

Travel AND Tour™

Volume: 10, Issue: January 2018

WORLD

**Top
SMART CITIES
of the
World**



06- Meetings Point: Capital of Queensland, **Brisbane** has lately turned into a vibrant city, attracting new businesses worldwide. Third most populated city in Australia after Sydney and Melbourne with over 2.3 million residents, Brisbane's economy is hugely dependent on tourism



15- Special Feature: Travelling with children to different destinations is the best way to elevate and broaden their global perspective. Travel instills an understanding of diversity in children regarding people, cultures and their differences



19- Destination Diary: When everything is labelled as smart today, then why not cities? Read about the **smart cities** which can create and sustain smart tourism

28- Tech iT: The probabilities of **Virtual Reality** are endless. No wonder, it boasts of an immense potential to reshape the global travel industry, besides making travelling more interesting for millennials!

32- Cover Story: Simply put, a destination is said to have **overtourism** when hosts or guests, locals or visitors, feel that there are too many tourists in that particular destination, and the quality of life in the area or the quality of experience has deteriorated unacceptably

38- Travel Tendency: The ascent of new trend in the millennial travel with the emergence of internet has given rise to a new brand of **Online Travel Agencies**(OTAs). It wouldn't be wrong to call them the 'dominant' marketing channel in the travel industry

43- Travel Association: **Roger Dow** is President and CEO of the U.S. Travel Association. In this issue of Travel And Tour World, we are delighted to share an exclusive interview of his. Read on to know more

Travel News:11

New Faces: 25

World Festivals: 46

Show Highlight:53

Calendar of Events:64



Dear Readers

As the tourism industry rolled into the new year, travel is becoming a hot commodity globally. The appetite for unique destinations and distinctive content is heating up, attention on platforms like Instagram and Facebook are showcasing the demand for the unique content and information. According to the experts, last-chance tourism will emerge as one of the biggest trends fueling wanderlust. Significant emergence of middle class is also fortifying the global thirst for travel.

Our cover story revolves around the concept of overtourism which many of the European destinations have already taken steps to find a sustainable solution. The demand-supply circle of the tourists affects the local residents and eventually creates greater sociological issues. Travelling with children includes both fun and responsibility. In their tender age, it creates momentous impact when they can indulge and get the sense of exploration of the diverse class, cultures and ethics.

Technology is taking over almost everything, and travel is no different. The smart cities all across the globe are a new kind of attraction for the millennials and are a whole new state-of-the-art experience for the new-age travellers. Virtual Reality is also gaining much importance in the latest travel technology and holds immense potential for the upcoming age. Travel And Tour World wishes all its readers and travellers a very happy and prosperous New Year and travelling!

Editor-In-Chief

Mr. Anup Kumar Keshan

Editorial Desk

**President &
Editor-In-Chief**
Mr. Anup Kumar Keshan

Executive Editor
Mrs. Puja Keshan

Design Team
Mr. Mufaddal Chithiwala
Ms. Sonali Khan
Mr. Rajat Singh (Web)
Mr. Kaushik Das(Web)

Asst. Communication Exe.
Mr. Rana Singh

**Associate Editor &
Vice President**
Mr. Apratim Ghoshal

Content Writers
Ms. Shreya Goswami
Ms. Arpita Paul
Ms. Heena Ahmed
Mr. Tuhin Sarkar

Marketing Executive
Mr. Vijay Kumar
Ms. Andrea Das

Circulation
Mr. A.K. Sharma
Mr. Kajal Mandal

Follow us



AIME

WHERE INSPIRATION BEGINS



**EXHIBITION
SPACE IS
SELLING FAST**

Book your stand now!
aime.com.au

Join

San Francisco Travel Association, Los Angeles Tourism & Convention Board, Hawaii Tourism Oceania, Tourism Fiji, Japan National Tourism Organization, Madhya Pradesh Tourism Board, Abu Dhabi, Philippine Department of Tourism, Australian Convention Bureaux, New Zealand Conventions & Incentives, Business Events Australia, and many more

FOR BUSINESS | NETWORK | EDUCATION

Confirmed Hosted Buyers attending AIME 2018:
AMP, ANZ Banking, National Australia Bank - NAB, Suncorp, China National Pharmaceutical Group, Tesla, Minerals Council of Australia, Engineers Australia, IAG, ICMS Australia, Siemens Healthineers, Sanofi

The leading exhibition for the meetings, events & incentives industry in Asia-Pacific

20-21 FEBRUARY 2018 | MELBOURNE

#AIME2018



OWNED BY



ORGANISED BY



Brisbane

A forward-thinking metropolis!



The capital of Queensland, Brisbane has lately turned into a vibrant city, attracting new businesses worldwide. The third most populated city in Australia after Sydney and Melbourne with over 2.3 million residents, Brisbane's economy is hugely dependent on tourism. So far, Queensland along with Brisbane witnessed record growth in business travelling with high expenditure. As per the report published by Tourism Research Australia, till June 2017, the state along with its capital saw 5.5 percent growth in overnight domestic visitor expenditure with special emphasis on business travel with 16.7 percent growth which is tantamount to 4.8 million business visitors approximately. Let's take a deeper look.

Located in South Brisbane, BCEC is owned by South Bank Corporation and governed by AEG Ogden. One of the premier centres in Brisbane for delivering world-class shows, events and conferences, providing a seamless experience to the organisers and participants, BCEC takes events to the highest standards.

Features : The convention center is 450 meters in length, 120m in width with 24 meters high. The roof design of the building is based on five hyperbolic paraboloids. It has exhibition halls, boulevard auditorium and BCEC great hall. It has concrete sheer walls and steel.

Some of the accolades the center received in recent times:

- AIPC Apex Award in terms of highest rating by the clients
- MEA 2015 National Award winner for catering and banquet
- MEA 2015 State Award winner for best venue for meetings with capacity to accommodate over five hundred people
- Meetings Industry Marketing Awards, London 2015

Brisbane Convention & Exhibition Centre



Top 3 hotels perfect as conference venues in Brisbane

Mantra On Queen: A well-known conference hotel, Mantra On Queen is situated twenty minutes from Brisbane Airport and at a stone's throw distance from the city center. The hotel has a conference hall which can accommodate around 130 visitors. In addition, it has restaurant, gym, outdoor swimming pool, sauna, on-site parking and 24-hour reception.

Sofitel Brisbane Central: One of the premier luxury and conference hotels in the city of Brisbane, Sofitel Brisbane Central has pillarless ballroom, meeting rooms with all modern amenities, dedicated conference floor, along with 5- star accommodations, outstanding dining options with well-trained staff members, offering a memorable conference experience to all delegates around the globe.

Next Hotel Brisbane: This 5- star hotel and conference venue is located at the heart of the city. The hotel has all state-of-the-art facilities to meet the needs of every modern business travellers, providing excellent purpose-built Executive Studio seminar rooms accompanied with up- to- date technologies and experienced staff.



Businesses & start-ups are flocking to Brisbane

For the startups, Queensland has become Australia's second most preferred state, thanks to the numerous opportunities provided by Brisbane. In the last couple of years, Brisbane witnessed major changes in its office sector. As experts suggest, Brisbane CBD along with the borders of the suburb has seen an increasing number of local, interstate and global micro-businesses, welcoming flexible workspaces. According to the latest report of Colliers International Brisbane Flexible Workspace: Market Trends and Outlook, in May 2017, over 78,000 sq m of flexible office space were generated in Brisbane alone, representing 2.43 percent in comparison to 2 percent in Sydney.

Brisbane experienced an overall visitation growth of 11.8 percent which accounts to 6.4 million approximately. Expenditure increased by a whopping 15.5 percent which is a record of \$3.9 billion high followed by \$717.50 spending per visitor. Business travel in Brisbane saw a surprising growth of 27.5 percent with intrastate overnight visitation of 14.6 percent and interstate with 8 percent respectively.

Thus, we can conclude that the above figures are indicative of the exceptional business growth of Brisbane in the last few years, making it one of the favoured locations for meetings and seminars worldwide. The city has rapidly come into the map and gained status as the number one meeting point for international businesses and events in its own right!





Discover the World

The leading global event for the Latin
American travel industry

WTM Latin America 2017 attracted more than
10,000 travel professionals from all over the world

Increase of **18%** on visitors and **28%** on
members of the press

Book your stand at: latinamerica.wtm.com

49th business
meeting
Braztoa



wtm[®]

LATIN AMERICA

São Paulo, 3–5 April 2018

Travel Partner

HOTELMAP
OFFICIAL HOTELS PARTNER

Korea MICE Bureau launches brand new website for MICE industry

In order to promote the MICE tourism opportunities in Korea, the Korea MICE Bureau launches its brand new website with all the necessary information and the calendar of the events in an user friendly manner. Designed to cater to the ever-widening variety of meetings, incentive programs, and other events hosted in Korea today, the content of the website has been expanded to go beyond conventions to cover all kinds of business events and the programmes.



Tourism tax deduction in Thailand will bring more tourists

To make Thailand, a tourist hub, the government of Thailand from January 1st 2018 to December 31st, 2018, is offering the tax deduction for the national and international tourists.

This new move will activate the tourism and helps to distribute the incomes to the secondary provinces, by making the rural economies stronger in order to make the wide expansion of economical development. The tourists who can spend on the accommodation and food at these secondary locations in Thailand can use the receipt to claim a tax deduction of up to 150000 bhts.

Scout Airlines made its first inaugural flight to Honolulu making the first journey to US

It is the first journey from Singapore to Honolulu by Scout Airlines, which is known as the ultra-low cost carrier, marking the first service to United States in order to bring more tourists from America in both luxury and MICE arena.

The Singapore-Honolulu flight had a brief layover in Osaka, Japan, as part of its four-days-a-week service. The last airline to serve Hawaii from Singapore with a direct flight was Singapore Airlines, which canceled its Singapore-Taipei-Honolulu-Los Angeles route in 1992.

Honolulu is chosen as the first U.S. destination because the authorities of Scout Airlines consider that there will be a demand for the route as Hawaii is a popular destination for the sun, sand and sea lovers.



2018 summer will come with the unveil of New Carol Stream

New Carol Stream in Illinois will open in the next summer of 2018, which will trigger up the hotel and hospitality industry in Illinois.

The construction of an extended-stay hotel is under way near a prominent corner in Carol Stream. The officials of Carol Stream last week completed the foundation work for the WoodSpring Suites, a four-story, 123-room hotel that will be built along the west side of Gary Avenue, just south of Stark Drive. This new luxurious project could wrap up in late summer or early fall 2018, depending on the weather, the village officials say. This new hotel will also be the revenue earner of the village and helps in eco and rural tourism.

Winter blizzards dampen Christmas holidays of Nova Scotians

The wintry violent winds that were rushing up to about 110 kilometers per hour dampen the Christmas holiday spirit of Atlantic Canada, affecting 74000 residents.

The violent winds ended up in disrupting the travel plans and left a large number of Nova Scotians without power on Christmas Day.

There was an intense low-pressure system that had

made its way from Bay of Fundy to the Gulf of St. Lawrence. Though there was precipitation that had appeared to taper off in a few areas, the heavy winds continued to fasten against a major portion of the East Coast through Monday evening as asserted by Environment Canada.

