opportunities and with Sydney's spectacular natural assets, innovative culture and world-class business facilities, our harbour city is a welcoming and inspiring destination to host business events. Over 40 events have been secured for the new ICC Sydney and it will continue to attract a diverse range of events, exhibitions, conventions and entertainment like never before.

The large international conventions secured at the ICC Sydney will also have the potential to generate additional business for Regional NSW, providing pre and post touring opportunities for delegates wanting a short break or study tour in one of the many picturesque regions of our State.

**Travel And Tour World:** How do you work with Tourism Australia and other regional tourism boards to promote tourism? How do you think the Australian Tourism Exchange (ATE) will enhance the tourism sector of Sydney?

**Stuart Ayres :** The NSW Government is working in partnership with Tourism Australia to host the country's largest annual tourism trade show - the Australian Tourism Exchange (ATE) 2017 at the ICC in May next year. This five day event will bring more than 2,300 delegates from more than 30 countries to NSW. Hosting ATE will generate significant economic benefits for NSW while highlighting our iconic attractions, beautiful beaches, world-class food and wine and provide delegates from overseas and across Australia with the chance to explore Sydney and the breathtaking surrounding regions of NSW.

**Travel And Tour World:** How is Sydney changing its competitive strategies for attracting the millennials?

**Stuart Ayres :** In addition to attracting some of the world's top business events, Sydney is the gateway for youth travellers to work, study and play in NSW. Representing 23% of all travellers globally, youth travel is one of the fastest growing visitor segments and a significant visitor market for NSW. In fact, youth travellers aged between 15 – 29 years account for over a third of all international travellers to NSW. It's a key visitor segment and we

recognise the need to tailor marketing and publicity campaigns that speak to this audience. We have partnered with globally-recognised, youth focused TV channel, MTV to increase the awareness and variety of experiences on offer in Sydney and Regional NSW. The latest MTV Trippers campaign featured a series of web-based content and reached more than two million people globally through a mix of video and competitions as well as social media. The series featured a series of three stories, highlighting various activities and experiences along the South Coast, the Central Coast and the Blue Mountains as well as Sydney through the lenses of international social media influencers who travelled around NSW. Destination NSW is also working with JUCY Campervans to promote self-drive holidays in Regional NSW and is hosting some of Australia's top digital influencers on a road trip to this year's Vanfest Festival in Forbes.



## Ryanair plans to offer some free tickets within a decade

The head of Irish discount airline Ryanair says he expects some seats on the company's flights will soon be free as airports and carriers share revenue from concessions sold in flight and on the ground. Ryanair CEO Michael O'Leary said that, he has this vision that in the next five to 10 years the airfares on Ryanair will be free, in which case the flights will be full, and they will be making money out of sharing the airport revenues; of all the people who will be running through airports, and getting a share of the shopping and the retail revenues at airports. In the U.K. as in many other places, local authorities charge airlines a fee for using airports. In the U.K., it's called an air passenger duty or APD, and since 2012 it has been £13 per passenger. There are calls to lower or eliminate that, especially as the country seeks to maintain its trading clout in the post-Brexit reality. Ireland abolished its APD in 2014, and Scotland plans to halve it soon. Meanwhile, when Norway recently announced plans to increase its version of the APD, Ryanair decided to stop flying there.

## Hong Kong Disneyland announces major \$1.4 billion expansion

The Walt Disney theme park resort in Hong Kong which lost money amid declining attendance last year, will get \$1.4 billion in enhancements as part of a colossal six-year growth plan.

The \$1.4 billion expansion plan is part of Disney's commitment to the long-term success of Hong Kong Disneyland as a top international tourist destination. The expansion will help attract a diverse audience of all ages.

As part of the expansion, Hong Kong Disneyland will be transforming the Castle and Hub areas to highlight new daytime and nighttime spectacles and entertainment experiences, adding new Frozen- and Marvel-themed lands and introducing a new entertainment venue, Moana's Village Festival in Adventureland. The expansion highlights Disney's belief in Hong Kong Disneyland as a potential profit machine — not just as a theme park but as a creator of demand in China and Southeast Asia for the company's movies, toys, clothes, video games, books, cruise vacations and TV programs.



## **Global luxury travel market will surpass \$1,154 Billion by 2022**

Allied Market Research published a report showing global luxury travel market is projected to generate \$1,154 billion by 2022, growing at a CAGR of 6.4% during 2016-2022. The key factors that drive the market growth are the growing inclination of people towards unique and exotic holiday experiences, rise in middle and upper middle class spending and the increasing impact of social media on travel industry. The adventure and safari segment accounted for about 44% of the overall luxury travel market revenue, by tour type in 2015, as this is identified as the most popular vacation option among young and middle age group travelers. In addition, tours aimed at culinary and shopping experience, would witness the fastest growth, registering a CAGR of 7.8% during the forecast period. An increasing number of luxury travelers are indulging in these tours as they enable these travelers to experience the finest local delicacies and also buy some of the most exquisite handicrafts. These trips are getting popular among travelers of all age groups, especially the millennials (21 – 30 years). In 2015, approximately 70% of millennials took a trip based on culinary interest.

## **British to pay 'Travel Tax' to visit post-Brexit Europe**

As per a new plan revealed by the EU Commission, British nationals will now have to pay a certain amount of Travel Tax in order to enter post-Brexit

Europe. The plan, which has been unveiled in Brussels, has stated that the travellers also need to fill in a form before entering Europe.

The EU Commission has informed that in order to prevent terrorists from entering through the open border areas of Europe, the new security check system is being implemented.

From now on, visitors from countries outside the European Union, who do not need a full visa, will have to pay a fee of £4.29 and they will need to fill out an online form as well under the Etias system. The Security Commissioner for EU, Sir Julian King has informed that the terrorists and criminals don't care much for national borders and the only way to defeat them is by working together effectively. He thinks that Etias will help to spot and stop problematic individuals from coming, which will eventually enhance Europe's internal security.



## Supersonic jet 'Boom' to bridge London with New York in 3.5 hours

Elite travellers from London will soon get to travel to New York in mere 3.5 hours of time with a new supersonic jet 'Boom', backed by business magnet Richard Branson. According to sources, after arrival, the jet will become the fastest civil aircraft in the world. The XB-1 Supersonic Demonstrator or the 'Baby Boom' will be tested by the authorities on the latter half of 2017.

According to the designers of the supersonic flight, it will be able to fly at a speed of 1,451mph, which

will help travellers to reach New York from London in just 3.5 hours.

The manufacturers of the supersonic jet unveiled the prototype at the Centennial Airport in Denver on 15th November, Tuesday. According to the witnesses, the prototype of the jet looked similar to a mini Concorde. After arrival, the jet will be able to provide seats for 45 travellers in exchange of more than £4,000 while flying at 60,000 ft to cut short the flight time. Also, during the ride, travellers will be able to see the curvature of earth.





The World Travel & Tourism Council (WTTTC) was formed in 1991 and is the only global body that brings together all major players in the Travel & Tourism sector (airlines, hotels, cruise, car rental, travel agencies, tour operators, GDS, and technology), enabling them to speak with One Voice to governments and international bodies. **Rochelle Turner, Research Director, World Travel & Tourism Council** speaks to Travel And Tour World in this issue.



**Travel Association**

**Travel And Tour World: For general tourists, how will explain the difference between responsible tourism and sustainable tourism?**

**Rochelle Turner :** WTTC likes to think that there is no difference between responsible and sustainable tourism as their goals are the same; balancing the growth of travel and tourism while safeguarding environment, local communities, and cultural heritage. One of the key quotes of our Global Summit in 2016 in Dallas was by Fabien Cousteau who said: “I look forward to the day when there is no sustainable tourism. Just tourism.”

**Travel And Tour World: Much talked about, how do you think Brexit will impact the travel economy in its overall trend?**

**Rochelle Turner :** If we look at the United Kingdom specifically, we believe that Britain's travel and tourism GDP growth is expected to hold up well in 2016 and 2017. According to our Mid-year update we forecast a small downgrade of 0.2 percentage point from 3.8% growth to 3.6% growth of the UK's direct travel and tourism GDP in 2016. Our analysis suggests that the reason for this continued growth is that although there may be weaker spending on travel to leave the UK, the drop in sterling will bring about higher spending in the UK by international visitors.

The destinations that are heavily reliant on the UK as a source market could be at risk from seeing a reduction in their Travel & Tourism visitor exports from the UK, such as Spain, Ireland, France, Belgium, and Cyprus. We believe that Travel & Tourism thrives in an open environment and we urge those at the negotiating table to continue to pursue policies that facilitate travel for business and leisure purposes, such as: maintaining open trade relationships; allowing mobility of labour and visa free travel; and encouraging open skies and greater security cooperation.

**Travel And Tour World: How true is the fact that travel sector offers prospects for women in self-employment easily than in other sectors?**

**Rochelle Turner :** Research from the WTTC shows that travel and tourism employs a higher proportion of women and young people than is represented in the workforce as a whole. Travel & Tourism is a sector that thrives on entrepreneurship and as such offers women prospects for self-employment which are less accessible in other sectors. Its flexible nature, requirement for skilled and unskilled employees, and strong growth prospects also mean Travel & Tourism holds real opportunities for job creation to address opportunities for women to create their own businesses and develop products and services directly.

**“ I look forward to the day when there is no sustainable tourism. Just tourism.”**

## Travel And Tour World: What are the major criteria to win WTTC Tourism for Tomorrow Awards?

**Rochelle Turner** : WTTC's Tourism for Tomorrow Awards involve an independent and international judging panel and a transparent and stringent application process. For many years they have been the only sustainable tourism awards in the world to include an on-site inspection of all finalists by independent experts. During the three stage judging process, applications are reviewed by a committee of sustainable tourism experts who decide the Finalists for each category. Then, Finalists are visited on-site by experts who verify the claims made in their application. In the final step, a panel of leading sustainable tourism experts review the applications and evaluations to decide on the category winners.

