

# Travel AND Tour™

Volume:10, Issue: December 2018

W O R L D

Cover Story

## Yuletide Fun

Meetings Point

## WISCONSIN

Fuelling Business Aspirations!



World's Epic  
Cycle Trails

06- Meetings Point



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## Dear Readers,

**T**hanksgiving day is the United States most widely celebrated secular holiday, millions travelled even though central Midwest was covered under snow. Many flights were grounded and major highways closed during one of the busiest travel days of the year. Next will be Christmas, the most wonderful and much awaited time of the year! Planning far enough ahead is quintessential, so we highlight in our Cover Story some unique festive places to spend the Christmas holiday.

Cycling is an excellent way to gain new perspectives about a region or city, one can discover new roads, routes and places to visit. Cycle trails are fast gaining momentum, adding new social dimensions in life, be it with a club, friends or family it is an enriching way to create new bonds. Read Destination Diary to get a sneak peak on some of the world renowned cycle trails.

The Muslim travel market is robustly growing and in recent years Halal Tourism has grown at almost double the rate. This month's Special Feature gives insights on how the boundaries and barriers are fast blurring to cater to the expanding millennial market. Wisconsin is a friendly and welcoming business city which takes the meeting experience for planner and attendees a notch higher, read our Meetings point to know more.

Our Travel Tendency on alternative payments or e-payments brings forth how the most innovative solution understands the growing need of consumer behaviour. Our driving experiences are constantly upgraded due to innovation, technical advances are made in vehicles and roads are used for storing solar energy from the sun. In Tech iT on Future Road Technologies we take a look at some of the technologies that will shape the future. Carve out an interlude of self discovery for yourself, there are more destinations to be discovered and traversed!

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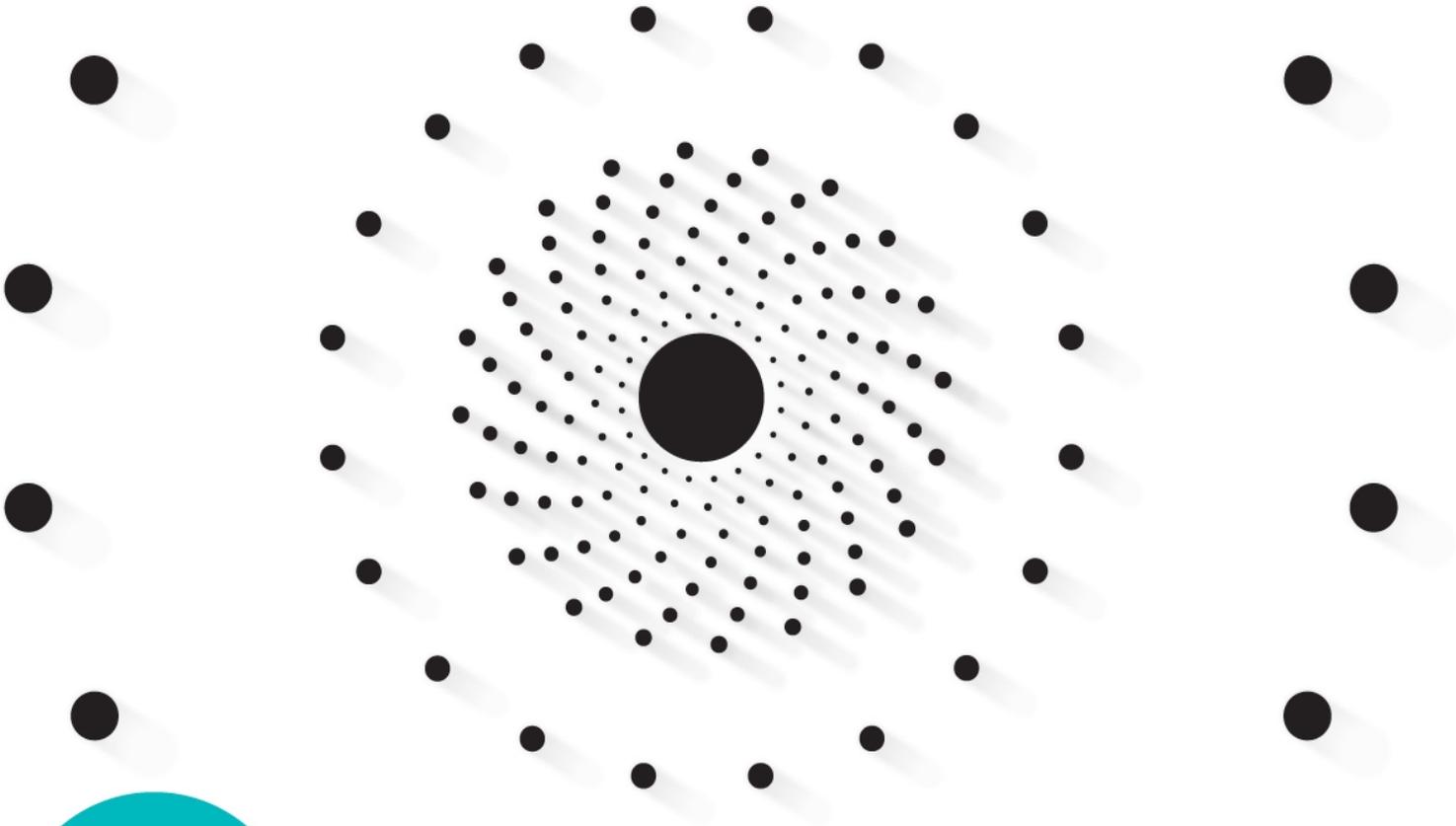
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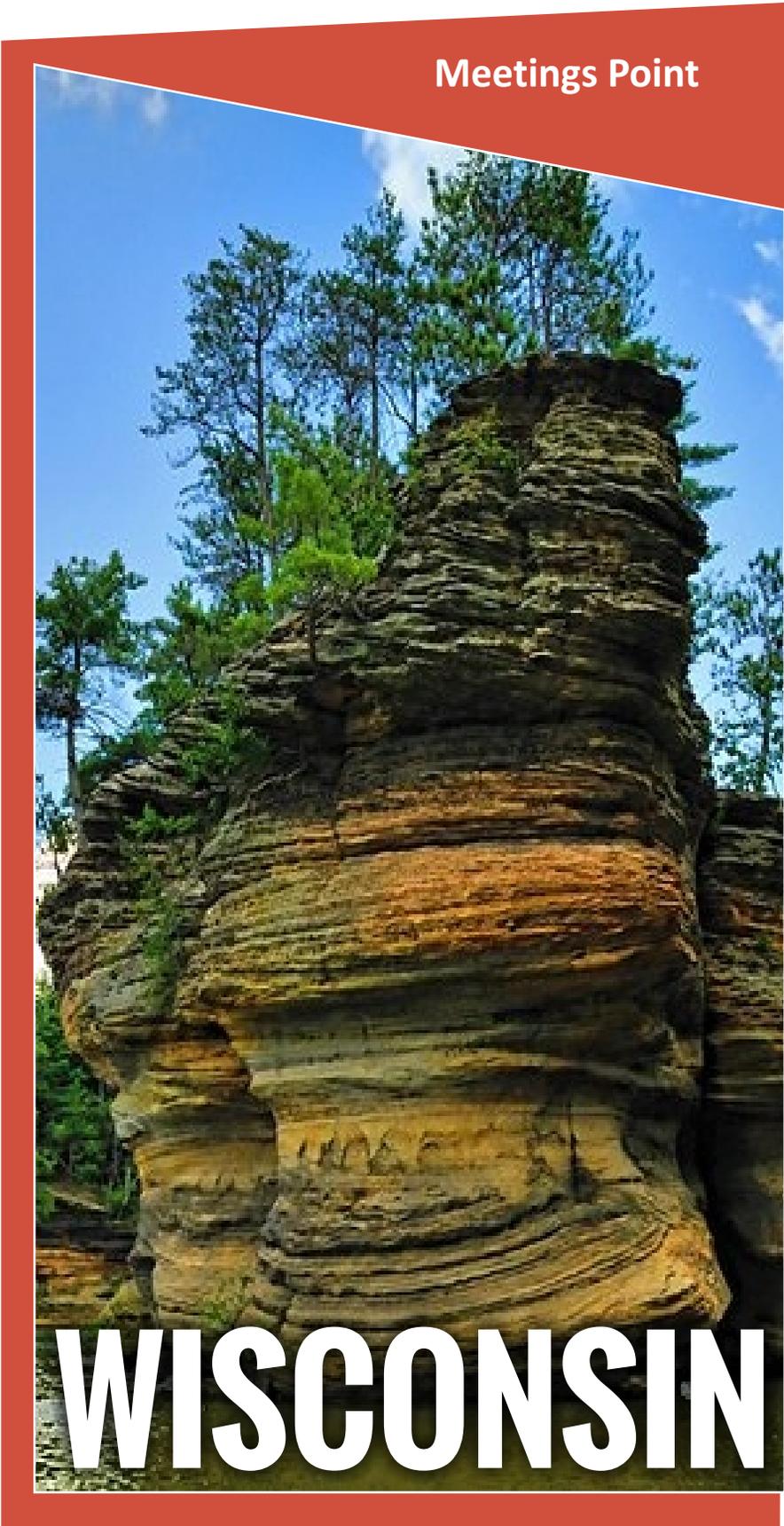
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# FUELLING BUSINESS ASPIRATIONS!