The spokesperson of Nova Scotia said that the uprooted trees have snapped the power supplies of the region entirely, and the restoration effort is going on by bringing 60 additional power supplies engineers in order to smoothen the services.



The Leading Travel Trade Fair in the Baltic States!

BALT ²⁰¹⁸
TOUR



25TH INTERNATIONAL TRAVEL TRADE FAIR

2-4 February,
Riga, Latvia



• **Short trips** and long distance **tours**

• **Advantageous** prices
• **New routes**

• **Varied recreation** options in **Latvia**

Organiser: **ALTA**

Service provider:  **BT 1**

More info: www.balttour.lv

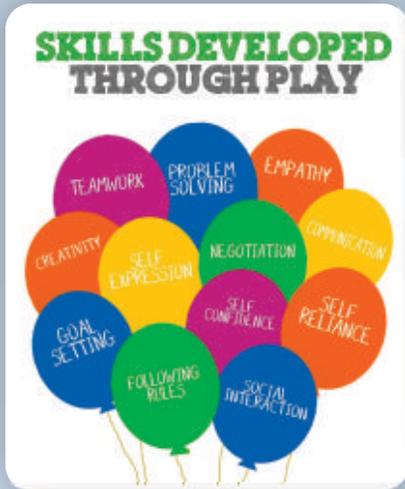
HOW YOUNG MINDS BENEFIT FROM TRIPS

Children value the time when parents build sandcastles, play badminton, jump with them on beaches, go for river rafting, or mountaineering. The 'attachment play' is more than fun and vital for bonding. It enhances self-esteem and sends psychological messages.

Relationship health within a family is significant for physical health too. As per a survey, two-third of conversation between parent and child is about daily routine. Around 65 per cent of parents play occasionally with kids; one sixth of the father do not know how to play while one third say they don't have



Travel leads to brain development, builds IQ and concentration



The play and brain seeking system that holidays trigger leads to brain development in children. The play system is exercised when kid is voraciously involved in some kind of activity while the brain seeking system is initiated once they start exploring places.

The genetically ingrained systems set deep in the brain's limbic area gets active.

The well-being nuerоchemicals like the opiods, oxytoxin and dopamine reduce stress and create a generous feeling. The systems are like muscles — the more it is used, the more it becomes a part of the personality.

Family holidays in kids bring about brain growth resulting in well-focussed, goal-directed behaviours and cognitive function that stays lifelong.

Travel builds concentration in children; the green space calms the body, lowers blood pressure and stress hormone levels in adults too.

Brain fertilisers in the frontal lobe is triggered in enriched environment that leads to stress regulation, attention, concentration and learning ability.

Travelling with children to international destination is the best way to elevate and broaden their global perspective. Travel instills an understanding of diversity in children regarding people, cultures and differences.



Be it a history-driven trip, island escapism or bringing the curriculum alive each of these family travel bucket list should be covered once in a lifetime:

Greek Islands

Greek Archipelago is stretched across 7,500 km of the country's total 16,000 km coastline with diverse landscape and beautiful beaches. There are 6,000 islands and islets in the Aegean and Ionian Seas among which only 227 islands are inhabited.

The Greek beaches received the blue flag award under the Blue Flag of Europe Program. It is ideal for activities like swimming, scuba diving, snorkeling, water skiing, sailing and windsurfing.



GALAPAGOS

Located in the Pacific Ocean 1,000 km from South American continent, it has 19 islands and is known as the 'melting pot' of marine species.

Embark on a trip to the famous wildlife-watching destination in the world. The remote archipelago is a land of stark lava formations, cactus forests, lush green highlands, turquoise bays and tropical beaches. Kids can hike a volcano, kayak around beaches and swim with the sea lions. Penguins, humpback whales and blue-footed booby bird are only visible in July. Its marine reserve is unique and known as the 'living museum and showcase of evolution'.



Canada

Canada boasts of 18 UNESCO World Heritage Sites inclusive of cultural and natural sites. L'Anse aux Meadows and Nahanni are two of the first twelve sites in Canada declared as world heritage sites in the inaugural group in 1978.

Celebrate 150th birthday of Canada by exploring some of the North America's landscape. Set off to Whistler, Wells Gray Provincial Park, Jasper National Park, and Lake Louise and look for grizzly bears, moose and bald eagles. Kids can take breaks for mountain biking, horse riding, white water rafting and kayaking.



Travel hacks

- ★ Keep a balanced pace small children get tired quickly
- ★ Get your travel insurance and vaccination in place
- ★ Keep spare clothes, and sick bags handy
- ★ Hire a childcare if the long-term travel gets tiring and stressful



Must have travel apps



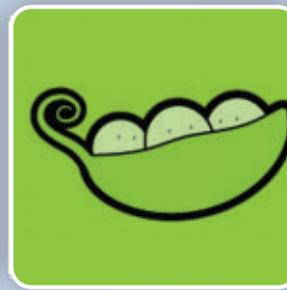
Sound Sleeper App



Mamava App



Owlet SmartSock 2 and App



Apps from PeaPod Labs



Duolingo

Sound Sleeper App : The real sounds of nature and city will help your child relax. Its vintage design, sleep tracking and sound recorder provide all the solution when you want your little one to sleep on road.

Mamava App: The crowd sourcing app provides secure locations for pumping and breastfeeding. One can easily find lactation suites in new cities and rate locations to provide moms with smarter decisions.

Owlet SmartSock 2 and App: The baby monitoring app will check your infant's heart rate and oxygen levels. If you are worried about your child's health on a trip, this app will help you.

Apps from PeaPod Labs: This app supports and reinforces basic leaning like introducing new vocabulary, landmark across the world.

Duolingo: It's a great resource for kids and adults as it teaches language, concepts and vocabulary in a kid-friendly way.

Travel enhances the development milestones in kids exposing them to a wide repertoire of learning, thereby making them more adaptable and flexible in habits.



Top SMART CITIES of the World

Explore the global metropolis in New Age of Technology

Modern cities in the world have been the engines of the strong economical growth right from the age of Industrial revolution. The industries have prospered through ages and now, with the advanced technology, the cities are remarked as “smart” for their accumulating data, innovations, greater production and the enhanced lifestyle of the citizens.

World is growing with the newest and latest advancement in modern scientific technology that makes the life of every citizens easier and better with the modern meeting venues, health care units, convention centres, luxurious stays and restaurants, smart water drainage & waste management and best connectivity, making commuting and communication easier.

Quality of a smart city

A smart city is the result of collective and embedded human intelligence. Infrastructure is one of the major criteria in making a city smart with the building of physical assets, opening of new innovation process, creation of data analytics and setting up of e-governance.



What makes a city “smart”?

A city is known as “smart” for its usage of resources and assets efficiently with proper management skill, right monitoring of the traffic and well-developed transportation system along with smooth and increased communication with citizens and government.



Discover your passion in Singapore

South East Asia's most developed city-state where hi-tech travel is no longer a dream, Singapore is a paradise for action seekers, adventurers, city explorers, spa lovers, cuisine lovers and the shapers of culture. Come and taste the joy of living with all the

luxurious and ultra technological amenities. Boutique hotels are the best bets, which are dozens in Singapore. Enjoy your time in Singapore with unlimited fun and drink at art-deco buildings, where you will get a warm welcome by robot housekeepers and ultra modern luxury.



Living in Copenhagen

Copenhagen is Denmark's 850 year old pride in being the unique platform for the research of urban smart technologies that help the city to handle the major challenges of rapid urbanisation and climate change, thereby helping in making the city smart in technical skills in a sustainable way.

Denmark's capital city, Copenhagen is a green and clean metropolis offering best work culture and high standard of living, forming the best choice smart city. Known for the modern conceptual Danish design, this city is fully inspired by light, water, open space and sustainability.



Vivacious Urban Beauty Of Tokyo

Explore Japan's most popular city best fitted with culture, heritages and modern advancements including stays, recreations and connectivity. Uncover the secrets of astounding and vibrant culture of Tokyo from airport to its lounge, robot-staffed hotels for

best luxurious stays and the smart car for transportation, well-advanced railway and cruise system. The government takes major responsibility in making the city energy efficient and low in power storage.



Find your simplicity at Melbourne

Uniquely decked up with all the modern scientific technological ways, making the city life easier and comfortable for its citizens and guests, Melbourne, the sports capital of Australia, takes its way by prototyping the tailor-made-

modern and user-friendly initiatives for the people who are blind, deaf or deaf-blind to better understand how they can navigate through the city. The city adopts innovative ways in all the fields and improves with day-to-day experiences to enhance the urban culture.



Mega technological city of London

It is the only city in the world, where all the cultures meet. London sees the fastest population growth and is the city of new technology, science, business and capital. London is the house of the best specialist talents of the world, who have

the capabilities to develop the next generation data analytical science making it the successful place for harnessing digital technologies along with balanced life style and sustainable prosperity. Walk with amazement in this city, when you see the kinetic pavement on Bird Street that harvests electricity for the street lamps.



See Israel's crown at Tel Aviv

Awarded the title “Best Smart City in the World in the Smart City Expo World Congress”, Israel's administrative headquarter is focusing its strong research on civic engagement, complete waste management and hi-engineering technology for improving the quality life of the

residents in Tel-Aviv. A 24 hours busy city is bundled with Mediterranean beaches, , implausible foods, delighting cultural and scientific scene that offers an international outlook not only for the business tourists, but also for the people who come to visit the different points of interests throughout the year.



Following the Smart City principles, Tel Aviv involves itself with urban development by making the use of cutting edge technologies making “smart” municipality in this new age of digital technology.

Smart City A New Innovation

Every country in this digital world is researching and innovating to bring digital and informational transformation that would make life easy and simple. The modern scientific adaptability by the administration and residents,

based on environmental sustainability and the improving infrastructure assures every one with better water management, security, affordable housing and e-governance.



The Golden Era of your travel business begins with our Silver Jubilee.

As SATTE's 25th year, 2018 aims to be more than a milestone for the show. Rather, this is a stepping stone – the launch of a new era where SATTE delivers bigger strides and takes business networking for you to a whole new level.

Key Features

 Expand your reach and network with over **25000 industry professionals**

 Participation from over **28 states and 50 countries**

 Unveil your creation at the **Innovative Product Showcase**

 Get world class experience of **Technical Seminars & Knowledge forums**

 Opportunity to **develop new & existing relations**

 Network with **key decision makers** all under one roof

 Spread over **18000 sq.mt.** (gross area) across **8 halls**



Hurry! Register to visit.