➤When going through this process, the judges look for general criteria including:

➤How the organisation or body applying creates economic benefits for the destination

➤How it creates environmental, social, and/ or cultural benefits for the destination, including gender equality

➤How it engages tourists with the people and the places they visit to create an excellent experience

➤The way it demonstrates leadership through active engagement with the media and wider tourism community to promote and encourage sustainable tourism best practice

➤Whether it engages residents and employees in the sustainable management of travel and tourism in the destination

➤How it measures, monitors, and reports on environmental and social impacts

➤Whether the initiative is scalable to achieve measurable change

➤And whether it applies an appropriate policy for climate change adaptation and mitigation

## Travel And Tour World: What is GTAC and how does it comply with sustainable tourism?

**Rochelle Turner** : GTAC is the Global Travel Association Coalition made up key global associations and organisations representing Travel & Tourism and exists to promote a better understanding of the sector's role as a driver of economic growth and employment. It offers 'One Voice' to spur governments to develop policies that contribute to the profitable, sustainable, and long-term growth of the sector.

Environmental Sustainability is one of the four items on the GTAC Agenda for Growth. Within the focus of sustainability, GTAC encourages the following three actions:

➤Interagency coordination in considering and implementing ways to protect the environment while fostering the sector's growth and its socio-economic benefits for host communities.

➤A higher level of accountability through the development of strong public/private partnerships for the measurement of tourism's environmental impacts, and evidence-based decision making.

➤Greater investment in innovation, adequate legislation and technological solutions that ensure the sustainability of the sector and minimise adverse environmental and social impacts.



### Travel And Tour World: How WTTC will promote 'Tourism for All - promoting universal accessibility'?

**Rochelle Turner** : As part of WTTC's Freedom to Travel campaign we advocate for travellers to be able to travel anywhere, regardless of their gender, sexuality, country of origin, or accessibility needs. At this year's World Tourism Day organised by UNWTO, WTTC highlighted the importance of accessibility in travel, not only as a moral imperative but also as a huge business opportunity.

WTTC would like organisations to focus on the three following opportunities when looking at offering tourism products and services to all:

- Evaluate the market dynamics and opportunities when it comes to accessibility, and how they relate to business with actions prioritised accordingly.
- Learn from what the leading players are providing. Often some simple adaptations or enhanced awareness can make a big difference.
- Partner with organisations which have experience of working in accessibility, to ensure that what companies are providing is fully appropriate and can be communicated effectively.



*Celebrating Christmas in the  
abode of Santa Claus*





**A**s Christmas bells are just about to chime, youngsters all across the globe are brimming with excitement in anticipation of gifts. The spirit of Christmas is infectious enough to tempt a large number of globetrotters. And, what better way to bask in the Yuletide spirit than visiting the abode of the legendary man, Santa Claus, who is intrinsically connected to Christmas?

# The hometown of Santa Claus



Father Christmas, popularly known as Santa Claus, is believed to reside in the northernmost portion of Finland. This part of the world is referred to as Lapland. And, it is home to Korvatunturi, in the beautiful town of Rovaniemi, the secret place where Santa Claus lives. Visitors to Rovaniemi would be amazed when they discover that all the letters that kids have been writing to Santa Claus are stored here!

People, who are curious to explore a region that is a rare combination of Christmas culture and fairytales, should certainly visit this incredible place. Right from delighting the senses with the

spectacular Northern Lights, enjoying Husky safaris to savouring traditional Finnish desserts – Lapland promises some of the most exhilarating experiences ever! Here are some of the best things travellers to Lapland should try out.

## Family Husky Safari

The very first thing people should go for in Lapland is husky safaris. A husky ride amidst the snowy, fairytale surroundings of this region is truly enchanting. Both reindeer and husky excursions are quite popular here. Travellers would notice that the overexcited huskies are equally thrilled as they rush through the snowy forests of Lapland.





### **Catch the Northern Lights**

Every traveller dreams of visiting a wonderland that is waiting with a bunch of mysteries for them to unfold! For such people, Northern Lights is natural wonder that is a must-watch. The sight of Northern Lights can be easily relished if one books a snowmobile, and indeed, it is something you would cherish for years to come.

### **Visiting the real Santa**

The best part about Lapland is that people can pay a visit to Santa Claus for real!

One would find him sitting in his office. However, it is believed that his home is located further north in Finland. Moreover, it is not quite accessible. But then, it is really easy to reach Father Christmas at

this office that is based in Rovaniemi. People would come across Santa's post office. Here, one would be able to post letters anywhere in the world.

### **Rendezvous with reindeer**

Christmas is incomplete without Santa Claus and his gifts, yummy cakes, delectable desserts, soulful carols and of course, the Christmas tree. Another thing that reminds one of Christmas is the reindeer. Why not make your Christmas more special this year by feeding a reindeer?

Lapland boasts of about 2,00,000 reindeers, each with an owner. This provides travellers the golden opportunity to visit the reindeer farms. One might choose to feed them some lettuce leaves and take a leisurely stroll through the farms.

## Wander across the Arctic Circle

A visit to Lapland will be incomplete if tourists miss the renowned Arctic Circle.

So, it would be a great idea if one decides to visit the Santa Park that is present in Santa's Holiday Village. Food lovers would be charmed when they participate in the gingerbread-making workshop here. Fans of the popular game Angry Birds can also

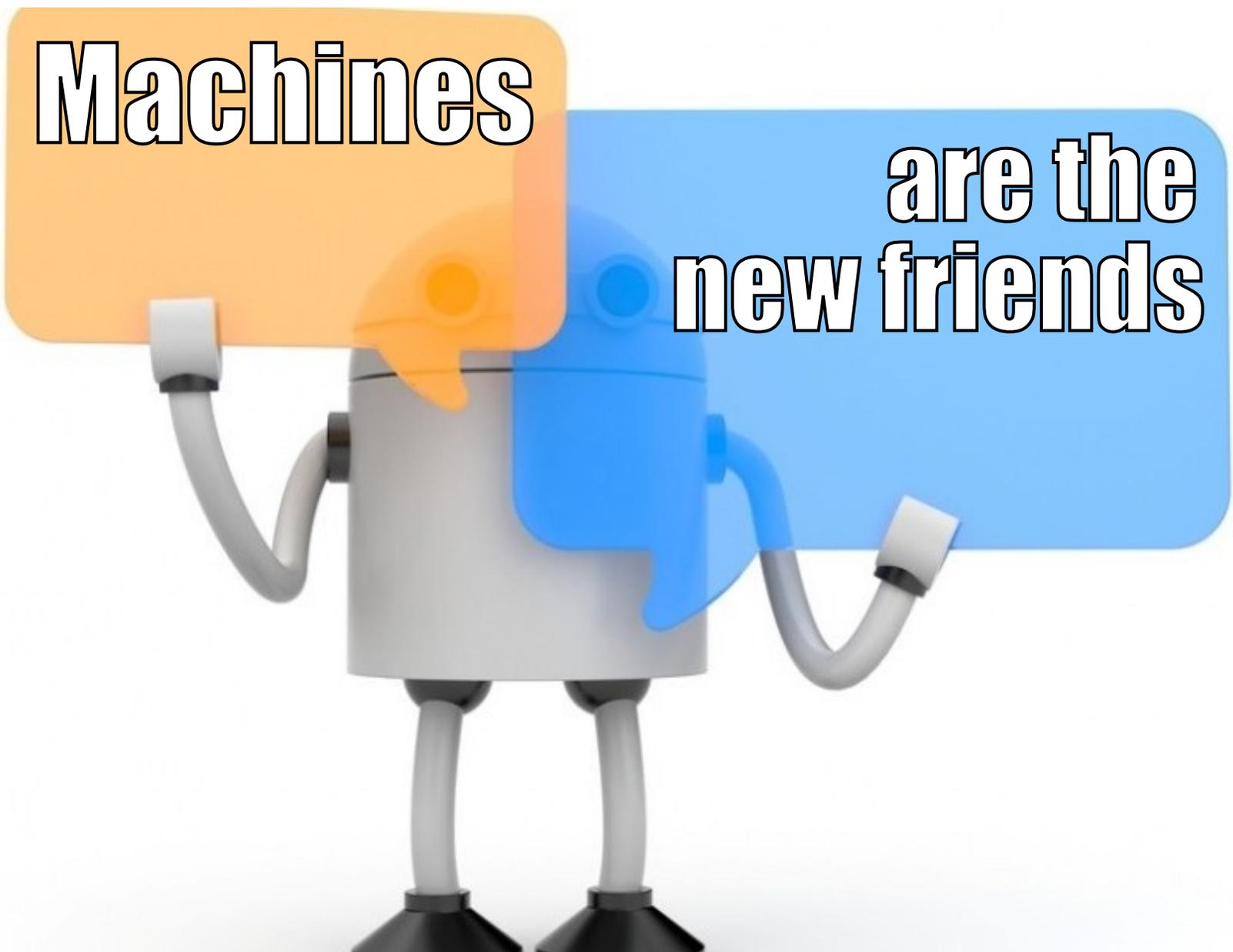
rejoice as they can go to the Angry-Bird themed playground in this park.

Travellers eager to add that extra spark to their Christmas celebrations should not miss out on Lapland's delights. The memory of meeting Santa Claus would be forever etched in the minds of the younger ones!



**A**rtificial intelligence (AI) is a major element in the travel industry and will be majorly responsible to shape the future of the travel sector. As chatbots and virtual assistants like Siri, Google Now and Cortan, humans can now essentially interact with computer software. The concept of the Internet of Things, where devices and appliances

communicate to each-other, will undoubtedly be part of the daily travellers' life. Amazon's Echo and second generation Echo dot is an interesting example of a voice-operated wireless speaker. TripAdvisor plans to roll out full access to its 250 million reviews with restaurant reviews already available via Alexa.