**W**isconsin is primed to prosper – an ideal location, ever-growing companies, strong work ethic, balanced budget and right resources that help business start, grow, expand and reach new markets. To maximise its business potential, Wisconsin has access to several programmes. It collaborates with industry association with the mission of creating an environment that ideally supports businesses to reach new goals. There are diverse partnerships among different organisations for catering to resources required for companies and communities to heighten their targeted deliverables. Geographically diverse Wisconsin is flanked by Lakes Michigan and Superior. There are large expanses of hills to the north and west and lowlands in the south and east. Madison and Milwaukee are two of its largest cities. Wisconsin or America's Dairyland is the nation's leading dairy producer and it also manufactures paper products. It is the 23rd largest state in the U.S. by total area and 20th most populous; it reflects German American and Scandinavian American culture.



Meetings Point

**WISCONSIN**

# WISCONSIN CENTRE

An architecturally exhilarating convention facility

Located in Milwaukee, the technologically robust convention centre was opened in 1998. Designed with efficiency, it is home to \$1.2 million Burke Family Collection of commissioned and integrated art and advanced IT infrastructure.

Its 188,695 square feet of contagious, state-of-the-art exhibit, 37,506 square square feet ballroom with capacity for 3,150 diners hosts tradeshow and formal banquets. There is an additional 39,364 square feet of meeting space that can be divided into 28 meeting and breakout rooms which are well equipped for satellite links, video conferencing and data transmission.

The building is welcoming, accessible and gives a friendly feel. It extensively uses glass and the exhibit hall spanning across Wells Street has two blocks of weather-protected curb space for dropping off passengers. It is just a stone's throw away from the Milwaukee Public Museum, National Geographic Dome Theatre and is closely located to the Riverwalk, Intermodal Transportation Station.





## Monona Terrace

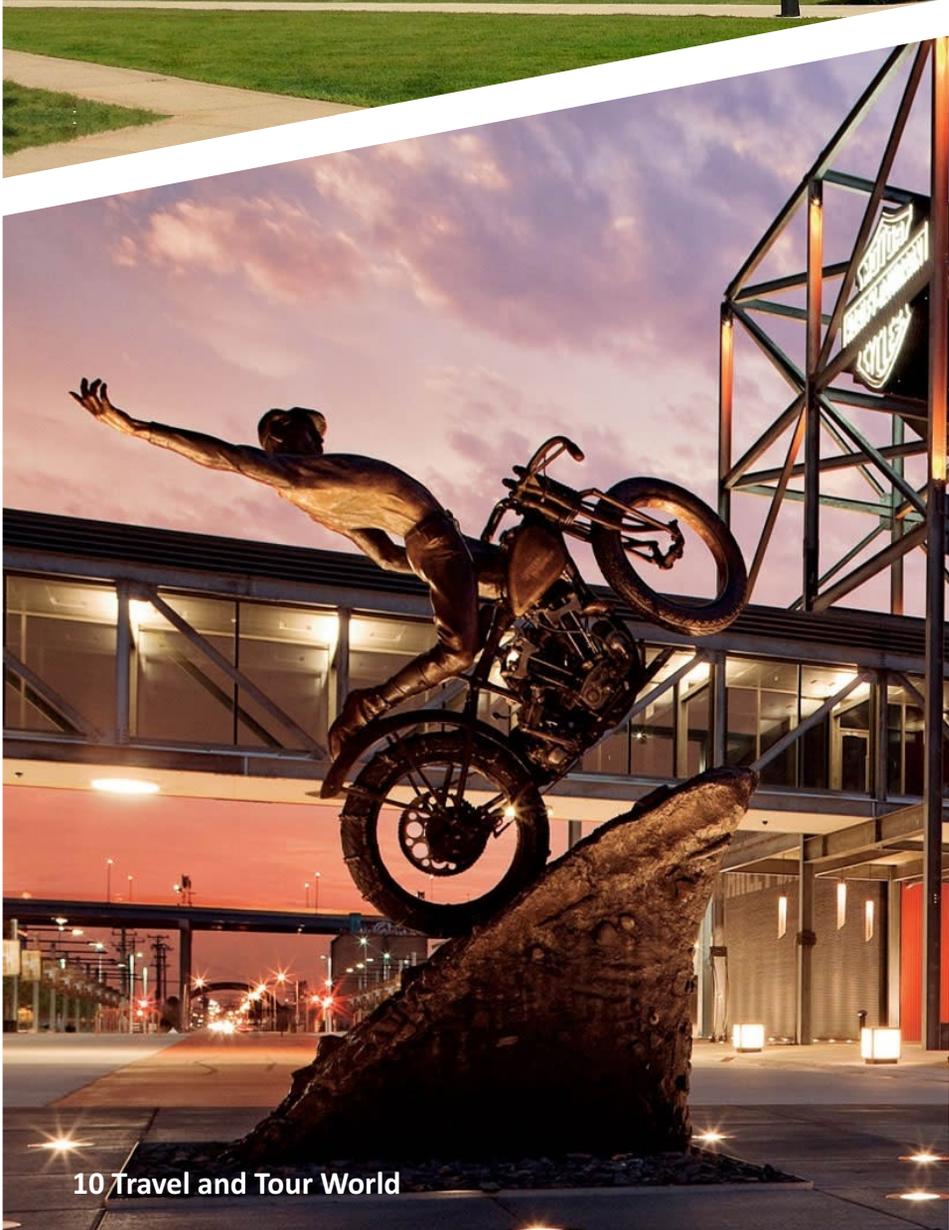
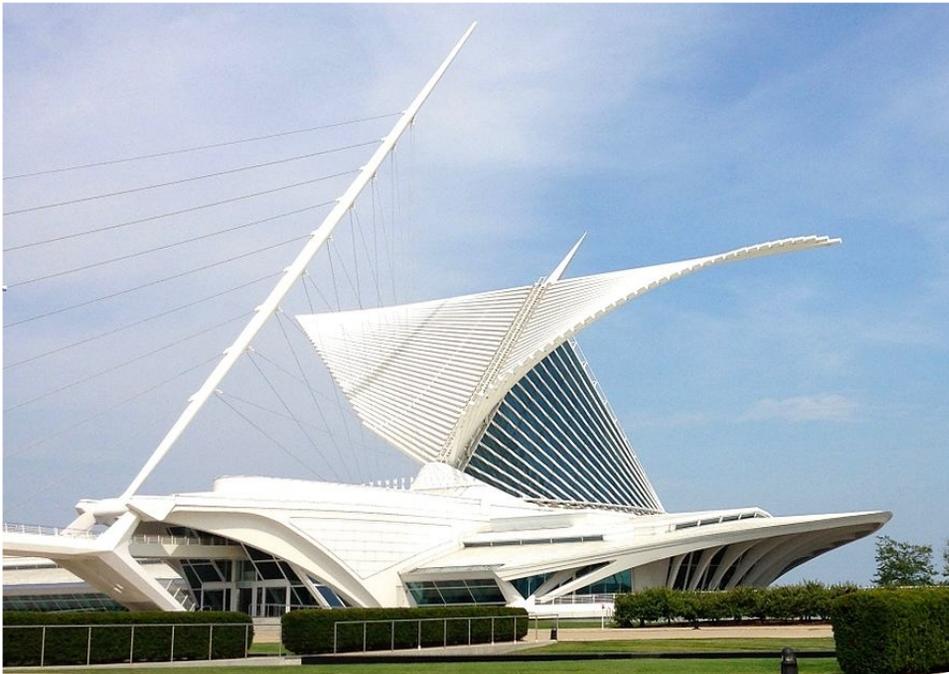
Designed with complete accessibility and civic features, the high-tech convention centre has a 68,000 square feet rooftop garden that overlooks the cityscape. It rises from the blue expanse of Lake Monona and is near to the State Capitol. It is adjacent to the Hilton Madison Monona Terrace which has 240 rooms and has direct accessibility to the convention in an enclosed, climate controlled skywalk. There is an additional 2,400 square feet of meeting space for the business delegates.