Supported by



Official Media Partner



Media Partners



FOR EXHIBITOR REGISTRATIONS

Sanjiba Ningthoujam
T: +91 11 66517617 | M: +91 98107 21549
E: sanjiba.ningthoujam@ubm.com

FOR VISITING ENQUIRIES

Rohit Kunder
T: +91 22 6172 5507 | M: +91 86524 76186
E: Rohit.kunder@ubm.com

FOR MARKETING AND ALLIANCES

Surendra Singh
T: +91 22 6172 7318 | M: +91 98197 19695
E: surendra.singh@ubm.com

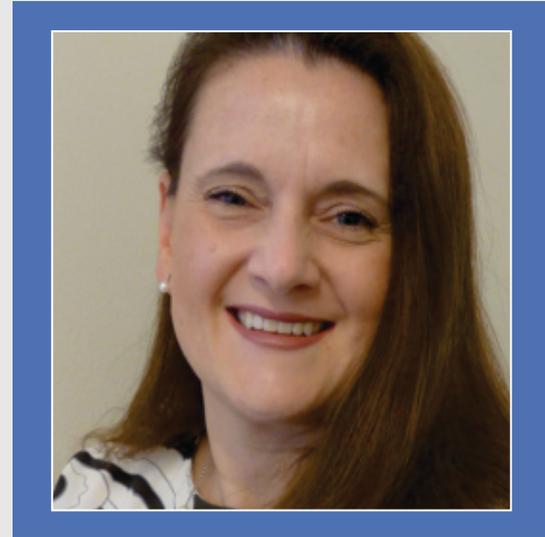


New Faces

Corinthia Hotels strengthen its talent pool

Corinthia Hotels, which is one of the known the collection of luxury, five-star hotels around the world, has appointed its first Director of Learning, Development & Wellbeing.

The director of Learning, Development and Well being will focus to strengthen its talent pool of 2,500 full-time employees and 500 part-timers that the hotels employ globally. **Rachel Begbie**, joined Corinthia Hotels on December 1st, 2017, She has 18 years of experience with the Four Seasons Hotels in London, Egypt and Beirut and latterly as Regional Director of HR covering Azerbaijan, Russia, Hungary, the Czech Republic, Turkey, Lebanon and South Africa. Rachel Begbie will be responsible for reviewing, developing and implementing learning, development and wellbeing systems and programmes across the eight hotels, based in Corinthia Hotels' London office.



Corporate Travel Management appointed three new officials

Corporate Travel Management (CTM) is strengthening its team with three new hires. **Stephen Taylor, Mark Eden and Richard Ware** join the Travel Management Company (TMC) – the seventh largest in the United Kingdom, as senior Business Development Managers on the organization's Large Enterprise team.

Richard Ware has worked in the travel industry directly with Travel Management Company since 1995. While on the contrary, Stephen Taylor n has 13 years' experience in business travel, working across many vertical industries including retail, pharmaceutical, law, finance

and central government.

Mark Eden has worked in the travel industry since 1995, specializing in business development for Travel Management Company from the very start and working across energy, legal and sports sectors.

Brisbane Showgrounds has appointed Luke Pearl as GM Operations

The Brisbane Showgrounds has pleasingly welcomed **Luke Pearl** as its new General Manager, Operations.

Luke Pearl brings with him almost more than 20 years of international and national experience in executive level management within the hospitality and event management industry. He also played the position as General Manager of Novotel and Ibis Sydney Olympic Park and Stamford Plaza Brisbane. Previously, he was in the position in the many several hotels in London, including the 4.5 star rated Village Urban Resort London Elstree.

Here, Luke will direct a team focused on the food and beverage, event planning and venue service operations for the world-class Royal International Convention Centre and Brisbane Showgrounds. Having relocated from Sydney, Luke said it was great to now be working for such a versatile events venue in his hometown of Brisbane.



H.E. Ms. Eliza Jean Reid, First Lady of Iceland is appointed by UNWTO as Special Ambassador for Tourism and the Sustainable Development Goals

H.E. Ms. Eliza Jean Reid, First Lady of Iceland is now the Special Ambassador for Tourism and the Sustainable Development Goals (SDGs).

She was given the position at UNWTO/UNESCO World Conference on Tourism and Culture, an official event of the International Year of Sustainable Tourism for Development 2017, held in Muscat, Sultanate of Oman on 11 and 12 December, 2017.

In her involvement with UNWTO at the Conference H.E. Ms. Eliza Jean Reid underlined the significance of sustainable tourism as a means to build peace and social cohesion.



CENTRAL & EASTERN EUROPE

February 18 – February 20, 2018

Zagreb, Croatia

ProCEEding to drive MICE BUSINESS

The 8th Annual **Exclusive One-Stop-Shop** to New MICE Business Potential in **Central & Eastern Europe**

- Hotel Dubrovnik: The Event Venue in the Heart of Zagreb •
 - Quality – Conscious Boutique Event •
- High-end CEE Destinations and Travel Solution Providers •
 - Exclusive Invite only Participants •
 - Pre- Selected and Qualified Worldwide Buyers •
 - Pre- Scheduled, Match- Made one-to-one meetings •
 - Convention Bureau Exhibition in Networking Foyer •
- Productive Educational Programme by Industry Experts •
 - Lavish Luncheons, Gala Dinners and Parties •

Europe Congress

T: +420 226 804 060 | E: info@europecongress.com | W: europecongress.com

Smoking a cigar on his couch, David's lips welcomed a happy curve.

He was in a trance. Or lost perhaps, amidst a heavenly vision of the Northern Lights in the picturesque backdrop of Yellowknife, Northwest Territories – one of the precious glories of Canada!

Not far from his house in the city of Denmark, his

friend Alice was absorbed in something similar. The 23-year-old lady was admiring the stately grandeur of the Eiffel Tower, greeting the twilight in Paris...

No travel insurance, no visas... no flights!

All you must do is: gift yourself a virtual reality (VR) headset and get on the groove. Before you buy, you can try – and this is the best blessing of this avatar of technology.



VR's Tryst with Travel Industry

TRY BEFORE YOU FLY

Travel Technology's New Teaser

VIRTUAL REALITY

So, how does the technology of virtual reality work?

It is an intriguing concept. The technology is used on computers or mobiles for creating a special simulated three-dimensional world!

For instance, one can enjoy a 3D view of a city, showroom, hotel or a hospital with this. This unique technology is functional, thanks to the series of apps permitting users to be hand and glove with a fresh experience through 360-degree immersive videos.

The videos can carry users to any corner of the planet. With time, the technology has embraced brand new upgrades making virtual tours of distant places accomplishable. With the appropriate

equipment, of course. Just ensure you pamper your wanderlust with the right choice, maybe with the likes of Oculus Rift or Samsung Gear VR!

So, once you are acquainted with a bird's eye view of your favourite destination, you can book your reservations more confidently and be assured of a greater value for your money!

How VR is Influencing Travel Industry

The probabilities of VR are endless. No wonder, it boasts of an immense potential to reshape the global travel industry, besides making travelling more interesting for millennials!



Try Before you Fly

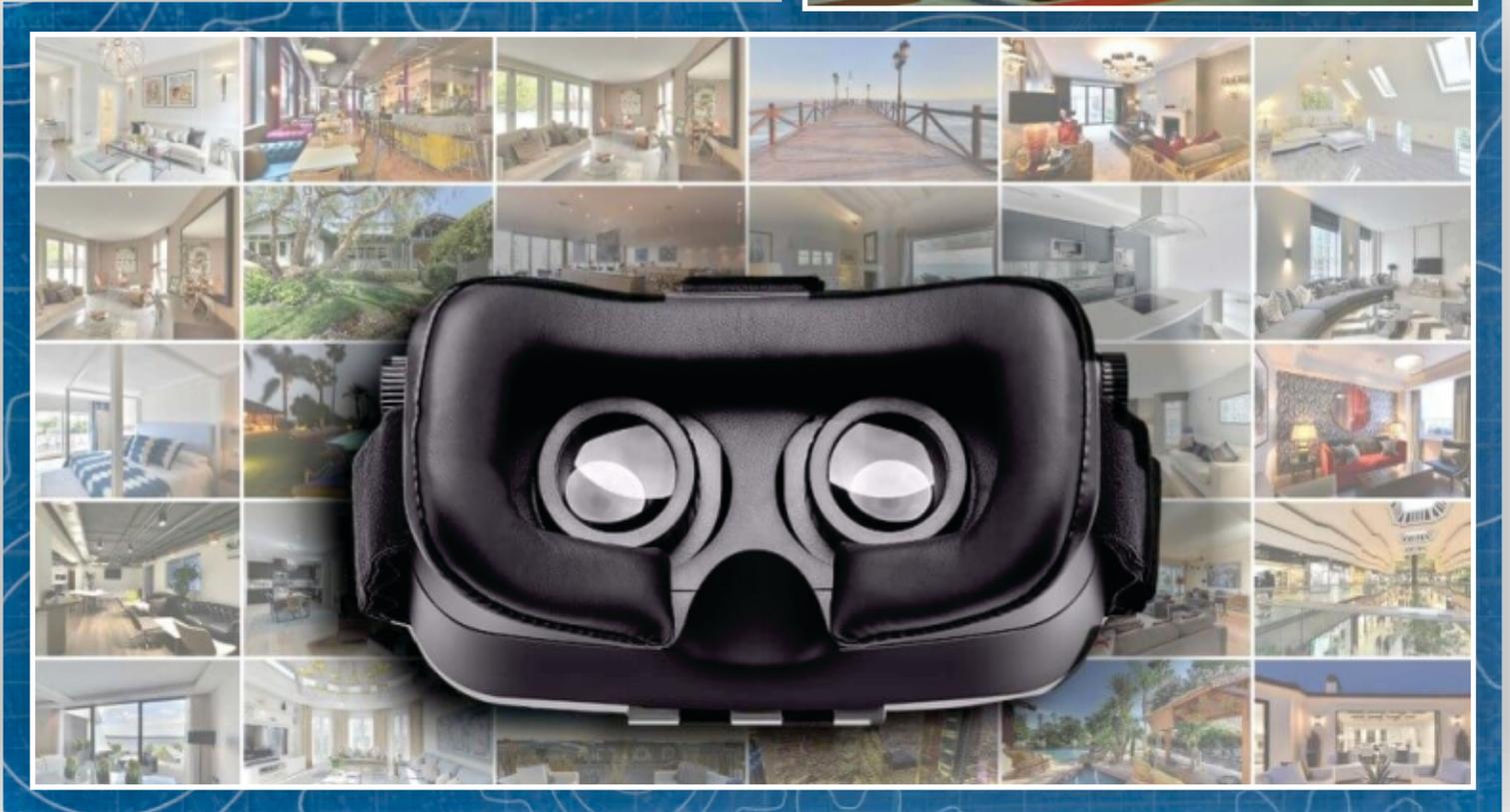
Imagine traversing the Great Wall of China or exploring Machu Picchu from the comfort of your room. Or, checking out an igloo while you sip your morning coffee. Immersed in a 3D ambiance, virtual reality makes it possible for people to explore new places of interest. Before splurging on airfares, you get to be familiar with the potential of your chosen vacation locale.

Virtual Walkthroughs

Now, backpackers may bid farewell to those boring flat photographs of hotels or tours with descriptions. Some hotels across the world now offer a virtual viewing of their facilities to their clients prior to their bookings, well in advance.

Demonstrating Room Types

The special experience of virtual reality aims to assist travellers in analysing the difference between different room types in a hotel. This promises them a greater capacity to opt for the hotels best complementing their aspirations, much before they arrive at the hotel premises. Furthermore, it is also an excellent marketing strategy for the hospitality industry, for enticing potential guests to their brands and services!