# Machines

# are the new friends

## Are we losing the human element?

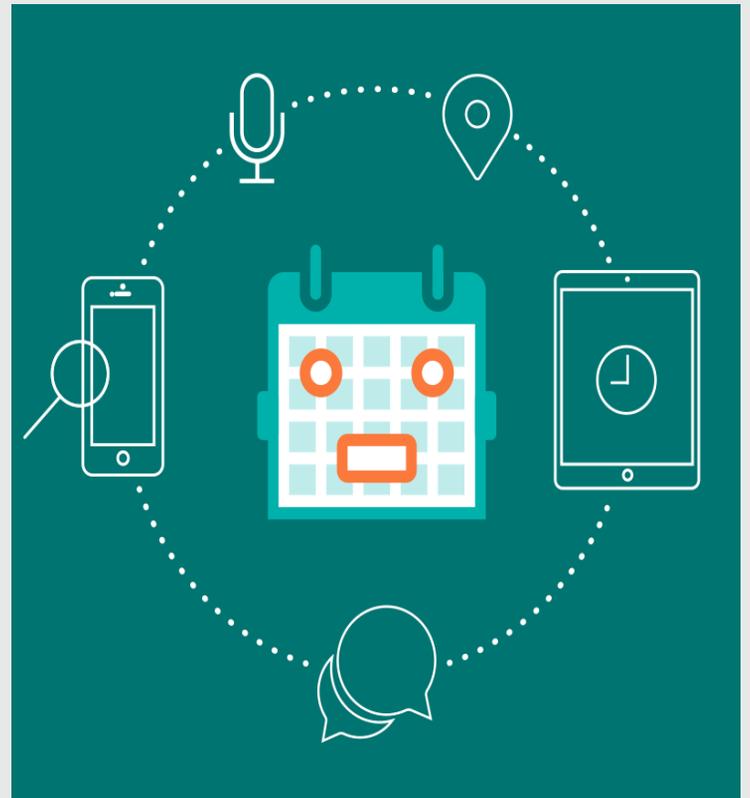
The travel industry is facing a future of personalisation with the improved ability to harness data from disparate sources. It will help to understand consumer behaviour, improve targeting the potential consumers, and eventually face a future of personalisation through automation. The need to ensure that travel brands' interacts with the guests and that the generosity of spirit that travel creates between guests and hosts should be maintained is a constant concern among the travel specialists.

The need to drive economies of scale, keeping in mind the higher frequency of business trips has lead to the greater automation chances amongst the business travellers. This is perhaps not a very accepted idea for the leisure travel for whom social planning element is critical. The transactional element should not surpass the emotional component of customer service, which automation with self-service check-ins and robot butlers might create in the age of overt-technology.

## Is Personalisation getting old-dated?

Personalisation is being embraced by all travel enthusiasts even in today's smartphone age. Undoubtedly, there are some key benefits of new technological developments, but on the hindsight, the long tail of personalisation can never be disregarded. Which is why, the need to redesign hotel formats to provide suites with living room areas for groups is considered by the hotel leaders. Also, to ensure the optimal in-flight experience, the airlines are introducing options for ratings. The move to on-

demand is a trend that has clearly been driven by the sharing economy which has been accepted by leaders from the travel spectrum.



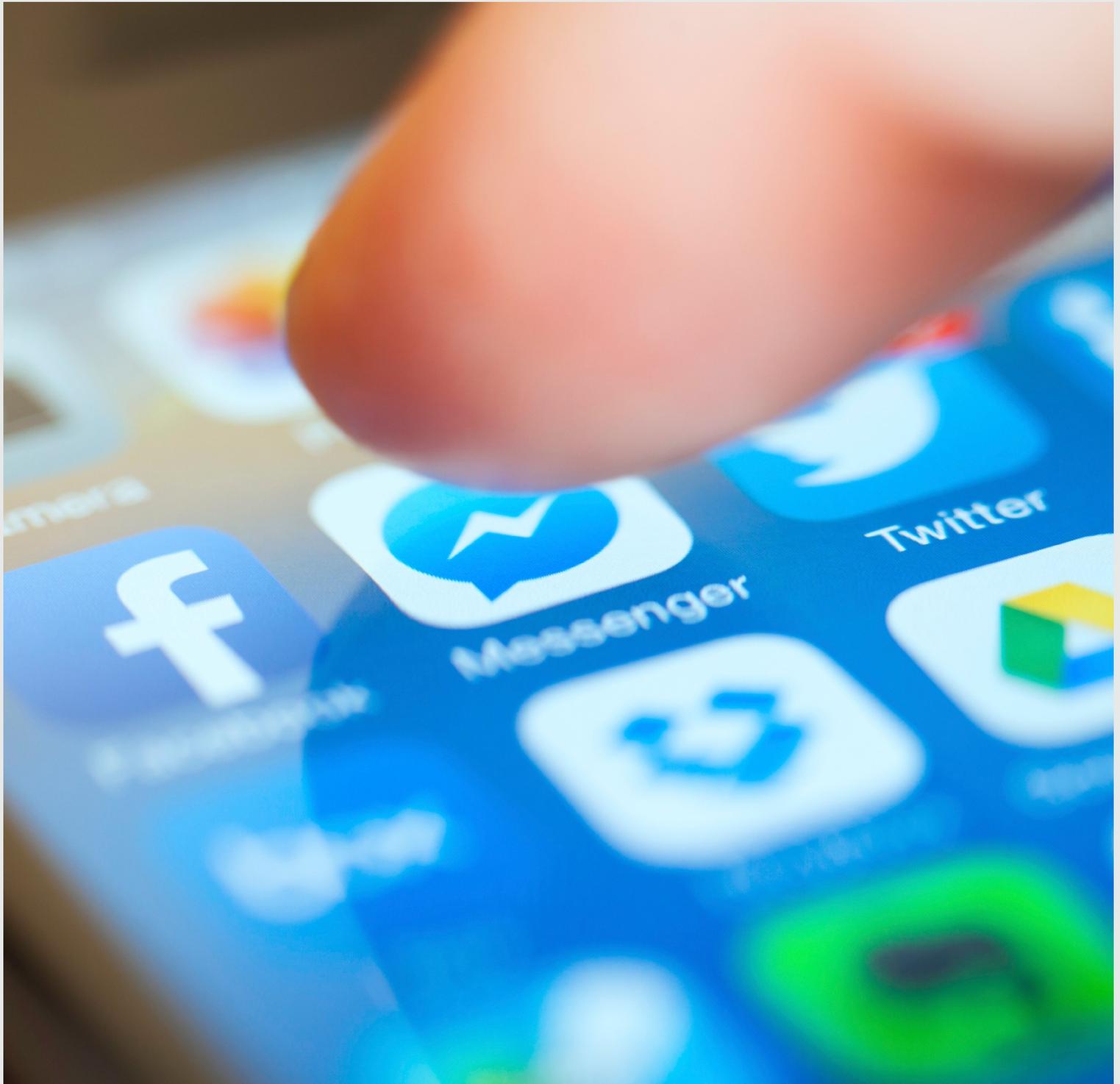
## The future face of the travel industry

The biggest unknown is which companies will ultimately be in control of the consumer. How travellers search, book and experience travel are all expected to see a wide change with tech giants like Google, Facebook, Apple, and Amazon getting in the game. Virtual assistants and voice recognition are definitely the new game changer and personalisation be a different form of entrenchment altogether.

Luxury will continue to be democratised as the latest trends seems to establish. Air Canada has proclaimed that first class to be obsolete. Bangkok Airport already offers airport lounge access for all.

Whether the future belongs to the individual travellers or whether the customised experience of the adopted automation will take over the entire situation, will be answered by time. All we see that

technology in a frictionless way will affect the travellers' life and the millennials will dominate the travel trend.



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# EDITOR'S PICK



## SABRE TRAVEL NETWORK PRESIDENT SEAN MENKE APPOINTED AS EXECUTIVE ADVISOR FOR NEW FEDERAL INFRASTRUCTURE BOARD

**Sabre Corporation's executive vice president and president for Travel Network, Sean Menke,** has recently been appointed as executive member of the National Advisory Committee on Travel and Tourism Infrastructure (NACTTI). The panel was established following last year's surface transportation bill. Menke and other inaugural members will provide insight and industry expertise on key travel and transportation decisions from the recently elected Trump Administration.

Anthony Foxx, U.S. secretary of transportation, recently announced the appointment of Menke along with twelve other members of the U.S. Travel Association. The representatives of the national, non-profit organization advocating for all stakeholders of the travel industry, will all join the NACTTI advisory board of 25 appointees that will assist the U.S. Department of Transportation in developing policy recommendations and strategies to improve travel infrastructure and mobility.



## ***BOEING NAMES NEW SENIOR LEADERS***

**Boeing Chairman, President and CEO Dennis Muilenburg named Kevin G. McAllister President and CEO of Boeing Commercial Airplanes,** succeeding

company Vice Chairman Ray Conner in that role. Muilenburg also appointed Stanley A. Deal president and CEO of Boeing Global Services, a new business unit to be formed from the customer services groups within the company's existing commercial airplanes and defense, space and security business units. McAllister joins Boeing from GE Aviation. Deal is a veteran Boeing executive.

Conner, 61, will continue to serve as Boeing vice chairman through 2017. He will work closely with McAllister in the months ahead on a purposeful hand-off of customer, supplier, and community and government relationships, and to ensure continuity of operations and customer support. Conner also will provide strategic oversight and guidance for the company's transition to a single integrated services business and remain involved in ongoing product development strategy at Commercial Airplanes.