## Central Wisconsin Convention and Expo Center

Located close to the Central Wisconsin Airport, the 55,000 square feet convention centre can easily accommodate groups from 4 to over 4,000. There are 1500+ complimentary parking spots, marshalling parking yard and RV parking. The convention centre adheres to sustainability.

There is a multitude of hotels along with dining and entertainment facilities. Its large overhead doors make load-in easy for machineries, vehicles, large exhibits and indoor displays.



## Top things to do

Whether you like spending your time outdoors or prefer sports the state has something for everyone. Visit the **Milwaukee Art Museum** which has over 30,000 works of art dating from 13th century. There is a grand reception hall in the postmodern Quadracci Pavilion and its exteriors' wings opening twice a day is the city's visual icon.

**Madison's food scene** is diverse and considered the best in the Midwest. Here, chef-owned restaurants serve dishes made from the freshly picked local produce.

**The Air Venture Museum** features more than 250 historic airplanes and has five movie theatres. By July end, the Experimental Aircraft Association's Air Venture celebration at Wittman Regional Airport in Oshkosh had an exclusive collection of planes.

**The Harley-Davidson Museum** in Milwaukee shares story of the motorcycle innovator whose journey started in 1903. There is a free 30-minute tour offered in the Harley-Davidson factory in the Menomonee falls.

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The PATA Adventure Travel and Responsible Tourism Conference and Mart (ATRTCM) 2019 is Asia Pacific's leading travel trade event dedicated to the adventure travel industry.

ATRTCM 2019 comprises a one-day travel trade mart with leading international buyers and sellers, and a one-day conference along with high-level networking opportunities.



## ONE-DAY TRAVEL MART

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Explore the nuances, trends and dynamics of one of the fastest-growing tourism sectors. The programme brings together international experts at the forefront of the adventure travel industry from both private and public sectors to discuss the sector's issues and opportunities.



## EXPERIENCE RISHIKESH

Nestled amidst lush greeneries guarded by the breathtaking hills of northern Uttarakhand, every corner of Rishikesh has stories to be told.



Beyond its marvelous temples, pilgrimage site and the magnificent Ganges River, the city attracts tourists from all over the world for its numerous adventure sports including white-water rafting, cliff-jumping, kayaking and camping.



Rishikesh is situated a half-hour drive away from the nearest airport, Jolly Grant (also known as Dehradun Airport) which offers direct flights from international airports in New Delhi, Mumbai, Lucknow and Srinagar through popular carriers such as Air India, Spice Jet and Jet Airways.

**ATRTCM 2019 is kindly hosted by the Uttarakhand Tourism Development Board.**

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Life on two wheels is a beautiful thing. Cycling has surged in popularity over the past couple of years both as a mode of transportation and as a part of tourism. However, bikers often say that they get bored in familiar routes. Here TTW lists world's eight best cycling routes that gives an offbeat experience.

## World's Epic Cycle Trails

## Carretera Austral, Chile

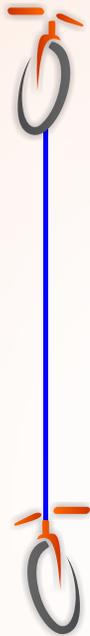
Over 1,000 kms of natural beauty, capture the hearts of the cyclists with its unspoiled landscapes and possibly the freshest air in the world. You get an opportunity to explore Puerto Montt in central Chile, south through Caleta Yungay to Villa O'Higgins in northern Patagonia, with numerous ferryboat transfers along the way. Also visit Queulat and Cerro Castillo national parks. Carretera Austral has large stretches of native forest and enormous ferns surround Puyuhuapi Hot Springs, near Queulat.

## Lofoten Islands, Norway

This time you can plan to visit Lofoten Islands. Dangling from Norway's northwestern coast is the delightful Lofoten Archipelago, which boasts an unusually warm climate for its location being just within the Arctic Circle. Cyclists flock here when days are long, allowing plenty of time to explore the place and visit the traditional fishing villages and seek out puffins and seals. If you visit in late autumn and winter months, you can have an opportunity to pedal beneath the northern lights.

## Dead Sea to Red Sea, Jordan

Travel from Israel to Jordan and see the stunning natural beauty. This is a cross-country cycle trail of biblical proportions. The trail starts from Mount Nebo then crosses in the midst of panoramic vistas across the Promised Land, before descending to the lowest point on Earth along the shores of the Dead Sea. En route to the Red Sea, cyclists pass some of Jordan's major historical landmarks, including Al Karak Castle and the ancient town of Petra.



## Otago Peninsula, N. Z.

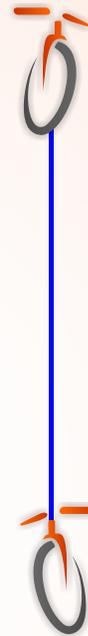
If you are in New Zealand and want to do cycling, Otago Peninsula is an ideal place. The peninsula comes with great views of the ocean. Otago has terrain, comfortable for both beginners and experienced people. You can find here landscape, wildlife and history. You also have an opportunity to ride remote back roads on the Otago Peninsula.

## Offbeat tracks in Germany

Cycling in Germany offers more than 70,000 kms cycle routes, with an opportunity to see different cities and experience romantic rides through unspoilt nature. The natural landscape offers tough Alps routes for rough adventure or riverside routes which offer plenty of wayside distraction for those who love leisure. The country has wide range of cyclist-friendly accommodations – from farmstays to castle hotels.

## Austrian Country side

Austria has widespread network of more than 10,000 kms of well developed and mostly paved cycling trails. Surrounded by a majestic mountain backdrop and nestled among five valleys, the medieval Alpine town of Bludenz is the perfect starting point. The bike trail follows the Ill River to Feldkirch with its medieval town centre and Schattenburg castle. From Bregenz you can connect to the international Lake Constance Loop, allowing you to visit Germany and Switzerland as well.





## Leisure Routes in Vancouver

Vancouver is an ideal destination for sightseeing on cycles. Rent a cycle and get ready to discover the city's beaches, parks and attractions along one of these leisurely routes. If you are feeling adventurous, you can even plot your own path with popular Vancouver's bike trails. Visit Stanley Park and see the historic landmarks, upscale and casual restaurants, scenic gardens, sandy beaches and Canada's largest aquarium. Ride the 10 kms (6 miles) paved path along the Stanley Park Seawall, which circles the entire park and promises plenty of spectacular sightseeing. Or go for cruising along the park, where you can coast by the rose garden, the Vancouver Rowing Club and the Lost Lagoon.

Pedal along this seaside route to see Vancouver's beaches and urban waterfront areas. Start from the Sunset Beach on the English Bay, where rollerbladers and joggers often share path and families take advantage of the floating slide and full-time lifeguard. Continue along the path, which circles False Creek, leading you past a number of museums, including Science World and Vancouver Maritime Museum. Foodies might be tempted to take a detour to Granville Island, which is known for its array of dining options, waterfront patios and the famous Granville Island Public Market. End the ride at Kitsilano Beach, where outdoor enthusiasts gather for recreational games along the sandy beaches and grassy areas. You can even cool off at Kitsilano Pool, an outdoor saltwater pool with impressive views of the city and the ocean.



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## **U.S. Department of Commerce: International visitors to U.S. expected to break record in 2023**

After suspending visitor data earlier this year over a computer glitch and revising past data the U.S. Department of Commerce released international visitation to the United States for the next five years.

It was forecasted this week by the Commerce Department that more than 95 million international travellers will be visiting the United States in 2023. From the previous update in January the latest forecast remains more positive for 2018 and it is expected by the department that there will be more than 81 million international arrivals which will be a record as compared to the previous forecast of 78 million. Overseas arrivals will grow 5 percent year-over-year in 2018 if Canada and Mexico is excluded. India, Colombia, and China will be among the standout market by 2023 and is expected to grow by 46, 35, and 30 percent respectively, from 2017 to 2023. International tourism for economic growth was discussed by the U.S. Travel Association and CEOs of major U.S hotel companies like Marriott and Hilton met with President Donald Trump at the White House.

## **Cyprus sees the arrival of 3.67 million visitors up to October 2018**

Buoyed by the arrivals of Russian, British and Israeli tourists, Cyprus sets a new record. Official data shows that it clocked 3.67 million visitors up to October 2018. It has already broken its 2017 record of 3.65 million visitors with two more months to go in 2018. Arrivals for the months January to October was 3.40 million in 2017 as per the Cyprus statistical service (Cystat). The largest market for Cyprus for the period January to October, 2018 is the U.K. (1,245,718), followed by Russia (752,267), and Israel (215,019). In 2017, 3.65 million tourists spent an unprecedented 2.6 billion Euros. In October alone, arrivals of tourists increased 6.6 per cent to 433,617 from 406,870 in October 2017. Poland and Ukraine are the emerging tourist markets for Cyprus. It is considered as safer than its competitors Egypt, Tunisia, and Turkey which are facing a situation of unrest. The tourism boom is helping the economy of Cyprus. It accounts for 15 per cent of the country's gross domestic product and is fueling a quick recovery of its financial status.

