

# Travel AND Tour™

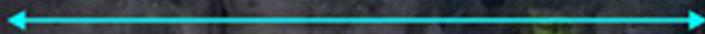
Vol:10, Issue: June 2018

W O R L D

## Incredible Nordic Destinations

Weekend Gateway

DALKEY



Meetings Point

Russia



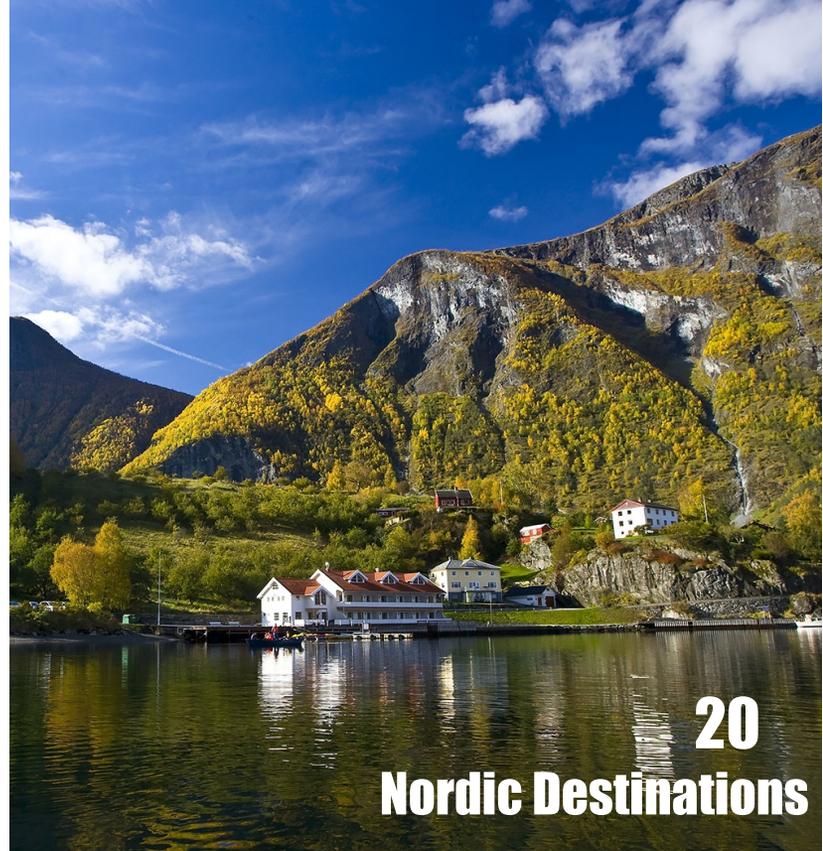
Travel Tendency

Why attend travel trade shows?





## 10 Russia



## 20 Nordic Destinations

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**10- Meetings Point:** The Moscow MICE Forum is a global MICE event in **Russia** that boasts of a professional and cost-effective platform for international suppliers that enable interactions among the key players in the tourism industry of Russia.

**20- Destination Diary:** **Nordic destinations** are truly alluring during summer. The Nordic countries- northern part of Europe are clean lined with unspoiled topography, hip and cosy cities and wintery landscapes.

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## 30 Cover Story

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## Travel Tendency



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**Tech it**

**36- Travel Tendency:** International travel industry is a dynamic sphere. Conglomeration of various industry professionals and stalwarts have fostered this massive growth, thanks to **trade fairs** and exhibitions hosted all across the world each year.

**43- Tech it:** The **online booking** platforms have allowed the hotels, airlines and trip operators to reach global consumers, which makes traveling more precise, efficient and hassle-free.

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## Dear Readers,

The Royal Wedding captured the imagination of millions across the world and Windsor was in global spotlight to view the irresistible fairy tale story of an American girl marrying a British prince in beautiful surroundings.

Many U.S. visitors travelled across the heritage sites of Britain to get a glimpse of the Windsor Castle and the Long Walk. There was a massive tourism boom garnering a huge sum for the Britain's economy. Moving from Windsor to entertaining stuff, our Cover Story throws light on some of the Unusual Theme Parks in the world and the Destination diary on top Nordic Destinations speaks volume about the exotic places, diverse landscapes and scenic cities listing Nordic countries as the happiest countries in the world.