## **ALEXANDRE GOUVÊA TO LEAD TRANSFORMATION OF SITA GLOBAL SERVICES**

**Global air transport IT provider SITA announced that it has appointed Alexandre Gouvêa as Senior Vice President,** SITA Global Services (SGS) reporting to CEO Barbara Dalibard. He joined SITA on 1 November 2016. In his new role, Gouvêa will be responsible for maintaining and enhancing SITA's service delivery to its 2,800 customers across 200 countries and territories while driving efficient and effective delivery of new infrastructure and services. Gouvêa will lead a team of more than 2,000 aviation specialists and engineers that will oversee the delivery and management of numerous complex IT systems across airports, airlines and on aircraft. SITA's portfolio covers everything from managed global communications and infrastructure services, to eAircraft, passenger management, baggage, self-service, airport and border management solutions.

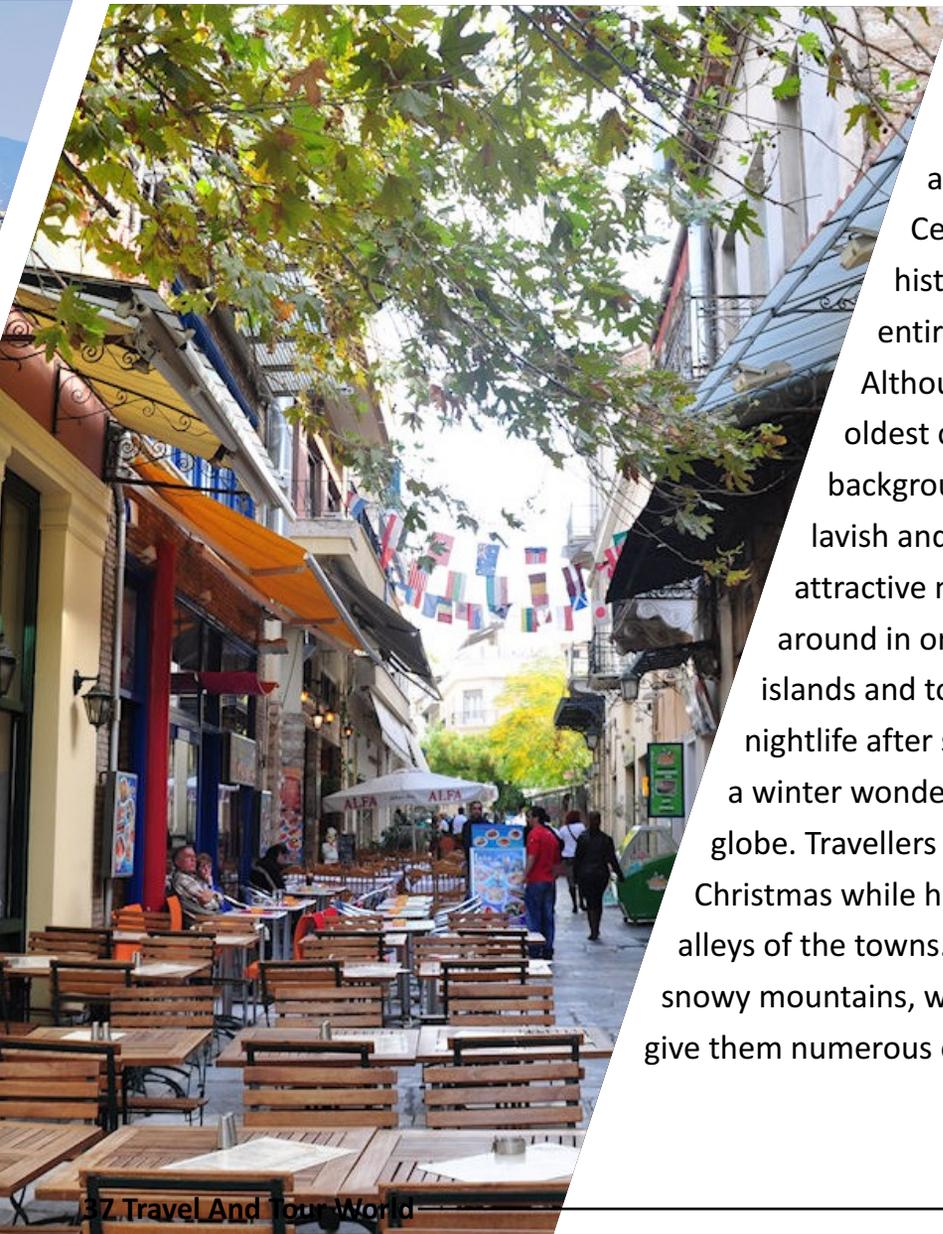
Gouvêa, who brings to SITA more than 30 years of experience in the air transport and IT sectors, joins SITA from the Atos Group where he was CEO for Latin America (LATAM) and Member of the Group Executive Committee. Previous roles include SVP Customer Services & Operations for Orange Business Services where he was responsible for all services delivery (Data, Voice & Video Network Services plus Information Technology/IT Services) worldwide and SVP Customer Care & Integration Services for Equant.

# Enchanting Athens



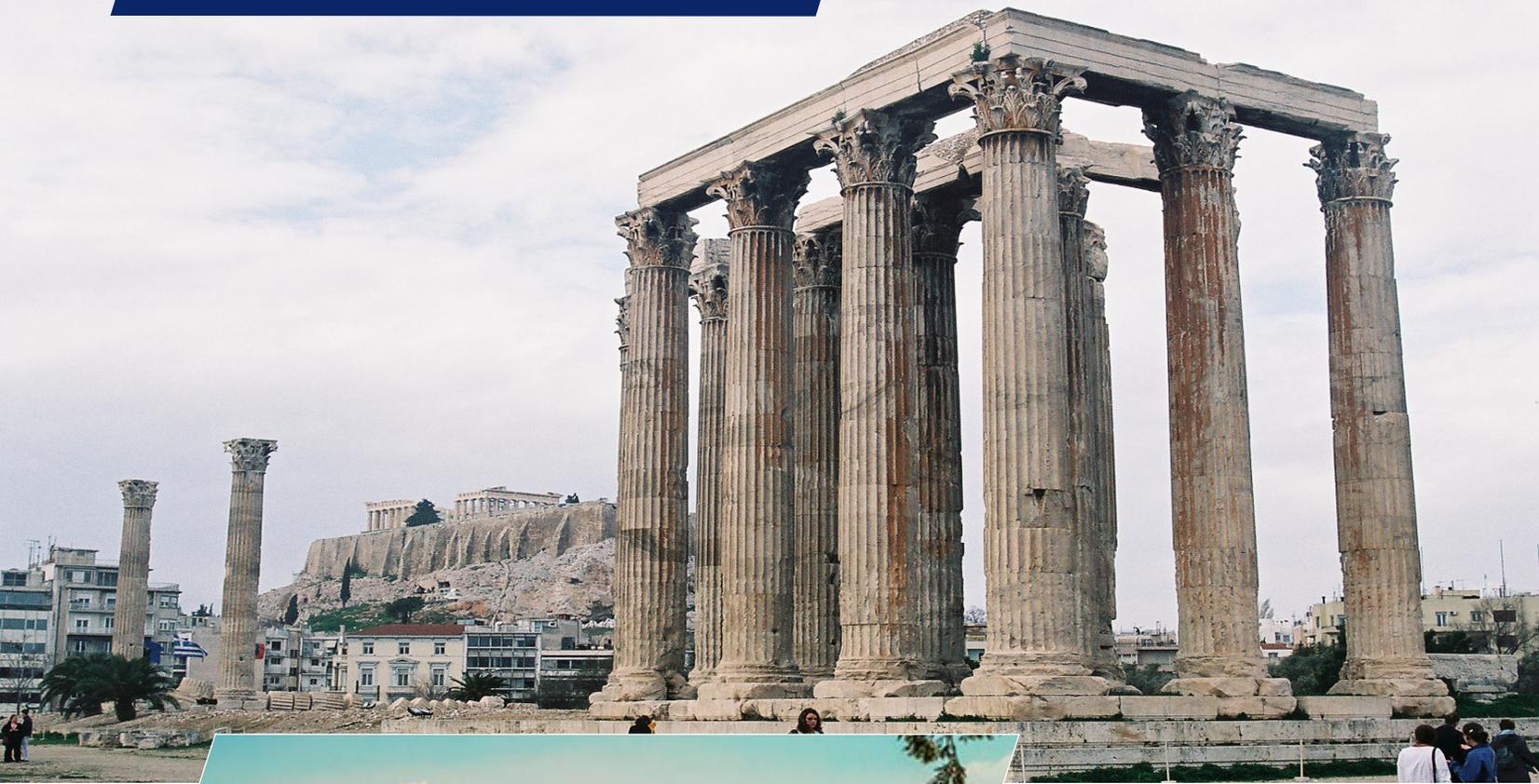


The majestic city of Athens is not only the capital of Greece but also the historic capital of the entire continent of Europe. A number of ancient buildings and archaeological monument 'Acropolis' tell the tale of glorious past to the globetrotters.



The city draws a wave of wonderers to the UNESCO World Heritage Site 'Acropolis of Athens', which carries the history of the ancient civilization that dates back to the 5th Century BC. Apart from Acropolis, splendid historic monuments that are spread across the entire city take the travellers to a stage of ecstasy. Although the city is considered to be one of the oldest cities in the world with enthralling historical background, in recent years, the city has received a lavish and modern makeover in order to become an attractive metropolis. World travellers are able to roam around in order to explore the monuments, beaches, islands and towns during the day and they can explore the nightlife after sundown. The ever beautiful city of Athens is a winter wonderland for the holidaymakers from around the globe. Travellers will be able to immerse in the spirit of Christmas while hanging out in the restaurants or strolling in the alleys of the towns. Those, who like the idea of skiing in the snowy mountains, will be beaming with joy as wintery days will give them numerous opportunities to get that rush of adrenalin.

# PLACES TO EXPLORE



The capital city of Greece offers numerous attractions to the globetrotters. Thus, it is very difficult to choose just a few. However, here are some of the top tourist attractions that one cannot afford to miss while exploring the Greek capital of Athens.