## Shanghai launches world's first underground luxury hotel

Shanghai opens the world's first underground hotel. The luxury hotel has two floors above the ground and 16 below where two floors are underwater. The hotel is in the Sheshan Mountain Range on the fringes of Shanghai. There is a cascading glass waterfall and exposed rock. One can view the surrounding quarry and the underwater suites features in-room aquarium allowing the guests to watch shoals of fish swimming. There are other adventures available like rock climbing, kayaking, walking across the glass-floor skywalk. There is a Quarry Bar, night light show inside the hotel's location. Lin Wang, CMO of Greater China, IHG said that the InterContinental Shanghai Wonderland is an architectural masterpiece. The hotel was ready to welcome guests with the exceptional and personalised services taking them to a world of alluring luxury and natural wonder. British firm Atkins has built the property, it had also conceptualized the Burj Al Arab in Dubai and skyscraper Landmark 81 in Ho Chi Minh City.

## Krabi bags Global Low-Carbon Ecological Scenic Spot Award

Krabi was awarded the 'Global Low-Carbon Ecological Scenic Spot' at an award ceremony held at the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) in Bangkok. The award ceremony was given at the Annual Session of Global Forum on Human Settlements (GFHS) and Sustainable Cities and

Human Settlements Awards (SCAHS) ceremony held on 30-31 October, 2018.

The two-day meeting was organized under the theme of “Advancing Urban Innovations to Achieve SDG 11 and New Urban Agenda”. It was attended by more than 400 participants from 40 countries to conclude the observance of Urban October.

Sustainable Development Goal (SDG) 11: Sustainable Cities and Communities is a cornerstone of localising the 17 SDGs. The 2018 Sustainable Cities and Human Settlements Awards were presented to 36 winners in seven categories.



## Brazil attracts its visitors by promoting nature tourism

Brazil's impressive ecosystem and natural parks will play a key role in increasing the visitor numbers in the coming years. The Ministries of Environment and Tourism, the Chico Mendes Institute for Biodiversity Conservation (ICMBio) and the Brazilian Institute of Tourism (Embratur) has signed an agreement that will focus on promotion of nature tourism that will be conserving protected areas. The overall international promotion of ecotourism destinations will be checked by Embratur. There are

324 conservation areas in Brazil which covers 9 per cent of the territory. 72 of them are national parks covering a total area of 26 million hectares. The partnership has already been established by four national parks- Iguassu Falls in Parana, the replanted forest of Tijuca and the mountains of Serra dos Orgaos in Rio de Janeiro and the Atlantic archipelago of Fernando de Noronha. In the year 2017, Brazil saw 6.6 million visitors in 2017 which was more than 2016 at the time when Olympics was held in Rio de Janeiro. In 2014, during the World Cup there were 6.4 million



# NEW FACES



## **JW Marriott Grosvenor House Executive Committee appoints new officials**

General Manager Stuart Bowery welcomed two senior appointments within the JW Marriott Grosvenor House Executive Committee. With over 20 years' experience in hospitality sector, including hotel management experience in prestigious luxury hotels in North America and Western Europe, Hendrik Engel joined Grosvenor House as Hotel Manager from his previous role at Biltmore in Los Angeles. October 2018 saw the return of Hotelier Vicki Richards to Grosvenor House as Director of Sales and Marketing.

## **COMO Hotels and Resorts appointed Tapa Tibble as Managing Director of the Americas**

COMO Group is pleased to announce the appointment of Tapa Tibble as Managing Director of the Americas. In this role, Tapa Tibble will be based in the Turks and Caicos, overseeing the Northern Caribbean's pre-eminent private island resort COMO Parrot Cay, as well as sister property COMO Metropolitan Miami Beach in Florida.



## **Kathy Rose appointed as St Luke's new Centre Manager**

LSO St Luke's listed home of the London Symphony Orchestra, has appointed Kathy Rose as the new Centre Manager for the Old Street based venue. The new role will see Kathy Rose take responsibility for LSO St Luke's team and overseeing the venue's day to day operations and the strategy behind increasing commercial income, while maintaining the centre's facilities and services to the world class standards expected of the London Symphony Orchestra. Her wide experience ranges from managing

TV presenters and being Programme Director on a Sky TV youth channel, to producing for television and feature films, including BAFTA award winning Mrs Henderson Presents starring Judi Dench and Bob Hoskins.



### **Wyboston Lakes Resort appointed new officials in senior management team**

Wyboston Lakes Resort has appointed Linden Beattie to General Manager of the Waterfront Hotel and Simon McMahon to General Manager of the Woodlands Event Centre and Willows Training Centre. Both join the Resort's senior management team. Linden joined Wyboston Lakes Resort in 2017 as Hotel Manager and is responsible for overseeing the day to day running of The Waterfront Hotel including food and beverage purchase. While on the contrary, Simon McMahon spent five years on the Marriott Hotels graduate programme before joining Princess Cruises, where at the age of 24 he became the youngest Senior Officer.

### **Marriott International welcomed Liam Brown as President and Managing Director of Europe**

Marriott International appointed Liam Brown as President, Select Brands and Owner and Franchise Services, North America. Liam will take on the role of President and Managing Director of Europe, a division within Marriott International that encompasses the United Kingdom, Ireland and Continental Europe. Brown will replace Amy McPherson, who announced last week that she will be retiring from the company in early 2019.





The world awaits eagerly every year for yet another flake of moments that burst into the merriment of Christmas. Christmas, each year, presents a perfect example of the paradox — nothing changes and yet everything is different. It is the same old Christmas celebration but every time people enjoy with new enthusiasm and ideas.

Christmas brings a medley of visual associations. The lights strung on trees and roofs gleam through the enduring winter. Flakes of snow, stockings full of goodies and Santa sweeping past the globe on his reindeers reiterate the message of hope. The joy shines through the darkness of the frozen winter.



However, all Christmas celebrations need not be juxtaposed against the dreary, white stretches of snow. The sunny winter landscape is becoming the popular shade for Christmas travel and celebrations. Hot Christmas or warm Christmas destination is also a popular travel option as it weaves the Yuletide fun with the warmth of the sun.

## *Ring happy bells across the white sands*

**K**nown for its white sand beaches, and turquoise water, Miami presents a wide spectrum of activities during Christmas. A diver's paradise, Miami is referred to as 'Wreckreational Diving Capital of the World' offering 50 different underwater wreck sites for scuba enthusiasts to explore. Miami is one of the warmest cities during winter but the travellers can find skiing clubs on Miami Beaches along with series of Christmas festivals, fairs, parades, tree lightings to revel in. Santa's Echarnted Forest is the largest Christmas-hemed Amusement Park and Carnival with about 3 million lights, a 92-inch Christmas tree and loads of rides and shows.



Visitors can rest their gaze at the spectacular sight of Bay front Park's 50-foot tree covered with dazzling lights. Sailboats, gondolas, kayaks, etc. are lit up in thousands of lights, and travellers can participate in several boat parades. The New World Symphony is music to ears while the Lantern Light festival is a feast to the eyes.



## *Christmas with Disney in Hogwarts*

Orlando, famed for its theme parks and resort hotels, gets draped in the dense magic of Yuletide at this time of the year. Orlando wears a festive look with white lights, magical snowfall, live entertainment, fireworks, orchestra, choir, nativity scenes, and parades. Magic Kingdom surprises travellers with Mickey's Very Merry Christmas Party. Universal Orlando Resort gets a holiday makeover with Christmas in The Wizarding World of Harry Potter. LEGOLAND Florida Resort's Christmas Bricktacular features a 30-foot Christmas tree made with LEGO and DUPLO blocks. Travellers will not miss the seasonal food, desserts, drinks and the Christmas market in this warm Yuletide destination. The various resorts and parks host multitude of events to amaze the visitors with unique Xmas experience.



*Orlando*  
U.S.

Dive in the crystal clear waters, plunge into the wilderness, dunk in the sunshine and descent into the Christmas merriment in the Canary Islands. Visitors can take long barefoot walks on the golden sand stretches and create sand castles on Xmas themes – nativity, Christmas trees and so on. Almost every town, church and business create their own decoration revolving around Xmas story. Visitors can enjoy Noche Buena or the Christmas Eve dinner with cava (white wine), ham, olives, cheese and more. They can satiate their cravings for sweet with Turrón or Spain's typical pastries known as 'truchas' which has sweet potato and candied pumpkin filling.