Smartphone Integration

Apart from the various apps aiding globetrotters with their travel research, smartphones also have the capacity to be integrated to VR devices. For a world obsessed with technology, the very thought of smartphone integration is pure magic!

VR Goggles will Act as Mainstream Sales Tools

As have been mentioned earlier, VR headsets can double the chances of sales, especially at travel industry events, conferences and exhibitions.

For instance, at the International Luxury Travel Market (ILTM), Virtuoso Travel Week and more, virtual reality can transform thoughts into actions.

Thanks to this technology, virtual tours are turning out to be more convenient and economical.

It has ushered in a beautiful revolution in the arenas of gaming, cinema, journalism, medical training as well, alongside international travel industry. Even the airline sector has started discovering the charms of VR and augmented reality, offering passengers a glance of a destination prior to booking a flight.

Qantas Airlines, for instance, has been able to make the optimum utilization of this technology. Recently the airline introduced a trial service giving travellers a great experience in an interactive 360-degree cinematic video format. The VR headsets in the flight take clients on a 3D immersive tour wherein they enjoy the network destination and latest products!

The momentary break from monotony sparked by the idea of VR is really contagious!



OVERTOURISM

A glaring concern for the travel industry

International tourism has grown 40-fold since commercial jet traffic began some six decades ago, according to the United Nations World Tourism Organisation, and now the situation has reached almost a breaking point.

Simply put, a destination is said to have overtourism when hosts or guests, locals or visitors, feel that there are too many tourists in that particular destination, and the quality of life in the area or the quality of experience has deteriorated unacceptably.

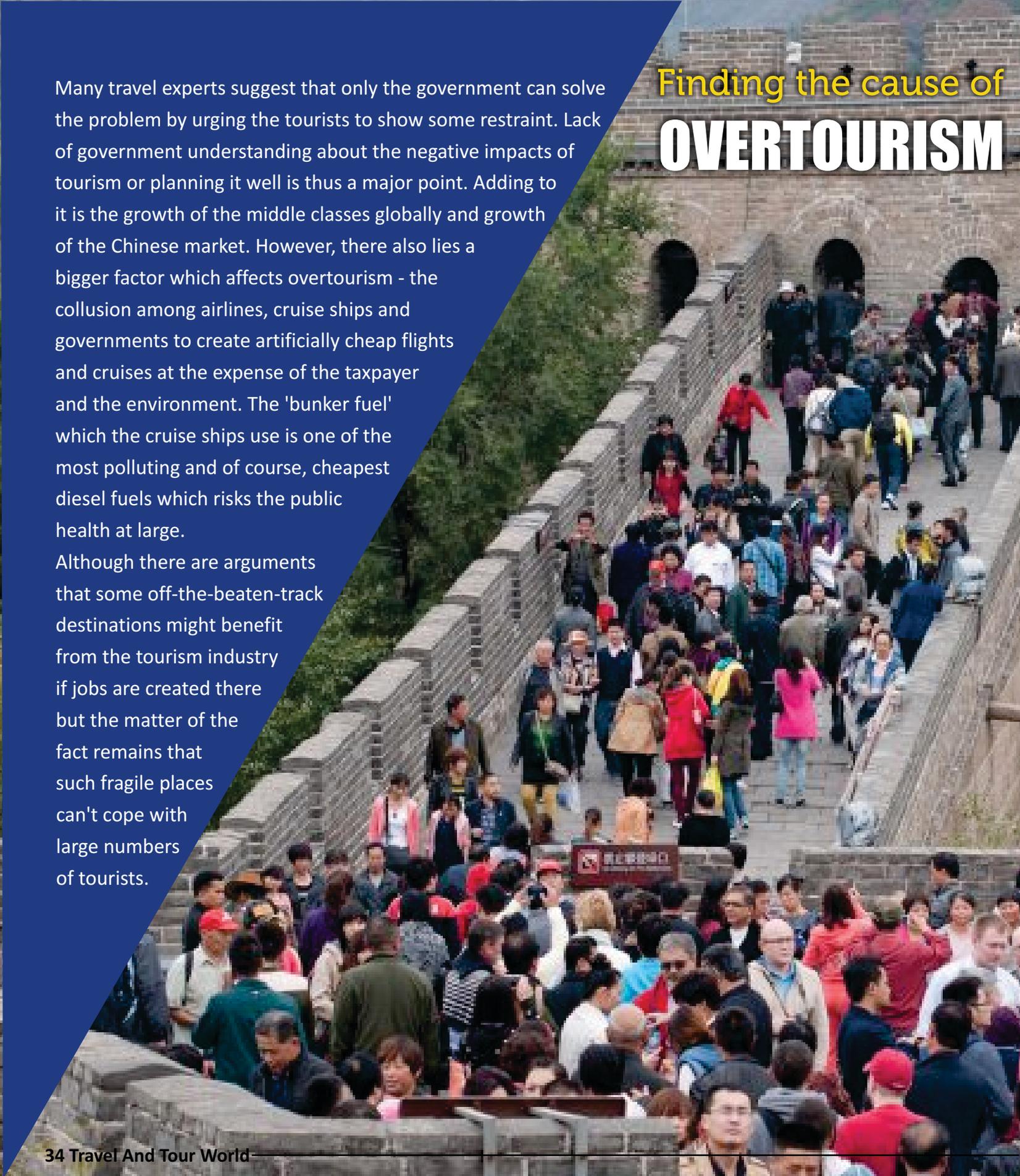
Popular destinations from Venice to Barcelona to Amsterdam are dealing with an overwhelming number of tourists, much to the displeasure of residents and travellers alike. As more and more people are travelling to these destinations, overcrowded streets, long queues at museums and parks or blocked vistas are becoming common phenomenon.



Finding the cause of **OVERTOURISM**

Many travel experts suggest that only the government can solve the problem by urging the tourists to show some restraint. Lack of government understanding about the negative impacts of tourism or planning it well is thus a major point. Adding to it is the growth of the middle classes globally and growth of the Chinese market. However, there also lies a bigger factor which affects overtourism - the collusion among airlines, cruise ships and governments to create artificially cheap flights and cruises at the expense of the taxpayer and the environment. The 'bunker fuel' which the cruise ships use is one of the most polluting and of course, cheapest diesel fuels which risks the public health at large.

Although there are arguments that some off-the-beaten-track destinations might benefit from the tourism industry if jobs are created there but the matter of the fact remains that such fragile places can't cope with large numbers of tourists.



Major concern

UNWTO forecasts 1.8 billion trips by 2030, up from 1.2 billion in 2016. Add in the 5 billion domestic trips now, and that's a lot of tourists. Cheap airfare is helping to fuel the growth, along with massive growth in international travel from countries like China. However, the dilemma is that many of these destinations rely heavily on tourism for its revenue and employment.. Packed beaches, locals priced out of housing and congested streets in the narrow byways of European cities dating back to medieval times are real time problems which in the long run will add to the environmental damage and the long-term sustainability of cities. These need to be tackled with immediate effect.



To name one of the most notable victims of overtourism is Venice. Last summer, it has seen the footfall of more than 25 million tourists. The government is now trying to encourage travellers to come during off season. The Italian Riviera, Cinque Terre caps tourists off at 1.5 million a year.

The Greek island of Santorini has begun to limit the number of cruise ship visitors to 8,000 a day. Amsterdam, for instance, is not a new one to suffer from the painful overtourism phenomenon. Spain's Balearic Islands (Mallorca, Menorca, Ibiza and Formentera) will double its tourist tax on visitors to three euros (about \$1.50) per person, after hosting 2.4 million tourists from overseas in July, according to data from the National Institute of Statistics.

Croatia too is planning to reduce the number of tourists into Dubrovnik's ancient centre down to 4,000 visitors a day. Thailand is for the most part extremely tourist-friendly; but some places are now off limits because of environmental concerns. For instance, Koh Khai Nok, Koh Khai Nui and Koh Khai Nai islands are known for their colourful coral displays and are now planning to ban tourists because of the major degrading of the reefs.

What can be done?

Sustainability has always been the headline in the travel industry, and all international events have focussed on its necessity. The expert tourism players have always seen some or other difficult situation in the industry. The overwhelming reason for tourism businesses to implement environmental practices is to reduce costs but certainly not at the price of losing the intangible properties of tourism.



Emitt

22nd East Mediterranean International Tourism and Travel Exhibition

The Fastest Growing
Tourism Exhibition in the Region

22nd Edition

25-28 January 2018

Tüyap Fair Convention and Congress Center
ISTANBUL / TURKEY



12 halls, 70.000 sqm. space,
with specialised sections for Hotel Equipments, Outdoor and Winter Tourism
more than 5.000 exhibitors from over 80 countries



Online Invitation!