## *Temple of Olympian Zeus*

**The Olympeion temple** is considered to be the largest temple in ancient Greece. At present, travellers will be able to see only fifteen gigantic columns, standing at the marvellous ancient temple. The temple is easy to locate as it is placed near the Athens Gate. Apart from the temple, one can also visit the ruins of the Themistokles' wall and the Roman baths in the north of the Olympeion.

## *National Archaeological Museum*

It takes just a 45- minute walk to reach the museum from Syntagma. One can witness ancient sculptures, pottery, jewellery and most importantly, the Antikythera Device, which is a 2000- year old computing device.

## *Mount Lycabettus*

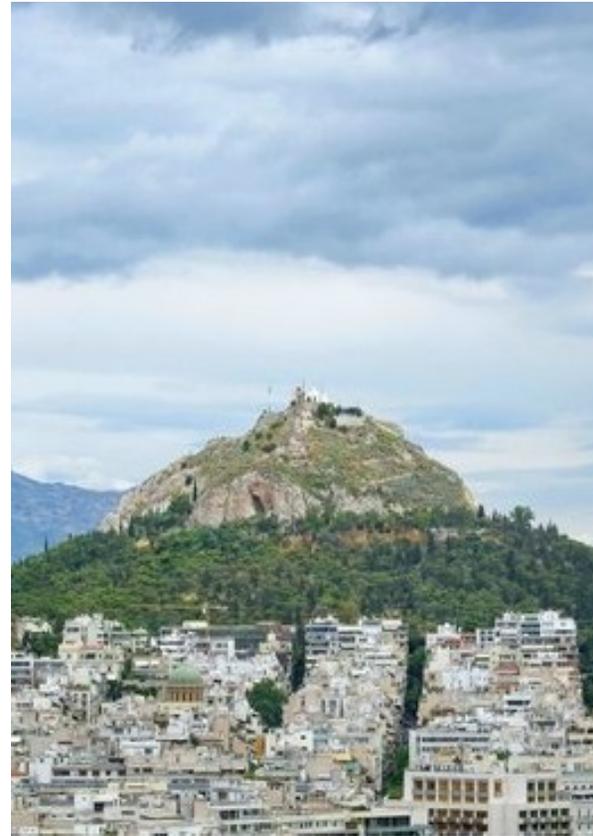
The lustrous green Mount Lycabettus is placed in the geographical centre of Athens. One can enjoy an astounding view of the entire region from the top of the mountain while sipping coffee at the hilltop cafe. There is also an amphitheatre, which showcases a number of famous musicians or bands. Those, who do not like to hike to the top of the Mount Lycabettus, can take the train ride that will take them to the top.

## *Acropolis*

The trip to Athens will never be complete if the traveller misses to visit the Acropolis. Acropolis was the centre of the city in the past and it functioned as a citadel from the hilltop. One can walk uphill through the streets from Plaka and reach the historic ruin. Even during the chilled December, travellers will be able to see greenery around the ancient ruin. While you are visiting Acropolis, do not forget to visit Parthenon.

## *Plaka*

Plaka is the oldest neighbourhood of Athens. Travellers must visit this part of the city in the evening, where they will be able to explore numerous shops and workshops. One can also keep on having mouth-watering food items and lip- smacking drinks as the neighbourhood is full of restaurants and ouzeries. Travellers can also opt for the out-door Cine Paris.



## Temple Of Poseidon at Sounion

One must try and visit the **hilltop Temple of Poseidon**, which provides an enchanting view of the blue sea. Apart from the graffiti of Lord Byron, the wanderers will be able to enjoy an outstanding sunset from the temple, dedicated to the God of the Sea. One can spend a lazy afternoon at the beach below the temple.



Apart from numerous historical ruins, monuments and museums, the city of Athens also offers a number of shopping destinations, eateries, pubs and night clubs to provide a complete package to the world travellers. Travellers can either explore the city like a backpacker or they can spend a good amount of money to enjoy a lavish holiday.



**Top tech trends  
that revolutionized travel in  
2016**

Most travellers would not be able to recall the last time they had booked a plane ticket with the aid of a travel agent. For, online booking, one of the best blessings of the modern, hi-tech era, has simplified travelling considerably. However, online booking is just one of the several travel technology trends that have revolutionised travel in 2016. Right from drone photography, driverless cars to virtual reality-based tours – technology continues to tempt the modern-day tourists!

In other words, technology plays a crucial role in moulding the way globetrotters plan their vacations.

This is one of the main reasons why travel agents should be abreast with the latest offerings of technology in the field of travel. If they are aware of the new trends, their clients would be assured of superior quality services and a greater amount of convenience as they go about exploring new destinations.

### **Virtual Reality travel**

One of the much talked about trend in 2016 is the concept of virtual reality-based travel (VR), complete with VR headsets.

Industry experts are contemplating if the introduction of this brand new travel technology would eliminate the interest of physical travelling! Of late, Marriott has started exploring virtual travelling technology.

VR permits curious armchair tourists to travel to far-flung tourist locales. It presents an impressive experience to travel enthusiasts. In addition, it also

motivates them to make wiser travel decisions as they are capable of indulging in a virtual tour. Though it is slightly similar to utilising Google Maps, virtual reality tours are growing popular as it offers a more realistic experience.

### **Faster Wi-Fi**

Tourists of the 21st century seem inseparable from their gadgets! There is a constant need to be connected to the world, be it through mobile phones, tablets, laptops or smartphones. So, many airlines companies have started offering faster Wi-Fi services to their passengers. This year, Gogo has made way for in-flight Wi-Fi that delivers speed of up to 700 Mbps. On the other hand, Boingo has made sure that several airports in New York, Chicago and Boston are equipped with Wi-Fi with a speed of about 20 Mbps.



## Drone photography

The FAA (Federal Aviation Administration) had predicted that the year 2016 would witness the utilization of 1 million drones.

Naturally, a generous amount of travellers seem to be charmed by the trend of capturing spectacular aerial shots thanks to the new-found wonder in the form of drone technology. Drones are truly favorable gadgets since they offer unique views that no regular camera or even a smartphone would be able to capture! Drone photography is even possible with the help of a selfie stick.

## Personalized travel

Another trend that is gaining momentum gradually is the idea of personalized travel.

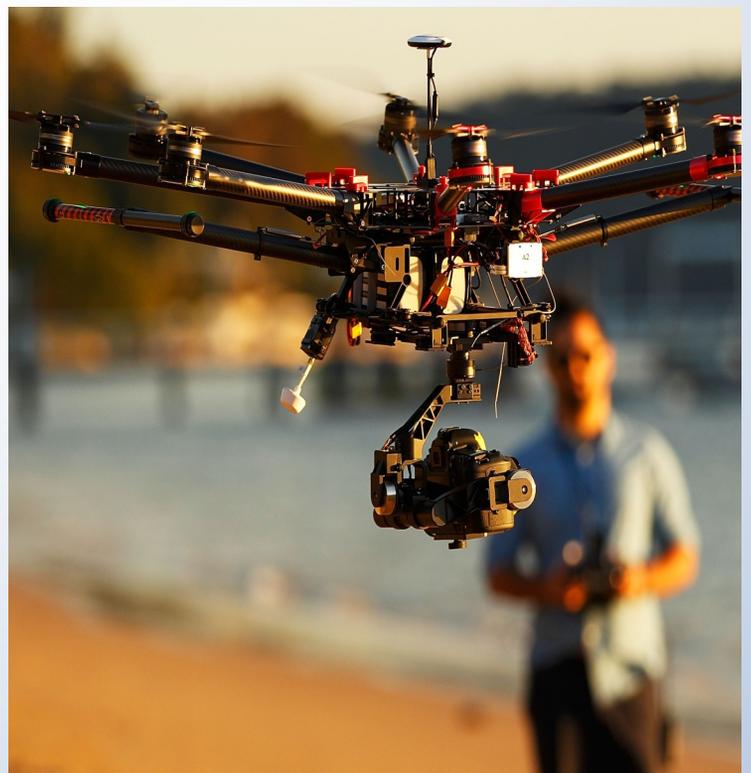
For instance, hotels have started analyzing the preferences of guests who drop in frequently. This is done through a website or an app, and later, the hotel implements the preferences for future stays thereby enabling greater consumer satisfaction. Disney has also started relying on this technology, especially in its amusement parks, known as 'MyMagic+' that is a wristband system. The wristband system collects information from people when they are online to customize services for each of the visitors.

## Automation

The travel industry is now experimenting with more self-service options. This however, does not imply that the reputed hotel chains are restricted to the utilisation of robots! Right from concierge, check-ins

to housekeeping requests, renowned brands like IHG, Hilton, Starwood and Marriott has kickstarted a new trend that does not requires hotel guests to interact directly with the staff. A similar system has also been adopted by some airlines and airports, wherein passengers can do everything on their phones.

Technology not only goes a long way in ensuring speed, but it also paves the way for an eco-friendly travel, while promising a safe journey to travellers. For instance, in the next two years, a special 'Lilium' airplane is scheduled to be released. This plane is completely electric. And, it has immense potential to modify the façade of luxury travel in the next few years! The Lilium plane is a green, private airplane that aims to minimise the environmental impact to a great extent and very soon, this technology will find its way in commercial as well as luxury airlines.



### Javier Galan

Senior Digital  
Marketing Manager

OTHER LEVELS



OTHER LEVELS

**Travel And Tour World:** What exactly is 'second-generation digital marketing'? Does this mean that OtherLevels is more targeted towards millennial travellers?

**Javier Galan:** For many years, marketers and CRM professionals mostly communicated with their users via email and SMS. In fact, many still do! However, as technology evolved, it provided new forms of communication with users. An example is the usage of the ubiquitous push notifications via smartphones or the more recent Web Push notifications that can be delivered to users' computers even if they aren't currently visiting your website. There has also been a substantial evolution of previously existing features like Pop-ups which made these smarter forms of communication thanks to the usage of real time segmentation and personalisation. Finally, today there is much buzz about brand chatbots in messaging applications and we have no doubt the digital messaging field will keep on evolving.