If you wish to know more about the picturesque town of Dalkey, its lively pubs and castles then read our Weekend Getaway. Russia has so far gathered huge momentum as a lucrative business segment and the Meetings point highlights its tremendous growth. The forthcoming FIFA World Cup Russia 2018 is bound to attract many. The Special Feature on visa rules affecting tourism shows the impact of restrictions on the country's economy and the Travel Tendency on attending travel trade shows is a low-down on the trade fairs and exhibitions hosted across the world and how this sector is thriving.

From Global Distribution System to Online Booking Engines there has been an immense development in the booking platform, but well there is more to be achieved. Read Tech-IT to get an insight. We travel to discover our strength, limitations and potential. So let's just live and breathe travel!

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

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# 11 - 13 September 2018

## Expocentre Fairgrounds/Moscow, Russia



### FLASHBACK 2017

15 000

m<sup>2</sup> Exhibition area

861

Exhibitors

44

Countries

40

Regions

# WELCOME TO THE HOME OF TOURISM!

# EMBARK ON AN IMMERSIVE JOURNEY!

# DALKEY

Weekend Gateway



Dalkey town

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*“You don't stumble upon your heritage. It's there just waiting to be explored and shared...”, said the famous Canadian musician and songwriter Robbie Robertson.*

This is what the heritage sites of Ireland echo far and wide, alluring the ever enthusiastic visitors to live up to its enigmatic past. The heritage town, Dalkey, located just ten miles south of Dublin is an urban oasis nestled on the east coast of Ireland. It was founded as a Viking settlement and was an active port during the Middle Ages but in modern times, it is an elegant seaside suburb full of life with anecdotes of illustrious past. The picturesque town is full of panoramic scenery, lively pubs, international and Irish cuisine and castles. Celebrated authors and renowned personalities viz. Jane Emily Herber, Maeve Binchy, Hugh Leonard, Bono, Van Morrosin and many more dwelled here and left behind their legacies.



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Rich in history, its main highlights are the 10<sup>th</sup> century church and two Norman castles on the main street. With cafes located on the either side of the street, the Castle Street is the nerve centre of the Thorn Island where the main sights are nestled.

Boat trips can be availed from the Coliemore Harbour which offers year-round activities like rowing, kayaking, fishing, island ferries with amazing views of the bay. The perfect site of the Bullock Castle can be achieved from the Bullock Harbour. A five-minute boat ride will expose to adventure, taking you to the Dalkey Island, where you will find the Martello Tower- home to atmospheric church ruin. The adventure seekers just cannot go haywire as the island is exceptionally renowned for scuba diving. Further, professional divers can rent gear in Dun Laoghaire.

## DALKEY CASTLE AND HERITAGE CENTRE

If literature is what you breathe by, then the exotic is bound to make history come alive providing spell-bounding experiences like a live theatre performance. The cultural centre stages costumed actors from the Deilgh Inish Theatre Company transforming the visitors experience to a completely immersive fun-filled tour. Built in 1390, it is replete with all the features of the large Irish castles- the Battlements, Arrow-looped windows, Garderobe, Murder hole and Machicolation.

Its interactive timeline will bring you from the early Christian, Vikings and Victorian times to the present day. The St. Begnet's Church and graveyard outside the castle is a must visit.

### The Writer's Gallery

showcases the work of literary gems -from Beckett, Binchy and Bono who lived here. The Maeve Binchy and Irish Writers Guided Walks digs deeper into the work of these writers.

**Discover Dalkey's Literary Gems** and the **Maeve Binchy Tribute Shows** are two separate literary stage shows performed in the evening.

Dalkey castle



© Apratim Ghoshal

**Biddy's Cottage** takes you to old time and provides traditional Irish story-telling with tea and cakes.

In terms of food, coffee lovers can head to the **Tramyard Café** or the Corner notes known for serving locally-sourced produce.

Finnegan's was the favourite spot of Bono and Maeve Binchi for lip smacking lunch or an extensive wine menu.