## *Christmas on the beaches*



*Canary  
Islands*  
Spain



## *Ring out the darkness*

Cancun is one of the preferred destinations as an alternative to over-crowded traditional white Christmas destinations. Featuring crystal-clear waters and strips of trendy nightclub, visitors to Cancun can explore the Mayan underworld and Xcaret, the eco-archaeological park. Alternatively, they can dive into the crystal-clear blue waters to admire the Great Mesoamerican Reef or the underwater museum. Visitors who wish to feel the electric high of adrenalin rush can participate in various adventurous sports – bungee jumping, zipling and other water sports.

All hotels, restaurants, nightclubs in Cancun are enchantingly lit up and stay open late into the Christmas night offering special meals and events. Visitors can join the locals to re-enact Mary and Joseph and to participate in Los Posadas — the nine-day event of candlelight processions and parties starting Dec. 16.



## *Ring out the wild bells*

Studded on the Coral Sea, Port Douglas, strings several beads of beach resorts. It serves as a base for visits to the Great Barrier Reef, the world's largest reef system, and Daintree National Park, home to bio-diverse rainforest. Visitors can sunbathe on the golden span of sand or relax in the day spas.

Walking tours through the rainforest or the beaches can be appended with Christmas dining at Port Douglas. Flames of the Forest and lit rainforests provide enchanting dining experience in Christmas. Visitors can enjoy Christmas Day picnic hamper, Christmas day reef trips or scuba diving trips. Places in Port Douglas wear festive look with seasonal decorations, firework displays and light displays. Local tourist attractions paired with novel Christmas celebrations under the sun is what defines the warm Christmas destinations. They present singular and remarkable alternative to over-crowded Yuletide destinations without having to sacrifice the conventional Christmas celebrations.

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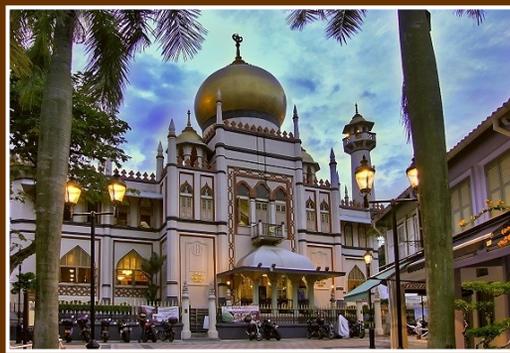
a booming and lucrative industry!



**M**uslim travel behaviour varies from other groups; they look for authentic experiences along with religious values while venturing to new horizons. Halal tourism (in Islamic teachings Halal means permissible) caters to the specific needs of the Muslim travellers in adherence to their customs, allowing them to practice their faith while enjoying the luxuries of travel. Halal tourism is not just limited to religious pilgrimages. While seeking for personal growth, fresh experiences and new bonds, the outgrowing Muslim millennials are on the constant lookout for additional services that keep their culture and heritage intact. **Halal tourism** is not just restricted to Halal foods and non-alcoholic beverages but also includes Halal activities and hotels and destinations which provide worshipping facilities to Muslims like in shopping malls, airports, etc. It is both a challenge and an opportunity to the travel industry to find options that can adapt to their meal times during Ramadan and those options that provide separate pools for men and women.

# Major source markets

Three provinces in Indonesia have been announced by the Tourism Ministry as the prime Halal tourism destinations that include Aceh, West Sumatra and West Nusa Tenggara. India, Turkey, Malaysia and Arab countries showed an increase in the growth rates as compared to rest of the world. International Islamic traveller has a market share of over one-third where city breaks lies at the zenith followed by tour holidays and then by sun and beach holidays.



Though the prime focus is business and leisure trips, religious trips too play a major role and contribute almost 10 percent of their foreign trips. City shopping is on the top of their list as compared to sightseeing or museum visits.

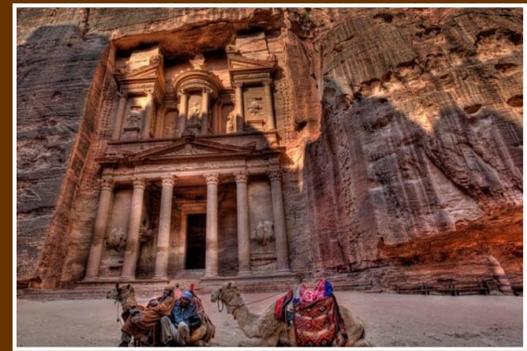
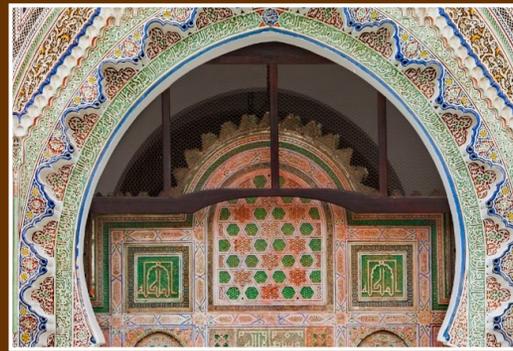
The United Arab Emirates is the most popular destination worldwide for Muslims travelling abroad. This is followed by Saudi Arabia, Malaysia and Singapore. Asia has more than 50 percent of Muslim travellers and one-third of the global travellers visit Europe. Africa, North and South America receive a very small share. Turkey is a halal-friendly destination in the Mediterranean and Aegean regions. There are separate swimming and sunbathing areas for men and women in its halal-friendly beach resorts.



**Morocco** is influenced by Central Europe and Islam. It has the second largest mosque in the world Hasan II Mosque which is located in Casablanca and the Karaouine Mosque in Morocco.

**Jordan** takes you back in time with its dramatic landscapes, ruins of Petra and Jersash, Dead Sea and the desert of Wadi Rum. It has around 97per cent of Muslim population.

The new travel market trend has made spiritual experiences a priority across tourism board and Muslim vacationers can enjoy their leisure with appropriate code of conduct.



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## Alternative Payments for Better Travel Experience



**A**lternative payment options bring huge change in the world of payments. These payment options have been propelled by the millennials. In 2018, we saw the continued rise of various alternative payment methods (mobile applications), while the use of cash and credit cards, among this generation, in particular, continued to decrease.

Digital payments are not one instrument but rather an umbrella term applied to a range of different instruments used in different ways.

Now global travellers are embracing alternative payment methods. We have seen travellers use credit and debit cards for payment. But nowadays, they prefer alternative payment applications while travelling. To meet up to this demand, travel industry is rapidly adapting this growing trend.

can more easily access their funds in areas with little banking infrastructure. This allows them to spend more than they might have otherwise, bolstering the local economy. China is also upgrading its digital wallet system. The People's Bank of China supports Alibaba and WeChat payment in providing service.

The travellers in India, China, Australia and Brazil use their credit cards for travel packages nearly as much as they use them for airline tickets. Countries like Germany and the U.S., however, saw slightly different trends. In Germany, 58 per cent travellers used credit cards for airline travel while 34 per cent used cards for holiday packages.



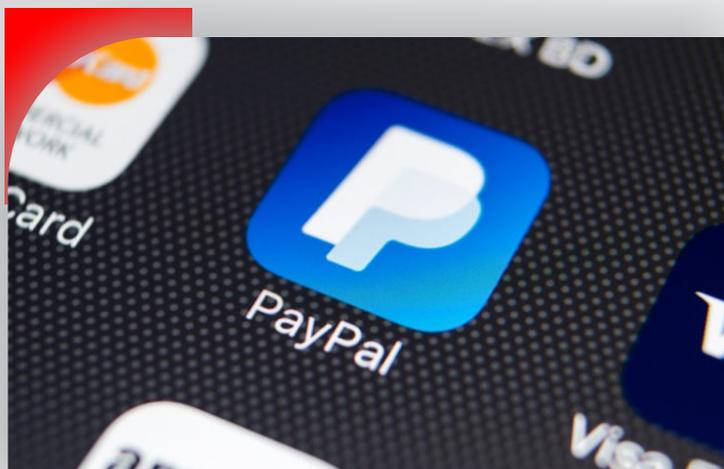
### **Digital payments supporting tourism**

Tourism accounts for over 5 per cent of global GDP. It is one of the fastest-growing industries in the developing world. In Latin America, tourism is directly linked with other industries like hotel, cruise and aviation that accounted for 8.8 per cent of GDP in 2017. Now digital wallet is a great travel resource, especially in areas off the beaten path. Since the platform can process wallet to wallet transfers with low exchange rates and low transfer fees, travellers



## Adopting Alternative Payments

Generation X is quickly adopting alternative payments. The travellers aged between 18-25 are less likely to use credit cards. They embrace alternative payment methods. Countries like Germany, Australia and China have already seen large percentages of young generation travellers or millennials opting for alternative payments such as PayPal and Alipay. In Germany, 35 per cent of travellers in age group of 18 to 25 years purchased flight tickets using PayPal, with nearly 30 per cent used the alternative method when booking travel packages.