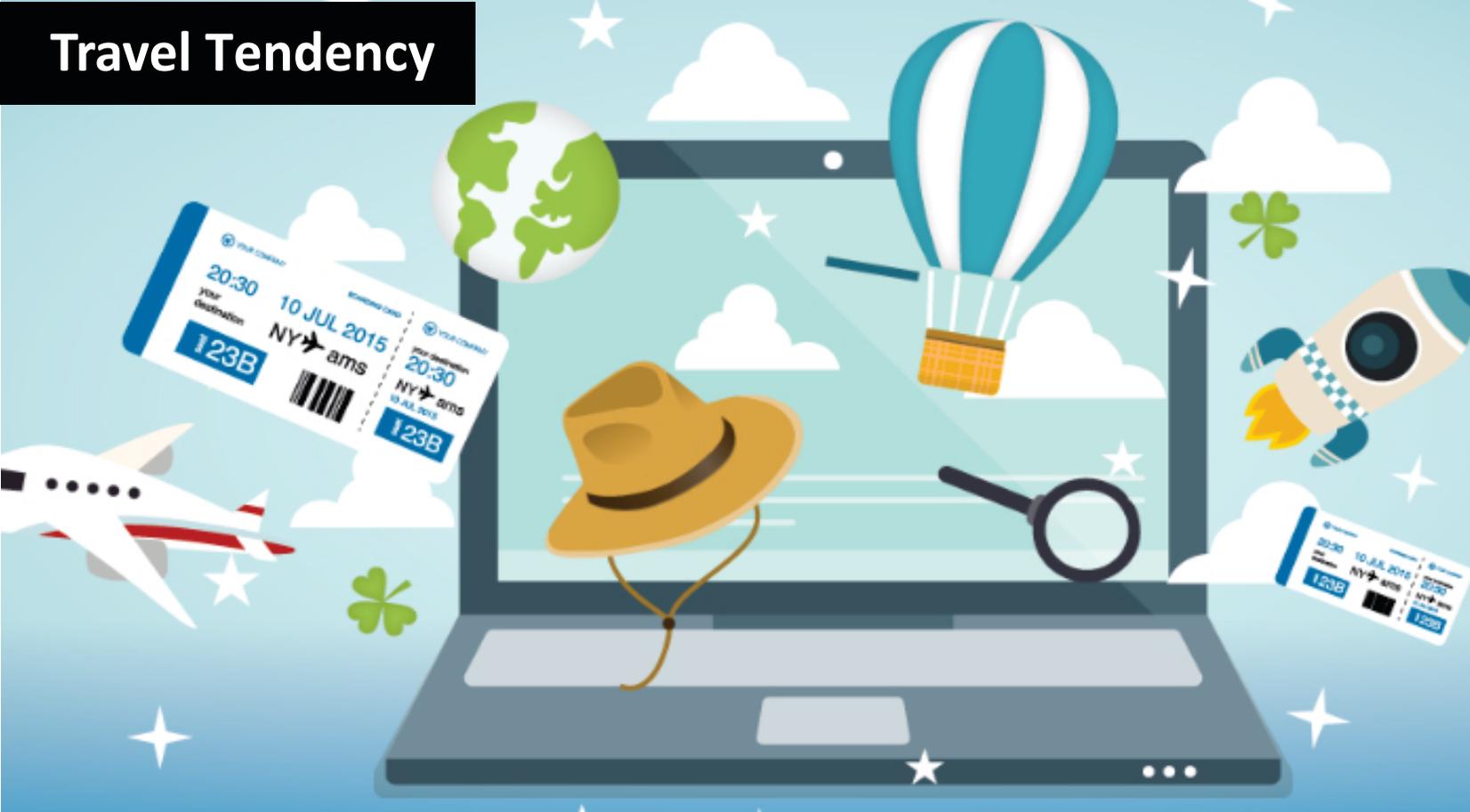
www.emittistanbul.com

Official Partners



Organiser





Online Travel Agencies (OTAs) THE NEW TREND OF TOURISM

The ascent of new trend in the millennial travel with the emergence of internet has given rise to a new brand of Online Travel Agencies(OTAs). It wouldn't be wrong to call them the 'dominant' marketing channel in the travel industry and giants such as Priceline, Expedia, Travelocity, Orbitz Worldwide prove the point.

How it all started

Back in the days, online distribution was not really a priority. In the early days, hotels were sold to wholesalers, who in turn sold these to tour operators, who then sold these to travel agents and finally to travellers. The problem with this system is transparency; nobody knows how much was being paid. When OTA entered the industry, it gave control back to the guest and hotel as to how much was they were paying and getting. In current days, there is a sea change in the travellers' behaviour and expectation. They have been focussing on leveraging the power of technology where it is considered too costly and complicated for small and medium hotels. This is where the OTAs help to solve their distribution problems by selling a certain percentage of rooms on their platform.

Attention to the human element

Under-budgeted and under-staffed direct online marketing efforts score very poorly for the travel agents. OTAs invested heavily in digital marketing and digital advertising to create a Billboard Effect that works in OTA's favour. So, the brick and mortar agencies can appoint DOSMs who can take care of the online channel which can enhance the value of human element..

Investing on online marketing channels

The scope of digital marketing and technology is sky high. Independent travel agents should get the idea that even average travellers have the access to Google now which is why they are more aware of their likes and dislikes. Using good travel agency software with back office capabilities can help to augment and automate the routine manual tasks and thus focus more on sales.

Hotels Do Not Own Their Customer Data

OTA contract often stipulate that hotels can't market to customers that booked directly with the OTAs. However, it is important to maintain customer relationships and losing the control of the customer's data means losing the connection and relationship that is unique to hotels. This is where the brick and mortar travel agents don't interfere..

Strong presence on social media

For offline travel agents to maintain an active presence in social media platforms such as Facebook, Twitter, Instagram etc. Be it the local events, culinary distinctions, special promos or new tourism packages, travel agents should keep their page updated.





Today, nobody can deny the impact and influence OTA has on global travel and hospitality, connecting millions of travellers to hotel rooms online every year.



Frankfurt

15-17 May 2018

Discover IMEX the meeting planner's utopia

Imagine a meeting planner's paradise, where everything you need to organise an international conference is under one roof – networking opportunities, destination ideas, innovations that can transform events. A world where friendly faces and expert industry knowledge abounds...

Open your diary and open your world.
Save the date and register your interest at
imex-frankfurt.com



Right
place.
Right
time.



imex-frankfurt.com #IMEX18

The worldwide exhibition for incentive
travel, meetings and events.

GCB
Meeting made in Germany



Lufthansa
Official Airline

DB BAHN

India's Premier Travel & Tourism EXHIBITION



**India International
Travel Mart**



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

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

IITM 2017-18 EVENT'S CALENDER

CHENNAI: 15, 16, 17 JULY 2017

BANGALORE: 21, 22, 23 JULY 2017

DELHI: 15, 16, 17 SEPTEMBER 2017

MUMBAI: 22, 23, 24 SEPTEMBER 2017

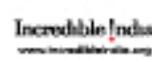
PUNE: 24, 25, 26 NOV 2017

HYDERABAD: 01, 02, 03 DEC 2017

KOCHI: 18, 19, 20 JAN 2018

KOLKATA: 23, 24, 25 FEB 2018

Supported By



Partner Associations



Member



SPHERE TRAVELMEDIA & EXHIBITIONS PVT. LTD.

245, 7th Main, Amar Jyothi Layout, Domlur, Bengaluru - 560 071, India

P: +91-80-4083 4100 | F: +91-80-4083 4101 | E: info@iitmindia.com

www.iitmindia.com | www.spheretravelmedia.com

Travel Association

With the mission to increase travel to and within the United States, The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry of the country.

Roger Dow is president and CEO of the U.S. Travel Association. In this issue of Travel And Tour World, we are delighted to share an exclusive interview of his. Read on to know more.



Roger Dow

Travel And Tour World: Following the Presidential election, how do you think has the outlook changed in the travel industry?

Roger Dow: We were optimistic about the election of this president—he's a businessman and has a long background in the hospitality industry. And we would never criticize a president for emphasizing national security, because without effective security there would be no travel. But at this point we have a lot of evidence that many people abroad reacted unfavorably to the messaging around the president's executive orders on visas and immigration. Rather than “we're trying to make traveling to the U.S. safer,” they heard “the U.S. doesn't want people to come here.” That's an incorrect perception, and we think it's a correctable problem. That's why U.S. Travel is leading a broad coalition of industries to partner with the administration on sending a more positive message: the U.S. is closed to terror, but we're open

for business. Legitimate business and leisure travelers are as welcome here as ever.

Travel And Tour World : Please share your thoughts on the decision to preserve the open skies agreement.

Roger Dow: We were very happy that the administration looked at the evidence and elected to leave Open Skies agreements intact. It was the obviously correct decision both for U.S. travelers and U.S. jobs. Look, I say all the time that we want U.S. airlines to be healthy and profitable. But they simply did not make their case that the status quo under current Open Skies policy does them any harm. Meanwhile, analysis showed that freezing any overseas routes, as the U.S. Big Three airlines and their allies wanted, would both violate Open Skies and do tremendous harm to American jobs overall. We're heartened the administration agreed.

Travel And Tour World : After the devastating hurricane season, did it affect the travel industry?

Roger Dow : Unfortunately, both natural and man-made disasters are a constant threat to our industry, and this was obviously a tough year between the two major hurricanes and now the wildfires in the West. The news media is obviously very good at covering when a region is afflicted by a disaster; I wish they would do a better job of getting the word out when that region is open for business again. For places afflicted by these challenges, travel is a critical part of getting their economies back up and running.

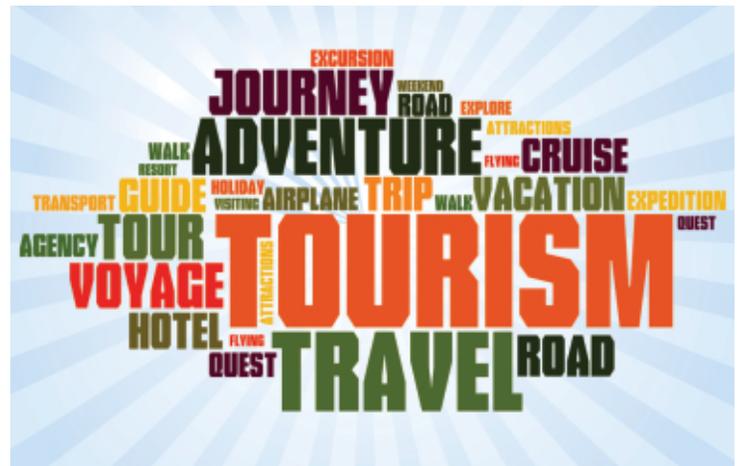
Travel And Tour World : What do you think about the proposed elimination of Brand USA in tax bill?

Roger Dow : Thankfully that measure was taken out of the final bill, as we were confident it would be all along. The reason it was ever in the package was because Congress had to find revenue offsets under its budget-writing rules; Brand USA was never specifically targeted, it was one of dozens of line items that were proposed to make the math work. But that would have been very counterproductive: last year, Brand USA's activities generated \$615 million in incremental federal taxes—more than four times its budget—and another \$552 million in state and local taxes.

Travel And Tour World : Apart from the travel ban concern, what are the other expected challenges in travel in the coming years?

Roger Dow : Our biggest concern by far is making sure that our infrastructure keeps up with the rising

demand for travel. Travel powers one out of every nine American jobs, and that number could be even higher if people travel to and within the United States as much as they are naturally inclined to. Unfortunately, we're seeing people decide not to travel because of inadequate infrastructure. Our recent study found that Americans avoided taking 32 million trips by plane last year because flying is such a hassle; that cost our economy more than \$24 billion. That's lost economic activity, lost jobs and lost tax revenues, plain and simple. The case for fixing our airport infrastructure is so obvious, and we're hopeful that the light will go on for Congress and the administration when they tackle infrastructure early next year.



I will also say that tourism promotion at every level of government is as important as ever, given what I was saying earlier about the perception of the U.S. as a destination. Travel is a magical creator of jobs and tax revenues, and global travel is growing. To imperil the U.S. share of that growing travel pie by proposing cuts to promotion budgets is the opposite of fiscal responsibility, and it needs to stop.



IMTM 2018

24th INTERNATIONAL MEDITERRANEAN TOURISM MARKET

6-7 FEBRUARY

TLV CONVENTION CENTER ISRAEL

MARK YOUR CALENDAR

www.imtm-telaviv.com | imtm@ortra.com | +972 3 638 4444

I.T.N.
Israel Travel News Ltd.