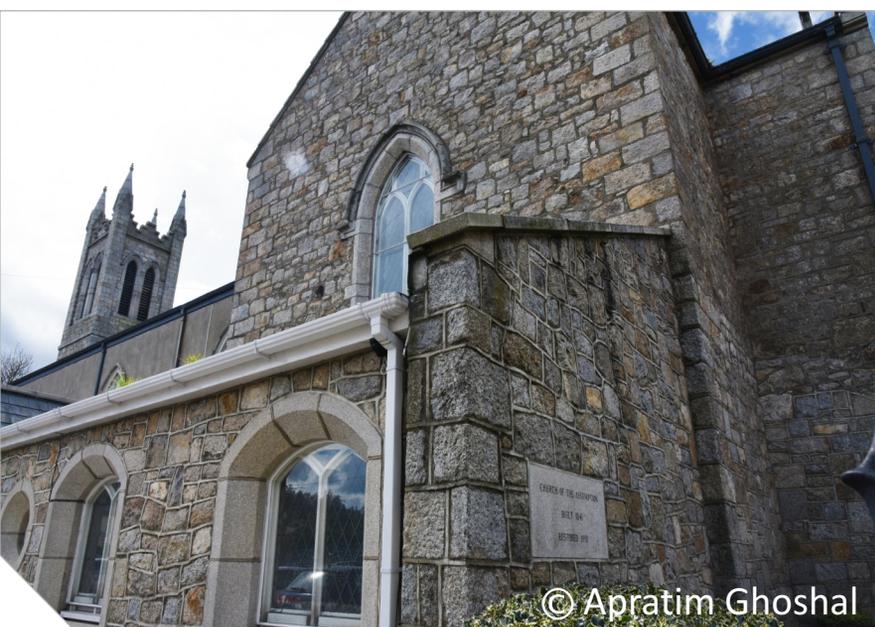
To grab craft beers head to the **Magpie Inn**.

© Apratim Ghoshal



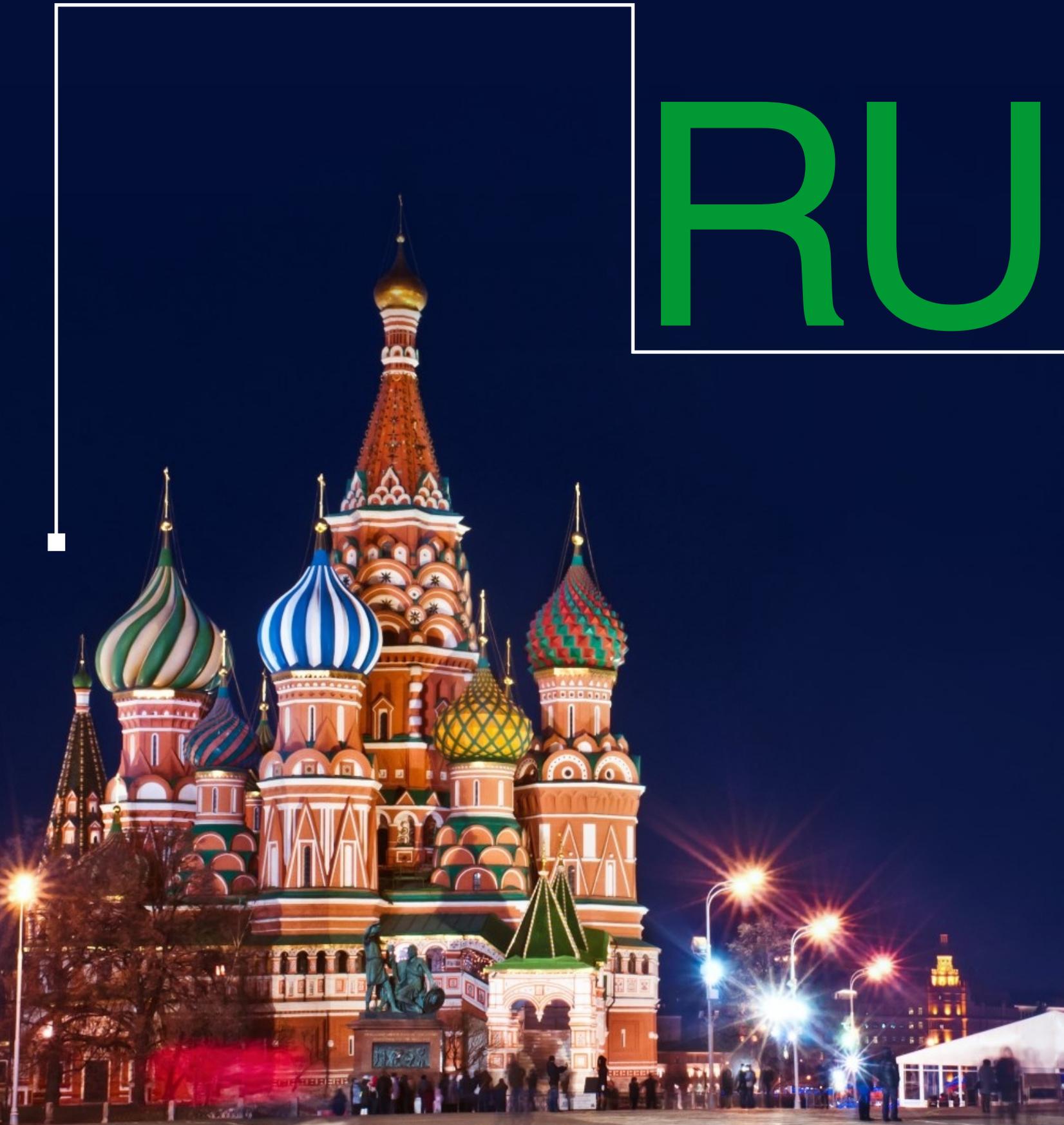
*The suburb can be easily covered by foot. Visitors prefer arriving by DART from the city centre or opting a Dublin Bus from Kildare Street.*