This plethora of messaging types in such post-

binary messaging environment is what we refer to as the second-generation digital messaging. It's a more complex scenario that might cause headaches to many professionals, but it also offers great rewards to those who are keen to take advantage of it!

It can be argued that such change in paradigm has been driven by millennial as their 'post-device' world results in expectations such as to be communicated where they currently live. Yet it would be naive to expect non-millennials to be satisfied with traditional digital messaging as they also own multiple devices and have high expectations, so companies attempting to communicate with their users only via email will probably fail to get their message to their users.

In that sense, OtherLevels is a platform for companies trying to reach all users regardless of what generation they belong to.

**Travel And Tour World:** Could you please elaborate on the variance of digital marketing practices between speciality booking brands and larger hoteliers?

**Javier Galan:** We believe both booking brands and larger hoteliers aim to solve the same problem: to stop reacquiring the same customers every trip or holiday season. We're confident nothing frustrates a travel marketer or CRM professional more than finding it out you've paid for a user you already had in your database! The problem is that many of those travellers have a predefined habit when starting their booking journeys that is very difficult to change, and Google and TripAdvisor are high on that list. From our experience in the field, we've seen some divergences in how booking sites and larger hoteliers use digital messaging to tackle this problem:

Hoteliers are keen to differentiate themselves with superior experience by adding digital messaging to the overall experience. For instance, IHG - one of our clients - uses geofencing to trigger push notifications as you get near the hotel and therefore provide a genuinely positive and even refreshing experience. This makes sense as their advantage is that they own the booking information and service. Furthermore, they can also implement beacons in their rooms, lobbies and even use their existing partner network such as nearby attractions.

Booking sites on the other hand tend to have more information on past trips of the user and usually a wider range of products on offer. Furthermore, they

can use their price comparison to draw users' attention. Through the execution of these practices above, they demonstrate how they add value and aim to get closer to the beginning of the initial booking journey. Yet both booking sites and hoteliers also try to guess when aiming to message users just as they start their trip booking and so, the right digital messaging vendor can be the difference between a booking and an unhappy user.



**Travel And Tour World:** What is 'Intelligent Messaging solutions' and how does it engage travellers/customers?

**Javier Galan:** Some travel brands, CRM and digital messaging vendors attempted to get smarter by creating user journeys. 'If the email sent to the user doesn't do the trick, send an SMS 24 hours later.' However, in an ever evolving environment where suddenly you have a myriad of messaging types at your disposal, it's futile to pretend to design user journeys for every single scenario across multiple messaging types. Should you review hundreds of journeys if you were to add a new messaging type? We believe this is an anachronistic practice and these companies are aware of this but tout their user journey capabilities to amortizar their investments.

We believe where and how the user received the message is irrelevant: what is important is that the user received your message and that it led to the action you desired. For this reason, we invested many resources in machine learning applied to the field of digital messaging to achieve Intelligent Messaging: Using unique user behavioural data and our ability to individually track the client specified conversions in combination with machine learning, we're able to deliver the message to the traveller at the right time on the right messaging channel.

It could be that some users respond better to upsell messages via Push Notifications in the morning, whilst others might respond negatively to those and popups work well for them as they are regularly visiting your site. Attempting to draw a customer journey specific to each user is impossible, which is why we believe engaging users with Intelligent Messaging is the answer.

**Travel And Tour World:** Has the mass expansion in the use of mobile services by the travellers affected the traditional agencies?

**Javier Galan:** Technology as a whole has transformed the travel industry beyond what we have ever seen before, to the detriment of the traditional travel agency. Planning a trip has become a much more 'self serve' and on the go experience which, much like many industries, plays very nicely into the hands of mobile.

Therefore, in short the answer is probably yes, however, there is still a space for the traditional

agency, provided they move into this technology cosmos and offer their services where their customers are; on the web, on their mobile browser or in an app. With so much choice and noise in the industry, it becomes overwhelmingly difficult to book a dream trip and this is where the services of an agency are still valuable, provided they are operating in the correct environment, which is increasingly mobile.

**Travel And Tour World:** How is this new digital trend shaping travellers' behaviours?

**Javier Galan:** Travellers nowadays rely on their smartphones, tablets and computers to keep them updated and in the loop. More so now, than ever before, we expect information to reach us automatically, at the right time and to the right device. Airline apps notify users of gate number, delays and upgrade offers while you're waiting for your flight. Hotel apps send you their breakfast menu when you arrive for check-in.

This has caused the technological traveler to expect relevant information to reach them based on where they are and what they are doing. Therefore, travel apps and websites need to make sure they are hyper-targeting messaging and carefully choosing the time and device to reach their user base in order to maximise the potential ROI from their messaging campaigns.

# India's Biggest Travel Show Network



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



Since 1989, it provides annual marketing platform and opportunity to network with the travel trade in all major cities. OTM is India's biggest travel trade show on the basis of number of participants, visitors and rented area. It is held every year in February, in Mumbai, the largest source market of Domestic and Outbound tourists. This is in addition to the TTF Mumbai in pre-diwali high season in September.

More than 2,500 Exhibitors from 80 Countries and 36 Indian States / Union Territories have participated in our TTF and OTM branded shows, making us the leading travel trade show organisers, with about 50% market share.

## Participation Package

Rate / sq m :	National	International/NTDs
A. TTF Ahmedabad	₹ 21 500*	USD 325*
B. TTF Surat	₹ 21 500*	USD 325*
C. TTF Mumbai	₹ 21 500*	USD 325*
D. TTF Pune	₹ 21,500*	USD 325*
E. TTF Chennai	₹ 21 500*	USD 325*
F. TTF Bengaluru	₹ 21 500*	USD 325*
G. OTM Mumbai	₹ 23 500*	USD 395*
H. TTF New Delhi	₹ 21 500*	USD 325*

- Add 10% for Corner, 20% for Peninsula and 30% for Island Stand.
- Add 25% premium for Extra Upper Floor Area, if any. \* Service Tax extra.
- \* Payment is due at the time of booking.

## Schedule

### 2016

TTF Ahmedabad : 2, 3, 4 Sept  
 TTF Surat : 9, 10, 11 Sept  
 TTF Mumbai : 16, 17, 18 Sept  
 TTF Pune : 23, 24, 25 Sept

### 2017

TTF Chennai : 6, 7, 8 Jan  
 TTF Bengaluru : 13, 14, 15 Jan  
 OTM Mumbai : 21, 22, 23 Feb  
 TTF New Delhi : 27, 28 Feb, 1 Mar

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# Global travel trends for



# 2017

**A**s a tour provider or travel operator, one needs to cope up with the ever-changing travel trends. Be it for the millennials or for the traditional business travellers, it is always advisable to be aware of the upcoming travel trends. How to adapt your tours or activities to take advantage of the latest trends is worth knowing.

## Travel is getting more mobile

Although the main reason for travelling is to get a relaxed life from the regular hustle bustle of the urban mix but so has the world become that there is hardly any scope to escape technology. Staying connected even while travelling has become imperative for travellers. Be it flight reservation or hotel bookings, it won't be an exaggeration to say that travel has become more digital. You do not belong to this generation if you are not posting your travel updates on Facebook for your friends or colleagues to know what you are doing 'now'. To avoid leaving your clients in the lurch, it's wise to make a thorough research of the destinations, so that you can inform your clients about spots with patchy network!

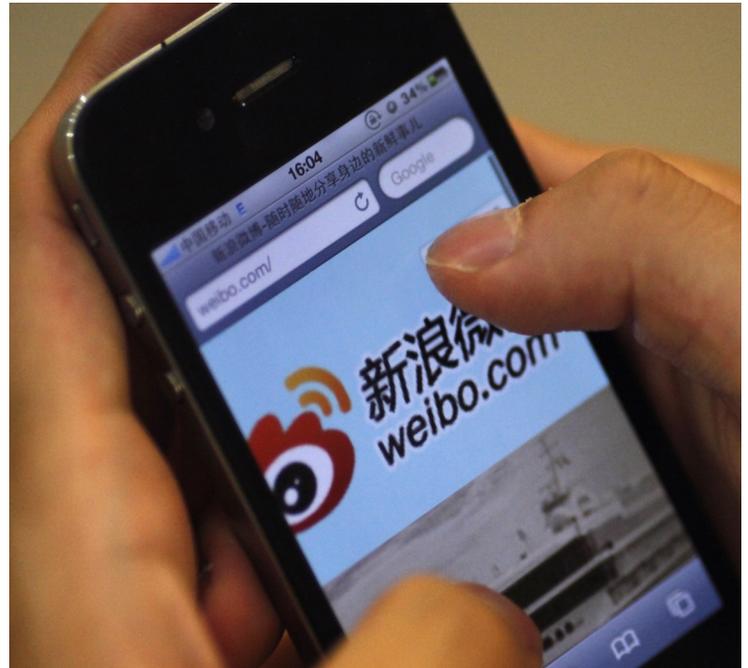
## Chinese market as a strong contender

The number of Chinese tourists travelling abroad is constantly increasing and by 2020, it is expected to double in figures which could be as high as 234 million. It's not just the figures but the expenses too will be growing. When planning travel, Chinese tourists tend to look for companies with a social media presence on networks such as Weibo, QZone and Kaixin00. Online mobile-optimised booking experience is also a contributing factor for the growth of the tech-savvy tourists. .

## Unplugging from the regular life

There is also a certain section of tourists who want to enjoy a 'detox' holiday by completely signing off

from their work desktop during holidays. The shift from the “always on” traveller has begun and about 72% of UK travellers switch off their cells during vacation. However, this still remains the traveller's own choice as WiFi is still a key requirement for many tourists. Thus for the hoteliers and destinations, it is necessary to strike a balance.