 **ORTRA**
Meeting Point

World Festivals

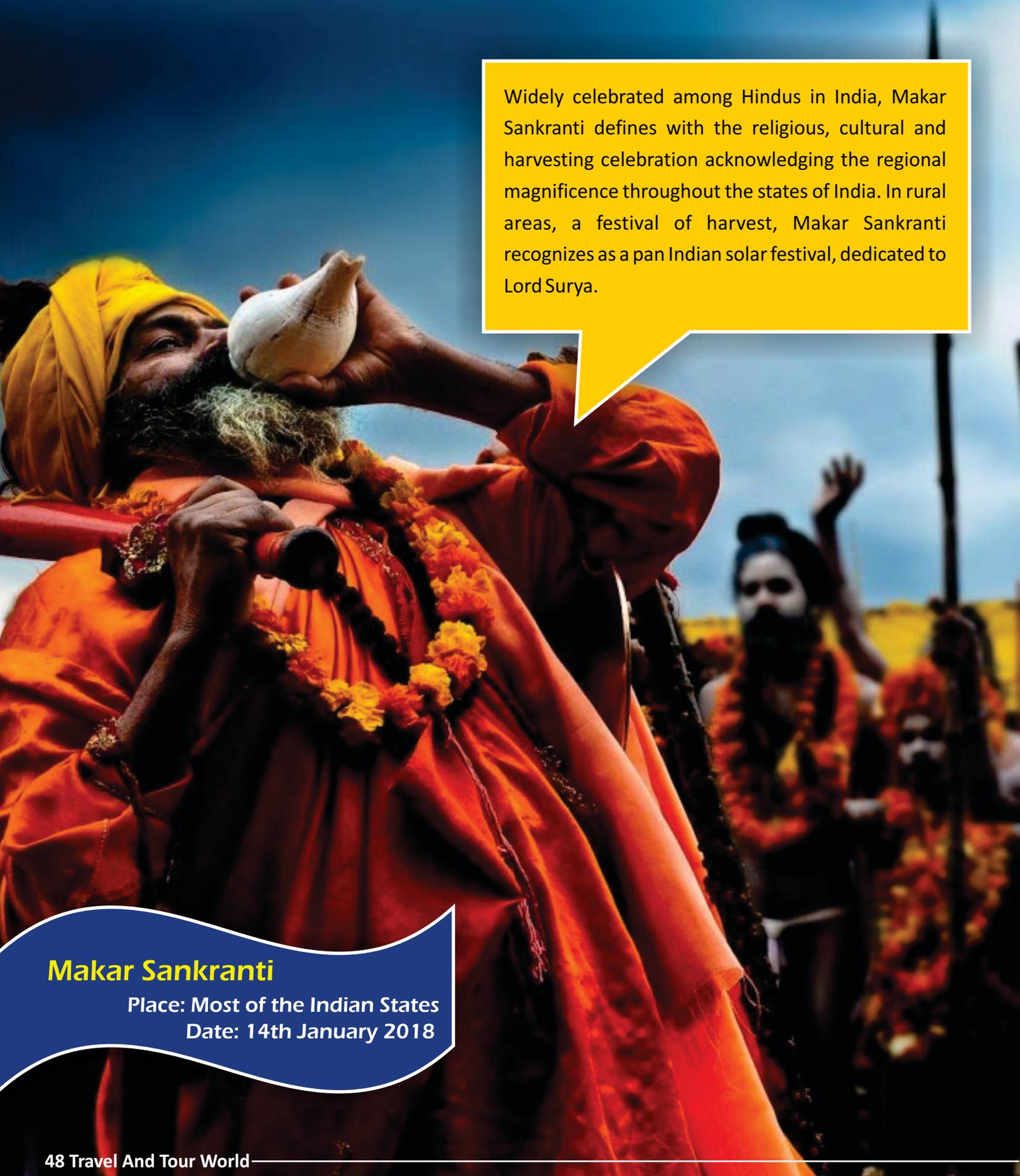


January is the month of welcoming a new year in every corners of the world, celebrating the festivals with glamour that makes splendid in showing the variant culture of the world. Classic music, light works, local cuisine culture and religious essence make the festivals in this month exotic.

The colourful floats, brass bands and people's carnival make the "City of Lights" vivacious with the thrill of New Year bash. This grand celebration at the heart of Paris is an unforgettable festival with all the fun and the cultural activities throughout the day, making the world's most beautiful avenue.



The Grande Parade on the Champs-Élysées
Place: Paris, France
Date: 1st January, 2018

A man with a long grey beard, wearing a yellow turban and orange robes, is blowing a white conch shell. He is adorned with a garland of yellow and orange flowers. In the background, other people in similar attire are visible, some with white face paint. The scene is set outdoors under a clear blue sky.

Widely celebrated among Hindus in India, Makar Sankranti defines with the religious, cultural and harvesting celebration acknowledging the regional magnificence throughout the states of India. In rural areas, a festival of harvest, Makar Sankranti recognizes as a pan Indian solar festival, dedicated to Lord Surya.

Makar Sankranti

Place: Most of the Indian States

Date: 14th January 2018

A night-time photograph of the Sundance Film Festival sign in Park City, Utah. The sign is illuminated with warm white lights and features the words "SUNDANCE FILM FESTIVAL" in large, white, sans-serif capital letters. Above the main sign is a tall, narrow sign that says "EGYPTI" in a similar font. The background shows a dark blue sky, colorful string lights, and the silhouettes of evergreen trees. The overall atmosphere is festive and celebratory.

An internationally acclaimed film festival committed to show the world cinema without having linguistic and cultural barrier, playing an important role in inspiring the novice directors with fresh creative spirit and connecting the audience of USA.

2018 Sundance Film Festival

Place: Park City, Utah, USA

Date: 18th -28th January 2018



Mount Wakakusayama sets on fire, when the festival begins with the people's processions with fire. The display of fireworks, a large bonfire and the throwing competition of giant rice crackers locally known as sembei, taken as the food for wild deer are the cynosure of Wakakusa Yamayaki.

Wakakusa Yamayaki

Place: Nara, Japan
Date: 27th January 2018



Italy's best place to visit, Venice celebrates the extravagant fiesta with local food, art, dance and entertainment, making a must go festival with decorated unique masked costumes portraying Italian culture. Visit Venice and enjoy the carnival and feel the elegance in the midst of Best Masked Costume Contest, Festa delle Marie, Festa Veneziana and many more.

Venice Carnival 2018

Place: Venice, Italy

Date: 27th January- 13th February 2018

6th Annual MICE Arabia & Luxury Travel Congress
GCC's Exclusive B2B luxury travel platform

Six "Wow" Elements that make it the "Special Sixth Annual"



FOCUS ON "EXPERIENTIAL TRAVEL" FROM GCC



SPOTLIGHT ON "BUSINESS & HIGH END LUXURY TRAVEL"



HEAR FROM THE WHO'S WHO OF EVENT MANAGEMENT TO REGIONAL MICE SUCCESS STORIES



100% CAREFULLY SIFTED GCC BUYERS



NETWORKING, NETWORKING & MORE NETWORKING



PREQUALIFIED 1-1 BUSINESS APPOINTMENTS

Meet the movers & shakers from the GCC's MICE, business & luxury travel segment in Dubai, UAE on February 27 - 28, 2018

An Event By



Gold Sponsor



Scandinavia & the Baltics

Silver Sponsor



Bronze Sponsors



UBM India, India's leading B2B exhibitions organiser is all set to bring in the 25th anniversary edition of SATTE - South Asian Travel and Tourism exchange from 31st January to 2nd February 2018 at Pragati Maidan, New Delhi. This year, the exhibition has witnessed a tremendous response from the industry with participation from over 1,000 exhibitors and representation of over 50 countries and 28 Indian states. SATTE will provide a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards (NTOs and STOs) to congregate and conduct business, arrive at solution-driven innovations to counteract economic uncertainties and promote inbound, outbound and domestic tourism in India. This most favoured industry platform is also well-supported by the Ministry of Tourism, Government of India. SATTE continues to receive the support of international organisations and Indian travel trade associations such as World Tourism Organisation (UNWTO), Cruise Lines International Association (CLIA), United Federation of Travel Agents Associations (UFTAA), Indian Association of Tour Operators (IATO), India Convention Promotion Bureau (ICPB), Travel Agents Association of India (TAAI), Federation of Hotel and Restaurant Associations of India (FHRAI), Travel Agents Federation of India (TAFI), Association of Domestic

Tour Operators of India (ADTOI) and IATA Agents Association of India (IAAI), to name a few.

Moreover, Hotel and Restaurant Association of Bhutan (HRAB) is participating as exhibitor at SATTE.

Speaking on the announcement of the 25th edition of SATTE, Mr. Yogesh Mudras, Managing Director, UBM India said India has a huge tourism potential where the travel industry is growing at an unprecedented pace with the urban middle class taking to every kind of travel. "SATTE is perfectly placed to provide a most comprehensive industry platform for every company that deals in the travel and tourism space. It showcases the true potential of tourism for India and other countries, all under one roof. With this edition, SATTE will also achieve its Silver Jubilee milestone and we are excited to celebrate this expo by encapsulating 25 year's success in the domain," he further added.

SATTE 2018 will have an array of State Tourism Boards with many of them increasing their presence for the 25th edition of SATTE. Foreign Tourism Boards such as Spain, Peru, Czech Republic, Ho Chi Minh City, Singapore, Hong Kong, Macau, Turkey, Philippines, Japan, South Korea, Fiji, New



When: January 31st – February 2nd, 2018
Where: Pragati Maidan, Delhi

Zealand, Nepal, Bhutan, Bangladesh, Azerbaijan, Egypt, Israel, Sharjah, Dubai, Sri Lanka, Thailand, Malaysia, Taiwan, Mauritius, Indonesia, Abu Dhabi, Visit Russia, Visit Florida and Las Vegas, amongst others have confirmed their participation too. One of the key features of SATTE 2018 will be the conference programme from January 31st to February 2nd that promises industry discussions and sharing of new insights pertaining to the sector and industry best practices. Moreover, SATTE will host six panel discussions that will bring together stakeholders of the industry on a single platform. As a pre-cursor to the expo, UBM India will be hosting the SATTE Awards 2018, the second edition of the awards. Slated for the evening of January 30th, the awards is an endeavour to recognize and celebrate the excellence, achievements and innovations of key stakeholders in the Travel and Tourism industry.

Networking opportunities, presentations and other features will add substance and style to the evening.

To celebrate its most awaited Silver Jubilee edition, SATTE launched a campaign titled 'I am 25' in the month of July 2017. As a part of the campaign, SATTE lined up a number of eye-catching events on 25th of every month to create more opportunities for the travel trade fraternity. The campaign included events such as -- SATTE pre-meet which was an informal get together of industry leaders and partners; a 'Thought Leadership Summit' which included 25 industry leaders speaking on a vast range of industry topics; a Single Malt Journey titled 'Aged to Perfection' which witnessed diplomats from various countries, leaders from the cross section of the industry and Whiskey connoisseurs; a 'Travel Tech webinar' that debated

on topics like -- Distribution redefined, Consolidation in Online Market, Adoption of technology by offline players, product development and, the way forward; an evening of extravaganza for the women in the travel and tourism industry titled 'Women in Travel' which witnessed women leaders from all different segments of travel and tourism industry and a CSR initiative for the less privileged children in Mumbai.



Balttour 2018

The 25th International Travel Trade Fair "Balttour 2018" will be attended by more than 850 companies presenting the best world and nationwide tours and recreation offers will take place February 2nd – 4th, 2018 at Kipsala International Exhibition Centre in Riga, Latvia. Good prices, great choices, nice atmosphere – find it all in one place.

Among the "Balttour 2018" participants, there will be tourism companies from such countries as Latvia, Lithuania, Estonia, Turkey, Slovakia, Denmark, Thailand, Russia, Hungary, Poland, the Czech Republic, Egypt, Great Britain, Italy, Croatia, Spain, the Seychelles and Portugal, and, after a longer break, also from Bulgaria, Cyprus and Iceland. Participants of these and other countries will give all visitors a warm welcome in the "Discover the World" Hall, will present tourist attractions and culture of their countries, will tell exciting stories and give valuable advice on how to get the most out of each trip.