## Maintaining key role in digital eco system

The speed of technology in alternative payments proves to be a driving force in young generation travellers to embrace alternative payment methods in the future. The younger generations are already opting to use methods such as PayPal, Alipay and installment plans to pay for travel. According to the WorldPay Global Payment Report 2017, over half of all online transactions will be made using alternative

payment methods by 2021. By 2019, around 55 percent of all online transactions will be made using alternative payments. The World Payment Report 2018 states:

- Global non cash transaction volumes grew at 10.1 per cent in 2016 to reach 482.6 billion.
- Non cash transactions are estimated to accelerate at a compound annual growth of 12.7 per cent globally with emerging market
- Electronic wallet transaction volumes are estimated to be about 41.8 billion in 2016, comprising almost 8.6 per cent of all non cash transactions. During five years period, between 2016-2021, the CAGR of worldwide non cash transactions will be 12.7 per cent with the growth in more immediate future of 11.0 per cent during 2016-2017. The highest growth rate, of 21.6 per cent over five year period, is expected to be in the developing regions of Latin America, CEMEA and Asia.



## Best alternative payment options

➤ **Apple Pay** allows purchasers to use their iPhone, Apple Watch, iPad or Mac to buy with extra security using Visa, MasterCard or American Express debit and credit cards.

➤ **Android Pay** is good for POS terminal to pay. No need to open the Android Pay app or unlock the phone.

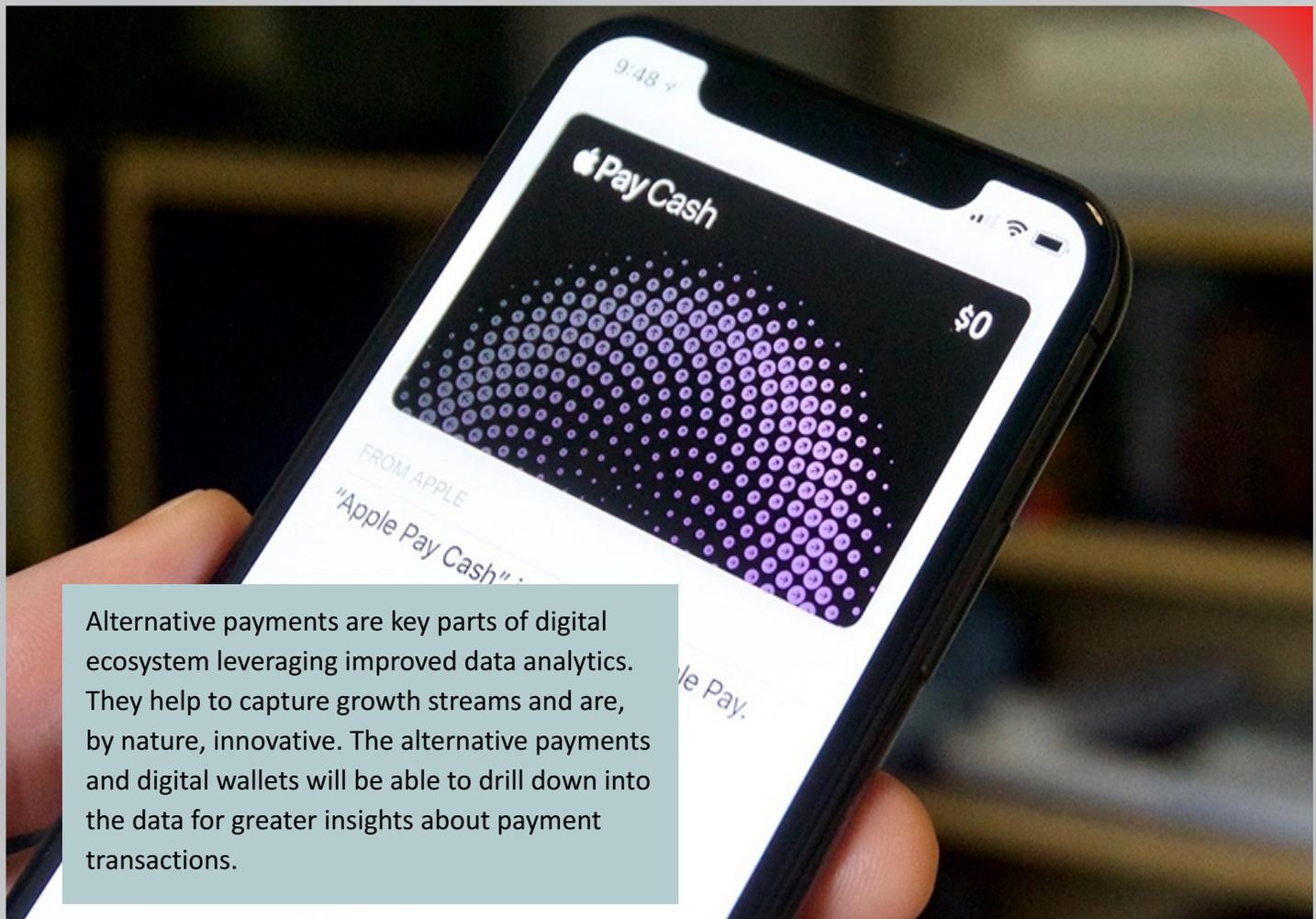
➤ **One Touch – PayPal** offers by linking their PayPal account to a transaction account or credit card, customers can securely pay for purchases. To make a

payment from an enabled phone, customers use Near Field Communication (NFC) enabled stickers.

➤ **Visa** has simplified sign-up process for customers and has opened the platform to its partners who issue the cards so they can integrate their own digital wallets into Visa Checkouts.

➤ **MasterPass** offers to access swiftly with one click and has loyalty program functionality.

➤ **Diner's Club** allows its Consumer Card holders to add that card to their digital wallet.



Alternative payments are key parts of digital ecosystem leveraging improved data analytics. They help to capture growth streams and are, by nature, innovative. The alternative payments and digital wallets will be able to drill down into the data for greater insights about payment transactions.

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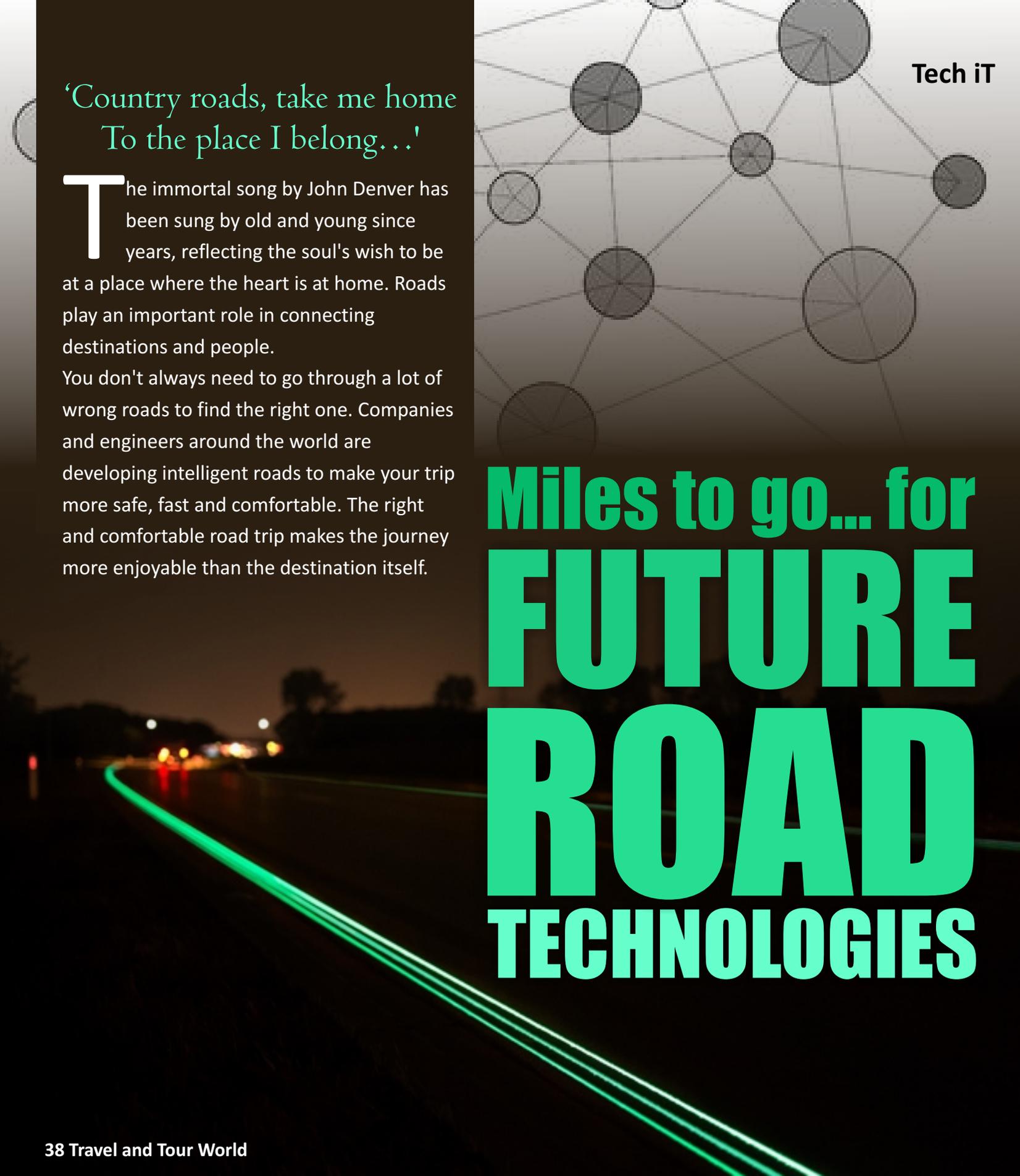
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'Country roads, take me home  
To the place I belong...'