## Discovering unexplored places

Untouched, unique places help to create unforgettable memories. So millennial, with a lengthy travel bucket list might feel to explore and plan vacations in the places less went. Push the boundaries of your comfort zone is the mantra for the new age travellers and 2017 might see this regaling trend. So the DMCs and the tour operators must pull their socks up and look for newer places with fewer people.

## Less barrier means more travel

The world is getting even more connected and is truly achieving what it meant when communication just started - global village. Cheap flights make weekend breaks in foreign destinations easier than ever. The smartly intelligent translation apps are

dissolving language barriers of the places travelled. 2017 will definitely see a rise in international business travel due to globalisation and an increase in multinational organisations. Travelling for career breaks will also be an added reason in the world travel trend.

It's not always about attracting foreign tourists to the country but any traveller can be made happy if they are given the essence of indigenous travel. Google searches of “staycation” were up 10% year over year from 2011-2014 and are predicted to see a rise in the coming years as well. Providing locals with a new experience or insight can also help to improve the TripAdvisor ratings! Let millennials be ambassadors for the DMCs' business.



**W**ildlife is undoubtedly one of the most amazing creations of Mother Nature. Not only do they beautify our planet marvelously, but these awe-inspiring creatures also play a crucial role in ensuring a steady ecological balance. Just imagine the fate of your fellow humans in a world that is devoid of these precious specimens of nature!

And the bad news is the wildlife population all across the world has been depleting steadily, just like the green cover. Researchers from the Zoological Society of London and WWF have analyzed that the populations of wildlife have slumped by 58% in the period between 1970 and 2012. They have also added that by the year 2020, this figure is expected to rise by 67%. According to these researchers, extreme pollution, hunting and

the destruction of wildlife habitats are among the major culprits that would gradually trigger the doom of animals!

Aiming to check the rapid deterioration of the wildlife statistics, wildlife enthusiasts have been making serious efforts to conserve the endangered species as well as the ones that are on the blink of extinction.

# Conserving nature today protecting our tomorrow



## Europe's efforts to conserve wildlife

Wildlife lovers looking forward to treat their senses to spectacular landscapes and breathtaking views of Mother Nature should certainly visit the numerous national parks of this continent. Quite often, travellers to this region end up overlooking these beautiful places. But then, nature lovers would absolutely fall in love with these impressive national parks.

### Kalkalpen, Austria

About four-fifths of Kalkalpen National Park is dominated by forest regions and therefore it forms the largest forested areas in central Europe. Gorges, canyons and dense trees form this lush forest region

that boasts of fascinating natural beauty. Lucky tourists would be able to catch sight of black grouse, pygmy owls and other forms of wildlife. Visitors would be able to enjoy the panoramic views here from the Wurbauerkogel viewing tower.

### Bavarian Forest, Germany

Located in Germany along the borders of the Czech Republic, the Bavarian Forest is the largest forest region of Europe! No wonder, it comprises nearly 10,000 species of wildlife. Not only would visitors be able to enjoy a sneak peek at the wild beasts, but they would also be able to enjoy certain activities like cycling, cross-country skiing and also hiking. Visitors are permitted to go for wildlife camping.





### **Olympus National Park, Greece**

Mythological accounts state the high peaks and gorges of Olympus that is the highest Greek mountain was once the residence of the twelve ancient Olympian gods. It was declared as a national park in 1938. And, it aimed to protect the natural landscapes along with the flora and fauna of this part of the world. Today, this national park is quite renowned in Europe, and all across the world. It was officially declared a biosphere reserve in 1981 by UNESCO.

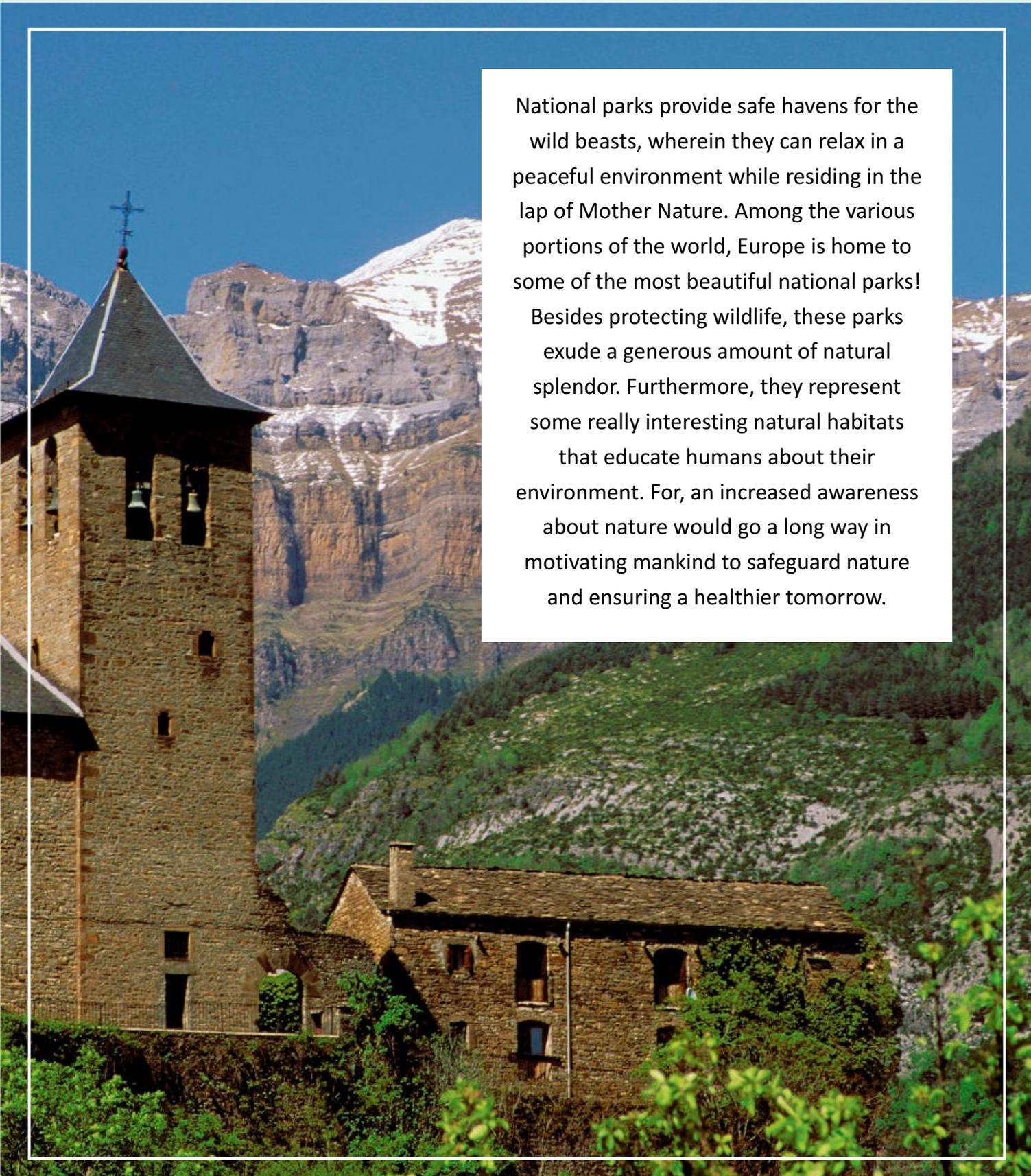
### **Oulangan Kansallispuisto – Finland**

Oulanka National Park, known as Oulangan Kansallispuisto in the Finnish language is a stunning national park that is located in Finland. Visitors would be lucky enough to come across hundreds of reindeer that are conserved in this park, if they join

a 50-mile trek for a week! Hikers are welcome to stay in huts for free along the way. Endangered species like wolverine, lynx and bear can be found here. Rare birds like capercaillies and Siberian jay also wander about in this national park.

### **Ordesa National Park**

Referred to as the oldest national park of Spain, Ordesa is known to offer the best hiking trails in the Pyrenees. A large number of British tourists are yet to unearth the marvels of this park. Pyrenean ibex was the most important wildlife species of the park. Unfortunately, this creature had become extinct in January 2000. The Pyrenean Desman or water-mole, boar, marmot and birds like royal owl, hawks, griffon vulture, the bearded vulture and golden eagle are being preserved in the Ordesa National Park.



National parks provide safe havens for the wild beasts, wherein they can relax in a peaceful environment while residing in the lap of Mother Nature. Among the various portions of the world, Europe is home to some of the most beautiful national parks! Besides protecting wildlife, these parks exude a generous amount of natural splendor. Furthermore, they represent some really interesting natural habitats that educate humans about their environment. For, an increased awareness about nature would go a long way in motivating mankind to safeguard nature and ensuring a healthier tomorrow.



# WORLD FESTIVAL

## Amsterdam Light Festival

**Where:** Amsterdam,  
The Netherlands

**When:**  
1st Dec-22nd Jan

During the dark winter months, Amsterdam comes to life with a spectacular open-air exhibition called Amsterdam Light Festival. The 55-day event gathers the best national and international light artists to showcase their work throughout the city center and along its picturesque canals. This year, the festival takes place from the 1st of December 2016 to 22 January 2017, and all the fabulous sculptures and art installations on display will gravitate around two different themes: Water Colors and Illuminade.



## Hmong New Year

**Where:**  
Laos, Vietnam and  
Thailand

**When:**  
Early December

Early December sees a New Year celebration unique to the culture of the Hmong people, one of the largest ethnic groups residing in Northern Laos, Vietnam and Thailand. The event takes place at different times each year as the timing depends on the harvesting of the rice. The superstitious beliefs of the Hmong people mean that the festival must be at least three days long, as it is bad luck for events to last for an even number of days. Celebrations have been known to proceed for a month and a half! Existing as both a religious and social event, it's a huge festivity for the Hmong people, as it's one of the only times that they have a break from farming during the year.