Travellers will not only be able to find out about the travel opportunities in more than 40 countries worldwide and select the most favourite destination, but also to immediately purchase the best holiday deals, as the spring and summer holidays sales will take place during "Balttour 2018". Latvian travel agencies and tour operators—Tez Tour, Novatours, AlidaTūrs, Begonija, Kidy Tour, Jēkabaagentūra, Estravel and many other

– are already preparing their best deals to offer.

As always in the hall "Travel Latvia!", enthusiastic people from all regions of Latvia will inform visitors about tourism opportunities in regional Latvia. Footpaths and sightseeing towers, hotels and guest houses, cycling and boating routes, old towns and parks, castles and mansions, nature parks and museums, as well as new attractions, fascinating active recreation offers and much more. Everyone will find a new destination in Latgale, Kurzeme, Zemgale and Vidzeme. Moreover, there will also be a crafts fair and an exciting three-day programme of music and performing arts on the "Balttour 2018" stage. The International Travel Trade Fair "Balttour 2018" is held by the Association of Latvian Travel Agents and Operators (ALTA) in collaboration with the



International

When: February 2–4, 2018
Where: Riga, Latvia

24th International Mediterranean Tourism Market (IMTM)

The 24th Annual International Mediterranean Tourism Market - IMTM 2018 will be held at TLV Convention Center on 6-7 February 2018.

IMTM is a longstanding annual event of Israel's tourism industry, organized by ORTRA Ltd. and Israel Travel News Ltd, in collaboration with the Ministry of Tourism, the Israel Hotel Association, the Israel Incoming Tour Operators Association, the Association for Tourism Tel Aviv-Jaffa, El Al Israel Airlines, the Travel Channel and the Tourism and Travel Agents Association in Israel.

Last year, delegations from more than 50 countries attended IMTM, a record number of foreign representatives in recent years, including: Turkey, UK, Bulgaria, Russia, Romania, Cyprus, Greece, Italy, Slovenia, Belarus, Spain, Catalonia, Finland, Sweden, Norway, Lithuania, Czech Republic, Georgia, France, USA, Portugal, Malta, Hungary, Poland, Slovakia, Kirgizstan, Moldova, India, Korea, Philippines, Nepal, Vietnam, Albania, Montenegro, Sri-Lanka, Japan, South Africa, Tanzania, Botswana, Morocco, Ecuador, Panama, Azerbaijan, Republic of Srpska, Macedonia, Taiwan, China, Ethiopia, Kenya, Ghana, Rwanda, Dominican Republic, Peru and Costa Rica.

IMTM is intended for everyone engaged in the various aspects of the tourism industry – domestic tourism, incoming tourism, tourism sectors and other countries. Regular participants include a wide range of Israeli presenters, tourism

IMTM2018

associations from across the country, airlines, hotels, car rental agencies, shipping companies, service providers and tourist attractions of all kinds. The exhibition includes related meetings and conventions and a program for invited agents attended by hundreds of decision-makers from around the world who market Israel as a tourist destination.

Eyal Shmueli, publisher of ITN and one of the founders of the IMTM said that The International Tourism Exhibition has broken records in recent years with the number of foreign and Israel exhibitors. It has, without a doubt, become the main forum for global tourism business. The main deals for upcoming holidays in the spring and summer are concluded at the exhibition. Additionally, the new destinations that will become popular are revealed and the technological advancements that are changing the face of tourism are presented. They are sure that this year, too, the exhibition will prove highly valuable for the global tourism industry and for Israel, which is hosting the event for the 24th year.

When: February 6th – 7th , 2018
Where: Tel Aviv Convention Center, Israel

At IMEX in Frankfurt, thousands of hosted buyers and buyer attendees from all over the world will be meeting and doing business with almost 3,500 international destinations and venues under one roof. They'll also be discovering the latest learning ideas in 180-plus education sessions, making new contacts and catching up with colleagues at the many networking events.

Carina Bauer said that innovation is at the heart of IMEX in Frankfurt and for their next show they are creating a series of new initiatives that will meet the

needs of buyers and exhibitors and substantially enhance their business experience. Several engaging new initiatives, new exhibitors and new hosted buyer groups are already confirmed for IMEX in Frankfurt 2018, taking place on 15-17 May. The innovations start on Monday and run throughout the week.

Following its successful launch in 2017, EduMonday, a full day of learning and insights open to all IMEX attendees and exhibitors, will be expanding, bringing together a vast range of learning sessions from technology to Meetology. Meanwhile the Event Design Certificate Programme will be running again that day after being widely acclaimed on its debut.

Also on EduMonday, Exclusively Corporate @IMEX which brings together around 80-100 top

corporate global meeting planners and programme directors, will focus on Innovation and Security. Amanda Whitlock, Director, Global Strategic Events, EY is already scheduled to headline the event with a keynote on the 'Event of the Future' focussing on how to inspire an audience, disruption of traditional methods and the use of event technology.

Another significant innovation on EduMonday will be the She Means Business conference, a new event created in partnership with tw tagungswirtschaft magazine. This results from an overwhelming

response to a joint research project that IMEX and tw undertook together earlier this year. With a series of inspiring speakers, it's an event that is set to celebrate the role of women in the industry, as well as providing conversation, collaboration and

learning.

Carina Bauer, CEO of the IMEX Group also said that IMEX in Frankfurt is firmly established as the place where the meetings industry worldwide comes together in May each year, knowing it is in their diaries well in advance—and many senior people, as well the leaders of the future from all sectors - agency, association and corporate - have already planned their schedules to be there.



When: May 15th – 17th , 2018
Where: Frankfurt, Germany

Central and Eastern Europe, Europe Congress

After seven years of leading and organizing them most successful MICE B2B forum in Central and Eastern Europe, Europe Congress is contented to announce their next edition for 2018 to be held in the magnificent city of Zagreb.

During this two-and-a-half-day forum, Europe Congress brings carefully selected event planners from all parts of the world, to meet with high quality destinations and MICE providers from the Central & Eastern part of Europe. Each participant will engage into 35 direct business encounters that have been match-made and pre-scheduled. Moreover, participants get increased possibilities to socialize, network and do business through the engaging event program with luncheons, receptions, dinners and parties.

All of this business action will take place in Croatia's capital Zagreb. Martina Bienenfeld, CEO of the Zagreb Tourist Board and Convention Bureau, host destination and event partner, stated that on the behalf of Zagreb Tourist Board and Convention Bureau, it is their privilege and pleasure to bid a cordial welcome to all participants of the 8th Annual MCE Central & Eastern Europe Forum to be held in Zagreb in February 2018. Zagreb, the capital of Croatia, is a city packed with historical heritage, vibrant cultural life, friendly people, relaxed atmosphere, exciting gastronomic adventures and fascinating surroundings. As people discover its many faces, Zagreb will showcase itself as an ideal destination for meetings, incentives, business and corporate events. Zagreb meetings industry bears witness to a constant growth in international events and they are delighted to have everybody are a part of it on the special occasion. She believes that the stay in their city will be pleasant and a long remembered

one and she wishes everyone a very successful and productive forum.

Every event planner, personally approached by the Europe Congress team, who undergoes profound qualification processes so to assure the level of business potential is adequate and guarantee the success of MCE Central & Eastern Europe. Participating destinations and their MICE providers are convention bureaus, tourism boards, DMC's, hotels, transportation companies, congress centers and well-established professionals in the field of MICE ready to showcase their best know-how in ways they are proficient and competent to deliver seamless service.

In very close coordination with the event partners, Europe Congress is looking forward to providing all of the shareholders the meeting point with abundant possibility for exchanging great business projects.

Kristjan Staničić, Director of the Croatian National Tourist Board stated that they are very glad that Zagreb will be hosting MCE Central & Eastern Europe 2018 as this will be a great opportunity to showcase the advantages of Croatia as a MICE destination to meetings industry professionals from all over the world and believes that the forum's 8th edition will be as successful as it was so far in bringing together international buyers with high quality suppliers from Central & Eastern Europe in order to increase the MICE business in the region.



**CENTRAL &
EASTERN EUROPE**

When: February 18th – 20th , 2018
Where: Zagreb, Croatia

AIME - Asia-Pacific Incentives and Meetings Expo

AIME - Asia-Pacific Incentives and Meetings Expo - is the leading exhibition for the meetings, incentives and events industry. As the largest international event of its kind in Australia, each year the exhibition unites a community of over 4,000 suppliers, meetings and events planners under one roof in Melbourne. The event turns the exhibition floor into a stage where major industry players meet senior influencers to connect, perform and prosper resulting in over 11,000 face-to-face meetings over two days.

Leading international brands are confirming their stand space at AIME 2018, including brands from the following regions:

- | | |
|----------------|------------------|
| 1. Abu Dhabi | 7. Egypt |
| 2. Malaysia | 8. San Francisco |
| 3. Philippines | 9. India |
| 4. Japan | 10. Abu Dhabi |
| 5. Korea | 11. Los Angeles |
| 6. Fiji | 12. New Zealand |

Team AIME has listened to its valued exhibitors and attendees, following survey results and valuable feedback from last year's show, we are implementing significant enhancements and new initiatives for AIME 2018 including:

New "AIME First Timers" exhibition area

The new "AIME First Timers" package is the perfect cost-effective solution for international suppliers. This all-inclusive package reduces the logistic

requirements of exhibiting, allowing you to focus on your business appointments. This new area also gives attendees the opportunity to discover a variety of new product offerings and make connections with new exhibitors to the AIME show floor. New trade buyer attendance option looking to meet and do business with exhibitors without being locked into a minimum of 10 appointments per day?

The new attendance option allows professionals who register as a trade buyer to opt-in, during the registration process, to be considered for appointments with exhibitors.

They are delighted to announce the return of favourite AIME show features including:

Networking Hour - Meet and connect with buyers, media, exhibitors and attendees on the show floor on Tuesday 20th February from 5pm

AIME Knowledge Program - Select from an all new program of educational sessions covering valuable industry insights and the latest trends in meetings and events

Saxton's 'Up Close and Personal' sessions -

Featuring Mike Munro, Matthew Michalewicz, Jules Allen, Clare Madden and many more.



When: February 20th – 21st , 2018
Where: Melbourne Convention and Exhibition Centre (MCEC), Australia

MICE Arabia and Luxury Travel Congress

GCC's exclusive B2B MICE, business and luxury travel platform, the MICE Arabia and Luxury Travel Congress is all set to bring together the world under one roof in Dubai this February. Top global suppliers, corporate organizations, associations and leading event management companies will be a part of the stellar list at the congress.

With immensely successful editions hosted in the past, the sixth annual will be bigger and better this year with “Six WOW Elements” interwoven into the congress program. From added focus on experiential travel from GCC, 100% carefully shifted GCC buyers, spotlight on business and high end luxury travel to additional networking opportunities that ensure you make the right connections.

The congress which is “limited to only 60 suppliers worldwide” includes regional and international hotel chains, team building companies, DMCs, tourism boards, cruise companies and other travel and hospitality vendors to meet hard to reach buyers who call the shots for MICE, business and luxury travel for their organizations.