**T**he immortal song by John Denver has been sung by old and young since years, reflecting the soul's wish to be at a place where the heart is at home. Roads play an important role in connecting destinations and people.

You don't always need to go through a lot of wrong roads to find the right one. Companies and engineers around the world are developing intelligent roads to make your trip more safe, fast and comfortable. The right and comfortable road trip makes the journey more enjoyable than the destination itself.



# Miles to go... for FUTURE ROAD TECHNOLOGIES

## A light unto my path

Self-illuminating lights hold great potential when developing forward-looking road technologies.

A paint having photo-luminising powder is being adopted as a more economical alternative to the expensive lighting options spanning across endless stretches of roads. This can be found on the 500 m. long road in N329 highway in Oss, Netherland. The paint gets charged in the day and glows up to eight hours every night.

Other smart ways to light up the roads are wind-powered lights and motion sensors. These lights glow brighter when a car comes closer and fade away gradually after the car has passed.

Wind-powered lights get charged by using pinwheels to generate electricity. It harnesses wind drafts from the passing cars. Once charged, it continues to light the path through which the car passes.



## Who moved my car?

Imagine how it would be if you don't have to line up at the charging stations to charge your electric vehicles. Well, this is no longer just a dream. The roads themselves can fuel your car. Here are a few examples of how roads can fuel your car. The Induction Priority Lane by Dutch design lab Studio Roosegaarde has embedded magnetic fields that can charge a vehicle while it is on the go. Trials are being conducted in the U.K. where electric cables are fitted under the road surface. The friction of the vehicle in motion generates electromagnetic fields which are picked up by a coil inside the device and which later converts into electricity. This road technology can prove beneficial in

countries where majority of the vehicles are electric ones. It is not just the electric cable embedded roads but the solar panel roads also can move your car. Solar photovoltaic panels are installed on glass roads. They help to charge the vehicle as well as melt snow on the roads during winter. These conservation friendly roads are extremely convenient.

The glass roads can be stronger than steel and it can reduce the need for repair work on the roads. One of the projects that have hit the roads is the Solar Roadways Project where the roads are being fitted with solar panels instead of the standard asphalt.



## A bend in the road is not the end of the road...

Engineering excellence is designing smart roads that are fitted with Wi-Fi connectivity and embedded fiber-optic cables. This future road technology can detect jams and accidents through crash-sensing touchpads and thereby sending real time alerts to the emergency services. This technology is being tried on the half-mile stretch of U.S. Highway 285. Road police drones can enhance your security on the road. Cornwall and Devon's police force have used drones as a policing tool to combat crime and improve road safety in a much faster way. These future road technologies will make sure that your ride is safe and secure.

Smart highways are expected to reduce road accidents, increase driving efficiency, reduce jams

and save costs and energy. Some other future road technologies include driverless transportation. Several countries intend to roll out fully driverless cars. Department of Transportation in the U.S. plans to change its safety rules to accommodate the fully automated vehicles by companies such as Alphabet and General Motors.

To take strides into the future, these forward-looking road technologies have to travel through several roadblocks of experiments, skepticism and funding needs. Upon successful traversing of the roads less-travelled, these road technologies give a promising hope of an enjoyable, fast and safe ride to your destination.





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# World Festivals

Festivals are a great way to de-stress, to remove negativity and to forge bonds. They help to underline cultural nuances and express creativity. Whether it's a solo walk or a plunge into the multitude, exploration of the new or cruising of the familiar, journey by the self or with a group; festivals are always a source of immense joy.



## L'escalade

Place: Geneva, Switzerland

Date: 9-11 December, 2018



Chocolates and battle do not go together unless it is L'escalade celebrated annually in Geneva, Switzerland to commemorate the thwarting of the attack of Duke of Savoy's army in 1602. In the festival, revellers smash giant chocolate cauldrons that are filled with marzipan sweets and other candies. Big pots of vegetable soup, huge ceremonial fire in the city and other activities mark the L'escalade.

A large crowd of people is gathered for a festival. In the foreground, there is a large, colorful, illuminated structure that looks like a giant turtle or a large lantern. The structure is made of many small, glowing panels in various colors like orange, yellow, green, and blue. The crowd is diverse in age and appearance, and many people are looking towards the camera or the structure. The scene is lit with bright, colorful lights, creating a festive atmosphere.

## Woodford folk festival

Place: Woodford, Australia

Date: 27th December, 2018 -  
1st Jan. 2019

Spread over six days and six nights, The Woodford Folk Festival is the largest gathering of artists and musicians in Australia. Over 2,000 local, national and international, artists, musicians and presenters entertain more than a lakh people through several events. The festival begins each year with the Opening Ceremony and closes with the spectacular Fire Event on New Year's Day.

# Christmas

Place: All Over the World

Date: 25th December



**2** 5th December has become a synonym for Christmas worldwide. It's a day that surfaces various visual associations – merriment, lights and bells, reindeers, Santa and stockings. The cold countries celebrate Christmas in snow wrapped landscape. In the warm countries, yuletide fun is silhouetted against the sunny, white sand, blue water or warm setting. Ring in the joy and fun that strings the whole world together.

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## IITM 2018-19 EVENTS CALENDAR

**BANGALORE:** 27, 28, 29, JUL 2018

**CHENNAI:** 03, 04, 05 AUG 2018

**DELHI:** 21, 22, 23 SEP 2018

**MUMBAI:** 28, 29, 30 SEP 2018

**HYDERABAD:** 23, 24, 25 NOV 2018

**PUNE:** 30 NOV, 01, 02 DEC 2018

**KOCHI:** 31 JAN 1, 2 FEB 2019

**KOLKATA:** 22, 23, 24, FEB 2019

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### *East Mediterranean International Tourism and Travel Exhibition (EMITT 2019)*

23rd EMITT Exhibition is opening the doors on January 31st, 2019. EMITT is one of the largest tourism exhibitions in the world, will be held between January 31 and February 3. The exhibition is preparing to host more than 60,000 visitors from 90 countries.

The exhibition will be held with the support of the Ministry of Culture and Tourism, Istanbul Governorship, Metropolitan Municipality of İstanbul as well as the corporate sponsorship of Turkish Airlines and business partnership of the Turkish Hoteliers Federation supported by KOSGEB (Small and Medium Industry Development Organization) and Turkish Tourism Investors Association.

Ersoy, The Minister of Culture and Tourism said that it is a great success for EMITT to gain the title of the 4th largest tourism exhibition in the world through a rapid progress over the years. Besides this important success, in such an era in which EMITT is moving towards to become the leader country in the world tourism. Its aim is to take this success as a step further by ensuring that the organization is among the top 3 of

the world tourism exhibitions and its impact in the tourism market is maximized.

The organiser of international exhibitions in Turkey's industries fueling the economy, ITE Turkey East Mediterranean International Tourism and Travel Exhibition (EMITT) opens the doors at TUYAP Fair, Convention, and Congress Center between January 31 and February 3 in 2019.

The number of foreign visitors is expected to see a record-high in this year's exhibition which is considered as an exhibition that creates great value for its participants and prepares the ground for important collaborations.