## Altitude Comedy Festival

**Where:**  
Mayrhofen, Austria

**When:**  
11<sup>th</sup> -17<sup>th</sup> December

From 11th to 17th December 2016, the lovely Tyrolean ski resort of Mayrhofen becomes home to Altitude Comedy Festival, a one-of-a-kind event that combines the adrenaline rush of the ski slopes with some of the biggest comedians in the world. Expect excellent skiing and snowboarding along with fantastic stand-up and musical comedy, late night parties, and great atmosphere.

This is the first edition of Altitude Christmas – The Funniest Show on Snow, so there will be plenty of festive lights, shopping, and holiday cheer.



# Christmas

**Where:**  
All over the World

**When:**  
25<sup>th</sup> December

Christmas is an annual holiday celebrated by people irrespective of their religion, on 25th December, in the major part of the world, to celebrate the Nativity of Jesus Christ. Christians believe that Jesus is the son of God, the Messiah sent from Heaven to save the world. Christmas is a festival that fills joy, happiness and love in people's life. On this day, people go to church, sing carols, take part in special religious services, exchange gifts, decorate their homes with holly, mistletoe, lights, flowers and Christmas trees and organize family gatherings. On the Christmas Eve, churches around the world hold evening services. At midnight, most churches hold special candlelight services. Santa Claus is a popular character in the Christmas celebration who brings gifts for the children.



## New Year's Eve

**Where:**  
All over the world

**When:**  
31<sup>st</sup> Dec -1<sup>st</sup> Jan

In the Georgian Calendar, New Year's Eve , the last day of the year, is on December 31st which is six days after Christmas Day. In many countries, New Year's Eve is celebrated at evening social gatherings, where many people dance, eat, drink alcoholic beverages, and watch or light fireworks to mark the new year. Some people attend a watch night service. The celebrations generally go on past midnight into January 1.

# CONVENTA

## SHOW HIGHLIGHT

**When: 18 – 19 January**

**Where: Ljubljana, Slovenia**

**T**he 9th Conventa, New Europe Exhibition for meetings, events & incentives, will be held from 18 to 19 January 2017, in Ljubljana, Slovenia. The show will welcome around 400 meetings providers from New Europe, 250 hosted buyers from Europe and for the first time ever also a selected group of buyers from the USA.

Conventa is not only a trade show that offers providers a business-oriented platform to develop individual business relationships with targeted meeting industry audiences in a cost- and time efficient manner, but it is also a meeting point of New Europe filled with energy, warmth and great hospitality. It is a place where personal experience is what matters most, where business is flourishing, knowledge is acquired and good time is guaranteed.

Meeting providers looking to present their services and meeting planners applying for hosted buyer programme can still register on-line. The One2One system for pre-scheduling meetings will open in the middle of December.

The best of the best will be awarded Excellence will be highlighted at Conventa 2017 as Kongres Magazine in collaboration with Conventa trade show opened submissions for the Meetings

Star awards category – best event. Organizers of mind blowing events from New European region are invited to enter the competition that will for the second year in the row acknowledge the best in the event business. The winner will be announced in January 2017 during Conventa trade show.

Open your business horizons at Conventa 2017 Travel enthusiasts will get the whole package at Conventa like trade show, educational modules, social programme, 11 fam trips and more. In only 8 years Conventa attracted 1.974 international hosted buyers from 46 countries and 1.037 exhibitors from 17 countries of New Europe! Join crème de la crème of the meetings industry in the beginning of January, in Ljubljana, Slovenia.



CONVENTA

Explore. Meet. Create.



Singapore will continue to be home to the next three editions of the region's leading travel trade show – ITB Asia. Messe Berlin (Singapore), the organisers of the event, have announced the extension of its milestone partnership with the Singapore Tourism Board (STB) from 2017 – 2019, as it looks to continue supporting ITB Asia's impact in the region, bringing a full range of innovative travel products, services and high powered content that cater to new and growing segments in corporate, leisure and MICE travel.

This also marks Singapore as the official partner country for 2017, acting as a platform designed to showcase the best of the country to thousands of travel industry leaders from Asia and around the world. Singapore commands an enormous presence in the world today and is lauded as one of the most influential and fastest growing travel market. ITB Asia's well-known existence here over the past eight years will continue to see the creation of seamless business connections for the industry.

The next three editions of ITB Asia will take place from 25 – 27 October 2017, 17– 19 October 2018 and 16 – 18 October 2019.

“Next year, ITB Asia will be momentous as we celebrate the show's 10th anniversary. Visitors, delegates and partners can expect a dedicated 'Corporate Travel Day' and 'Hotel Day', lined up with

an exciting full day of conference programmes catered to these fast-growing sectors. Our

partnership with STB comes at an opportune time and we are extremely pleased to be working in collaboration with them to boost our efforts in continually making ITB Asia the region's go-to think tank and networking platform for all players in the travel value chain,” said Dr. Martin Buck, Senior Vice President, Messe Berlin GmbH.

“We share a common vision with Messe Berlin for ITB Asia, which is to create opportunities for the Asia-Pacific travel trade industry to collaborate and grow,” said Ms. Melissa Ow, Deputy Chief Executive of the Singapore Tourism Board

(STB). “ITB Asia has grown well since its inaugural show in 2008, delivering strong content and memorable experiences for delegates over the past nine years. We look forward to working with Messe Berlin to further entrench it as the leading travel tradeshow in the Asia-Pacific region.”

The ninth edition of ITB Asia came to a close at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore, with 846 exhibitors from 110 countries, and 895 buyers. The show also attracted more than 10,876 attendees.



# Asia Hotel & Tourism Investment Conference

When: 27 – 29 November 2016  
Where: Hilton Colombo, Sri Lanka

The first Asia Hotel & Tourism Investment Conference (AHTIC) concluded in an atmosphere of optimism moderated by caution. Over the two days, several of Asia's leading hotel investors from 19 countries discussed the investment potential of Sri Lanka and other destinations around the Indian Ocean from Mauritius and the Seychelles to Malaysia and Vietnam. Data from ForwardKeys demonstrated that Sri Lanka deserved congratulations for achieving 12% growth in visitor arrivals by air during the past year, more than double that achieved by the Asia Pacific region as a whole. Further information from STR revealed that at the same time, the country's hotels had maintained occupancy levels above 66% and succeeded in lifting average daily rates to nearly 16,000 Sri Lankan Rupees, more than US\$100 at today's rate. The Sri Lankan government, keen to attract international finance, announced a series of tourism development zones and the President promised that the next three years, 2017-19, would be investment years with special concessions to overseas investors.

Gerald Lawless, Chairman of the World Travel & Tourism Council and former Executive Chairman of Jumeirah Hotels, highlighted some of the factors that make a destination successful, including the outbreak of peace in regions previously suffering from conflict, air connectivity, visa waivers and dedicated promotional initiatives aimed at major origin markets, infrastructure investment, an ethos

which encourages genuine collaboration between business and government and a compelling vision of the future.

Counterbalancing the enthusiasm, Roman Scott, Chairman of the Calamander Group, which invests in Asian frontier markets warned that proposed tax increases, lifting VAT from 11% to 15% and corporation tax to 28% would risk killing the proverbial goose that lays the golden egg. His view, which was shared by several industry leaders, was that Sri Lanka's performance as a tourism economy would turn on the government's ability to brand and promote the destination effectively, to prioritise development of infrastructure that facilitates connectivity and to create a fiscal and regulatory regime that guarantees commercial as well as social and environmental sustainability.

Dr. Prabath Ukkwatte, Chairman of the Sri Lanka Tourism Club, which was the Founder sponsor of AHTIC, declared the conference a great success and announced publicly that he had confirmed the venue for the equivalent dates in 2017 and that he was looking forward to working with Jonathan Worsley's Bench Events' team to deliver a bigger conference next year.



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2016**

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**(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

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# CALENDAR OF EVENTS

1-3  
Dec

## Holiday Fair

Greenville, South Carolina, USA

<http://holidayfairgreenville.com/>



2-4  
Dec

## IITM

Hyderabad, India

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



1-4  
Dec

## Travel Turkey Izmir

Izmir, Turkey

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



2-4  
Dec

## Salon Des Vins Et De la Gastronomie

Lyon, France

[www.salondelagastronomie.fr/](http://www.salondelagastronomie.fr/)



2-4  
Dec

## Chengdu International Tourism Expo

Izmir, Turkey

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



2-4  
Dec

## Ski Dazzle

Los Angeles, USA

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



7-8  
Dec

**Brussels Travel Expo**

Brussels, Belgium

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



9-11  
Dec

**India Travel Mart**

Jaipur, India

<http://itmtravelmart.com/home-1/>



13-15  
Dec

**Travel Industry Exchange**

San Diego, USA

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



16-18  
Dec

**India International  
Travel Exhibition**

Madurai, India

[www.salondelagastronomie.fr/](http://www.salondelagastronomie.fr/)



9-11  
Dec

**Diving and Resort Travel Expo**

Hong Kong

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



17  
Dec

**Eca Hunting and Trade Shows**

Collinsville, USA

[ecahuntingandtradeshows.com/event/](http://ecahuntingandtradeshows.com/event/)





**15 - 17 February 2017**  
Pragati Maidan, New Delhi.



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### SATTE 2016: FACTS & FIGURES



**21,637** travel Trade attendees



**28** State Tourism Board



**35** Countries



Over **15000** pre-scheduled B2B meetings

*After a grand success at SATTE 2016, it is time to block your dates for the next edition.*

### SATTE 2017: Travel beyond the stall



Travel Seminar



Destination Briefing



Travolution Summit



MICE Bidding Workshop



Product Launch



Buyer Briefings



Trade Wall



Networking Night



B2B Meeting Scheduler

*& lot more...*

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