Unlike exhibition format events, the congress is a “by invitation only” platform with the core focus on creating business opportunities during the one to one pre-arranged business appointments.

The Middle East is known for high net worth travelers with expenditure on outbound travel expected to reach \$165.3 billion by 2025, according to the World Travel and Tourism Council.

Emphasizing on the potential of luxury travel from the GCC, Sidh NC, Director, QNA International,

says, “When it comes to luxury travel, the challenges are more intense. Keeping in line with global changing tastes and attitudes, luxury travelers too are looking for more value for their money. While this does not necessarily mean cheaper, it does mean more benefits such as personalization, simplification, and seamless services which is the key objective that the congress will focus on”

The congress will feature numerous panelists and keynote speakers, covering topics such as It's all about the Experience and that's the Way Forward, Top trends to watch out for shaping the MICE, business and luxury travel industry, Measuring ROI while finding ways to maximize it, Data-driven decision tools and more, Top five trends and what different can be done with the events in 2018? Cutting edge examples of tech savvy initiatives, are travel management companies still a step ahead? And how to woo royalties and high-end luxury travelers amongst many others.



When: February 27th – 28th , 2018
Where: Dubai, UAE

The next edition of WTM Latin America will feature a hospitality lounge that will be created especially to promote independent undertakings, which include hotels, inns, resorts and hostels that work on an individual basis in the Brazilian and international markets.

Located in an area of 32 square meters and with capacity to receive up to eight independent projects, the lounge was created to encourage the world hotel sector to seek opportunities and get closer to Latin American buyers, with the aim of generating new business with small and medium players in the segment. It is being supported by the Brazilian Hotel Industry Association (ABIH), an entity that has more than 3,200 associates nationwide.

The partnership comes about thanks to the increase in the demand from undertakings and visitors who identify how important the event is as a starting point for prospecting for and winning new business. In 2017 alone, more than 3,500 visitors to WTM Latin America chose hospitality facilities as an interesting product when contacting exhibitors at the event. Dilson Jatahy Fonseca, President of the ABIH says that they are very happy with the partnership. Thinking about and creating opportunities for individual hotels, a segment in their industry, which as is well known, has made a great contribution to Brazilian tourism, shows WTM Latin America's commitment to the development of the industry. Without doubt, this is a great step forward and a win

for entrepreneurship and tourism.

Among the benefits offered to lounge participants is access to the My Event platform, which allows exhibitors to identify their main

contacts and promote their products and services by way of directed messages and the organization of a prior meeting and conference diary, and participation in Speed Networking sessions that bring together more than 800 exhibitors and 200 senior buyers in five-minute meetings, based on the purchase requirements of each buyer.

Luciane Leite, a director of WTM Latin America stated that there is something else that's new in the next edition and shows how they have dedicated themselves in improving the event's products, ensuring that WTM Latin America a strategic enabler for all the companies that are present, whether as an exhibitor or a visitor.

WTM Latin America 2018 will be held from 3-5 April in São Paulo and expects to receive more than 8,000 visitors and more than 700 exhibiting companies.



When: April 3rd – 5th , 2018
Where: Sao Polo, Brazil

What is it about the Riyadh Travel Fair that will appeal to the travel industry?

Over the years, Riyadh Travel Fair has gained a reputation for providing a platform to travel and tourism professionals to showcase their products. The 2018 edition will be no different as we can confirm a robust increase of 20% in the number of exhibitors. Now in its tenth year, Riyadh Travel Fair will see over 270 exhibitors from 55 different countries. The event will take place at Alfaisliah Hotel Riyadh and will be open to travel and tourism professionals, as well as the general public.

How can the trade make the most of the event?

With key decision makers and participants from various local government and private sector organisations, travel trade professionals have an ideal B2B environment to keep abreast with travel trends around the world. Riyadh Travel Fair also allows a chance to gather information about existing suppliers and destinations from around the world and procuring several discounted packages.

What do you most enjoy about putting on this annual show?

We tremendously enjoy having a chance to bring together industry professionals and promote tourism opportunities among professionals. The amount of hard work and preparation truly pays off when you see people from various backgrounds interacting together for the sole purpose of promoting tourism around the world. We also take pleasure in

introducing unexplored destinations to Saudi travellers and playing a small role in introducing the many charms of the majestic Kingdom of Saudi Arabia to the world.

What are the key highlights this year?

The key highlights of this year's edition are 270+ exhibitors from various tourism boards, airlines, tour operators and hotels from 55 countries that will be present in the exhibition. Projected number of visitors will be 35,000 with the opportunity to interact directly with various tourism authorities, hotels, airlines and travel agents from around the world.

The Arabian Gulf region will have a strong presence at the fair including stands by Abu Dhabi Tourism & Cultural Authority as strategic partner, Sharjah Commerce & Tourism Development Authority as gold partner, Indonesia Tourism as Platinum partner and Czech Tourism as silver partner, to name just a few. Turkey Tourism will have the biggest presence.

Prestigious location

The fair will take place on 10-13 April 2018 at Prince Sultan Grand Hall, Alfaisliah Hotel Riyadh a five star property providing hosting accommodation for individual meetings as well as large press gathering.



When: April 10th – 13th , 2018
Where: Riyadh, Saudi Arabia



India's Biggest Travel Trade Show



www.otm.co.in

2018: Jan 18, 19, 20

2019: Jan 23, 24, 25

FOCUS ON BUSINESS VISITORS

OTM is the leading travel trade show in India

With more than a thousand exhibitors from 60 countries, OTM is the largest travel trade show in India, on the basis of number of sellers, buyers and rented area.

OTM is held every year in Mumbai - the largest travel source market of India. Mumbai, together with its hinterland markets of the West and South India, potentially caters to 61% of all outbound travellers from India. In comparison, New Delhi, the national capital, accounts for just about 22%.

Participation Package

	Per sq m Tariff *	Early Bird Offer **	
		Before 31 May '18	1 June to 31 Oct '18
OTM Mumbai	US\$ 395 INR 24,000	US\$ 295 INR 18,000	US\$ 345 INR 21,000

Firm contract for 3 years with rate freeze: US \$ 275 per year***

* Add GST @ 18%

** Payment is due at the time of booking

Early Bird Offer is strictly as per date of payment

*** 3 year firm rate contract on the basis of negotiated advance payment terms

To book your vantage stand at OTM write to us at contact@fairfest.in or visit www.otm.co.in

Some of our Partners & Supporting Organisations at OTM 2017

Focus Country 	Premium Partners 	Partner Countries 	Host State 	Partner States
Feature Countries 	Official Travel Partner 	Feature States 	Hospitality Partners 	
Partner Airlines 	Official Publication 	TV Partner 	Supported by 	Organised by

OTM is a trade show, visitors below 15 years are not allowed during Trade Hours. Rights of Admission reserved with Fairfest Media Ltd.

For More Details Please Contact : Raj Kapoor Singh +91 - 9987615640

Calendar of Events



4th - 6th January

COLORADO RV ADVENTURE TRAVEL SHOW

Denver, Colorado
www.corvshow.com/



5th - 6th January

UTAH TRAVEL EXPO

Layton, Utah
www.utahtravelexpo.com



17th - 21st January

FITUR

Madrid, Spain
www.ifema.es



17th - 18th January

MATKA NORDIC TRAVEL FAIR

Helsinki, Finland
matka.messukeskus.com



18th - 20th January

OTM MUMBAI

Mumbai, India
otm.co.in

Calendar of Events



18th - 21st January

GO - REGIONTOUR

Brno, Czech Republic

www.bvv.cz/en/go-regiontour



25th - 28th January

EMITT ISTANBUL

Istanbul, Turkey

emittistanbul.com



26th - 28th January

ADVENTUR

Vilnius, Lithuania

[//litexpo.lt/en/exhibitions/international-exhibition-on-tourism-and-active-leisure](http://litexpo.lt/en/exhibitions/international-exhibition-on-tourism-and-active-leisure)



25th - 28th January

ITF SLOVAKIATOUR

Bratislava, Slovakia

www.incheba.sk



31st January - 2nd February

SATTE

Delhi

www.satte.in

India's Biggest Travel Show Network

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.



TTF is one of the most successful tourism promotion platforms bringing together all stakeholders of India tourism under one roof to realise the true potential of domestic tourists.

Ganpatsinh Vasava
Tourism Minister of Gujarat



TTF has evolved over the years with improved networking facilities. Under a single roof, one can explore a wide range of travel opportunities and get updated on the latest developments and trends in tourism.

Saraya Homchuen
Director - Mumbai Office, Tourism Authority of Thailand



TTF as a show is very well organised and has a mix of both domestic and international players. I was quite surprised to see the huge turnout of people at TTF, especially the travel companies.

Vesundhara Gupta
Sales Manager - Corporate & Trade, Costa Cruises



TTF is a great opportunity for us to market our airline to the customers. The response that we got at the show was more than what we expected.

Tejpreet Singh
Manager - Passenger Sales & Marketing, Korean Air

Schedule

2017

TTF Kolkata	: 7, 8, 9 July
TTF Hyderabad	: 14, 15 July
TTF Ahmedabad	: 1, 2, 3 Sept
TTF Surat	: 8, 9, 10 Sept
TTF Mumbai	: 15, 16, 17 Sept
TTF Pune	: 22, 23, 24 Sept
BLTM Gurgaon	: 26, 27 Oct

2018

OTM Mumbai	: 18, 19, 20 Jan
TTF Chennai	: 16, 17, 18 Feb
TTF Bengaluru	: 23, 24, 25 Feb
TTF New Delhi	: 7, 8 April

* Co-located with BLTM South India

To book your vantage stand at TTF write us to contact@fairfest.com or visit www.ttfofm.com

Supported by:



Official Publication:

For More Details Please Contact : Raj Kapoor Singh +91 - 9987615640

THE HOTEL SHOW SAUDI ARABIA

10 - 12 APRIL 2018
JEDDAH CENTRE FOR
FORUMS AND EVENTS

REGISTER ONLINE FOR FREE ENTRY!
thehotelshowsaudi Arabia.com/register

THE HOTEL SHOW SAUDI ARABIA: ONE STOP SHOP FOR ALL YOUR BUSINESS NEEDS

The 6th edition of The Hotel Show Saudi Arabia will once again gather thousands of food and hospitality professionals in one place. If you own, operate or work in hotel, restaurant, resort or another hospitality establishment, this event is for you!

NETWORK - SOURCE - LEARN

With 100s of brands from sectors across interiors, lighting, technology, operating equipment, F&B, and more, our show offers a platform to witness latest innovations, meet with industry peers and share ideas and tools required to build or maintain your hotel, resort or restaurant.

PLUS, the 2nd Inter-Hotel Culinary Competition is back in 2018. Evaluated by a panel of experts and endorsed by the World Association of Chefs Societies and the Saudi Arabian Chefs Association, the competition brings chefs from the Kingdom's leading hotels to battle against each other.

SUPPORTED BY



HOST VENUE



ENDORSED BY



HOTEL PARTNER



ORGANISED BY



CO-ORGANISED BY



Travel AND Tour™ WORLD

Happy

2018