This year, around 900 invited tour operators from more than 100 countries including Asia, Europe, Far East, and Latin America will participate in the "invited tour operator" program organized each year as part of the exhibition in cooperation with Travel Shop Turkey.

*When: January 31 and February 3, 2018*

*Where: Istanbul, Turkey*

The Minister of Culture and Tourism, Mehmet Nuri Ersoy said that as well as being held in Turkey, a country surrounded by natural beauties, a rich history, diversity of culture, and superior service quality in tourism industry that only a few countries in the world may have, the importance of EMITT also comes from bringing together the tourism professionals and industry representatives from all around the world. The exhibition plays a decisive role for our country's and the world tourism as it enables discussions on the recent developments of the tourism market, sectoral analyzes, and decision-making regarding the future steps in line with the global developments.

Mehmet Nuri Ersoy also said that he would also like to draw attention to another important aspect of this year's EMITT Exhibition. As is known, on the occasion of the 95th anniversary of our Republic, they officially opened the Istanbul Airport. This project, which is a source of pride for the rising Turkey, without doubt, is one of the most important investments to save the future of tourism with regard to the tourism activities in Istanbul and Turkey.

He also added that the new airport already become the largest "hub" of the Eastern Mediterranean, the Balkans, and the Caucasus regions with its capacity. Since the opening, they have witnessed the impact of the new airport when we look at the demands of

the industry. It is obvious that this impact will have positive effects on every platform, especially on EMITT Exhibition.

Hacer Aydın, Tourism & Travel & Fashion Group Director of ITE Turkey, said that the 23rd EMITT Tourism Exhibition have provided a substantial contribution to the Tourism industry, and she believed that they would be more successful than the previous year and also stated that: Last year, EMITT hosted 1,065 exhibitors and 54,364 visitors from 85 countries. This year, the organisers are preparing to host thousands of participants and more than 60,000 visitors from 90 countries.

EMITT substantially contributes to the economy, tourism, and country brand of Turkey. Last year, there was also a great demand for the exhibition we organize each year and this year, once again, the demand for participation from foreign countries is very high. This shows that we're doing the right thing. Hence, these results motivates the world to accelerate business performance in order to provide greater benefit to the country.

According to the data recently announced by the Ministry of Culture and Tourism, Russia, Germany, Iran, Georgia, and Bulgaria are the top 5 countries among tourist-sending countries of Turkey. The number of foreign tourists visiting Turkey increased by 24.9 percent in the first 7 months of 2018 and reached up to 21.64 million people.



Feria Internacional de Turismo  
International Tourism Trade Fair

## **FITUR 2019**

FITUR, the International Tourism Trade Fair, will provide a global meeting point for tourism industry professionals, and will once again become the leading event for both inbound and outbound Latin American tourism, welcoming professionals from all across the world at Feria de Madrid from 23 to 27 January 2019. This year's event will offer new features and initiatives focused on increasing sectoral representation, internationalisation and FITUR's standing. Alongside this, the trade fair will maintain its commitment to the development of new technologies and sustainability as key aspects in the transformation of the industry.

All this goes hand-in-hand with the impressive growth shown by Spanish outbound tourism, which in 2017 saw a 12.4% increase in spending during trips abroad, amounting to a total of 19,600 million euros, according to the World Tourism Organization.

In this way, Spain is again climbing the rankings in the leading outbound tourism markets, where it now holds 13th position. One of the important new features for FITUR 2019 is the enlargement of the exhibition area to incorporate Hall 2 at Feria de Madrid. This will provide a centralised area for Middle Eastern tourist destinations, with the whole of Hall 4

set aside for Europe. The other areas will follow the usual layout.

At the same time, FITUR 2019 is adding a new section for film tourism, promoted by the Spain Film Commission (SFC), in response to the growing interest in visiting filming locations for popular movies and series. The fair will also continue to work on specialisation and the consolidation of its various specific areas, including FITUR Festivales, FITUR GAY (LGBT), FITUR SALUD, as well as the sections FITURTECHY and FITUR KNOW HOW.

Technology, like sustainability, will continue to put its stamp on the event as an essential lever for growth in the sector and for its progress toward the concept of intelligent tourism. In this vein, the FUNDACIÓN IFEMA LAB Foundation will continue with its work on the 'Feria Aumentada' (Enhanced Trade Fair) project, a ground-breaking initiative for FITUR.

Another of the focal points for this year's event will be the various seminars and activities offered during the trade fair, organised by international entities such as the World Tourism Organization

***When: 23 to 27 January 2019***

***Where: Feria de Madrid, Madrid, Spain***



(UNWTO), the Latin American Conference of Tourism Ministers and Entrepreneurs (CIMET) and INVESTOUR, who will this year be joined by theWorld Travel and Tourism Council (WTTC).

FITUR 2019 is gearing up for one of its most comprehensive events, with new concepts, trends

and strategies aimed at consolidating and improving the outcomes achieved at last year's event, which brought together 251,000 participants and played host to more than 6,800 business meetings.

**23, 24 & 25 January 2019.**

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## Show Review

# World Travel Market



**When: 5 – 7 November 2018**

**Where: ExCeL London, United Kingdom**

WTM London 2018, was full of ideas and its co-located sister event Travel Forward experienced a massive 6% increase in visitors fuelled by an increase in senior travel and tourism industry professionals attending the event, according to unaudited figures.

Travel Forward is a new travel technology event co-located with WTM London 2018 and part of the WTM portfolio of events.

The inaugural Travel Forward conference, exhibition and buyer programme took place between 5 – 7 November 2018 at ExCeL London, showcasing next-generation technology for travel and hospitality.

WTM London 2018 saw visitor numbers – including exhibitor invitees, WTM Buyers' Club members and trade visitors - increase by 6% to 32,700.

Furthermore, members of the international media increased by 1% to 2,700. Overall participant numbers increased to 51,409 – making it one of the highest attended of the 39 WTM London's that took place since its launch in 1980.

The record number of visitors to WTM London – surpassing 2014's figure of 32,462 – was fuelled by a massive 39% increase in the key benchmark of exhibitor invitee visitors. Exhibitor invitees are among the most important and senior professionals

in the travel and tourism industry, invited by exhibitors on the invite-only first day of the event to conduct high-level meetings and conclude business deals. A total of 17,567 exhibitor invitees attended WTM London across the three days of the event (Monday 5 – Wednesday 7 November), compared to 12,662 at the 2017 edition.

In total, WTM London experienced almost 89,000 (88,742) visits across the three days. The first day of the event saw 27,240, day two experienced 38,035 visits and the final day of the event saw 23,467 people in attendance.



The event was also visited by 9,325 member of the prestigious WTM Buyers' Club alongside the exhibitor invitees these visitors will sign deals with exhibitors worth more than £3 billion.

Total participant numbers increased by 3% from 49,685 in 2017 to 51,409 in 2018.

WTM London 2018 was given a greater regional focus with the introduction of five regional Inspiration Zones – UK & I and International Hub, Europe, Asia, Americas and Middle East and Africa. These Inspiration Zones led to an increase in

content, ideas and inspiration for participants to take back to their business and implement to help fuel the growth of the travel and tourism industry.

This strategy saw a greater number of senior CEOs and tourism ministers taking part in the content programme – including easyJet's CEO Johan Lundgren and UK tourism minister Michael Ellis. While more research was added to the programme – including dedicated regional research sessions -- from respected research organisations including Euromonitor International, Mintel, ForwardKeys and Nielsen.



# CALENDAR OF EVENTS

## Indywood Film Carnival 2018

Hyderabad, India

[www.indywood.co.in](http://www.indywood.co.in)

### 1- 5 December



## ILTM Cannes

Cannes, Cedex, France

[www.ilm.com/cannes/](http://www.ilm.com/cannes/)

### 3-6 December



## Avia DEV

Palacio de Congresos de Valencia, Spain

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

### 3-5 December



## Hotelier KSA & UAE Events

Riyadh, Saudi Arabia

[www.events.ide-global.com/hospitality/ksa/](http://www.events.ide-global.com/hospitality/ksa/)

### 3- 4 December



HOTELIER SUMMIT  
KSA & UAE

## 5th Athens International Tourism Expo

Athens, Greece  
<https://aite.gr/en/>



7- 9 December

## Hotelier Summit Asia

Jakarta, Indonesia  
[www.events.ide-global.com/hospitality/asia/](http://www.events.ide-global.com/hospitality/asia/)

5- 6 December



## Brussels Travel Expo

Brussels, Belgium  
[www.btexpo.com/](http://www.btexpo.com/)



10-11 December

## Uzakrota Travel Summit 2018

Uzakrota, Turkey  
[www.uzakrota.com](http://www.uzakrota.com)  
[/tag/uzakrota-travel-summit-2018//](#)

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