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RU



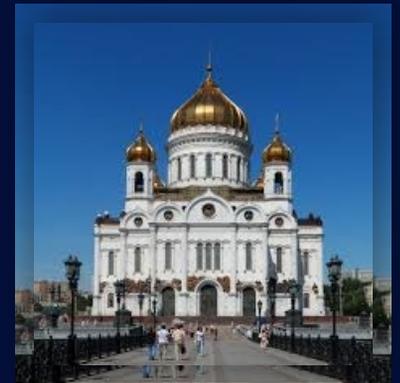
# SSIA

## a Rapidly Evolving Meetings Junction

Explore the part of the earth that was walked upon by some of the most celebrated authors of time immemorial like Tolstoy. Russia is the largest country of the world, stretching over one-eighth of the inhabited area of our planet and spanning 12 time zones!

It is a fascinating place – the only country of the globe to be washed by 12 seas. This marvellous place is also an internationally acclaimed cradle of the popular dance form of 'ballet'.

Ninth most populous country with over 144 million people (as of December 2017), Russia is also host to the 2018 FIFA World Cup.



# RUSSIA, a glimpse



Russia is home to over 190 ethnic groups. The official language here is Russian, though people do communicate in English and several other minority languages. Its capital city, Moscow is among the biggest cities in the world that has witnessed rapid expansion not only in terms of its meeting industry but also in its tourism attractions. Saint Petersburg, Yekaterinburg and Novosibirsk are some of the major urban nerve centres based in this country.

## Efficient Meetings Venue



The meetings, incentives, conferences and exhibitions (MICE) business in Russia is steadily evolving.

The Moscow MICE Forum is a global MICE event in Russia that boasts of a professional and cost-effective platform for international suppliers that enable interactions among the key players in the tourism industry of Russia. It is organised by noted MICE industry professionals.

Moscow MICE Forum is a leading event in the Russian MICE sector. Meeting business of Russia already represents a lucrative segment. Gradually, the meetings and incentives sector in this country is gaining smart momentum.

Several companies have started specialising exclusively in the MICE sector. The number of professional corporate buyers is rising. They are receiving personal invitations to the Moscow MICE Forum.



## Crocus Expo

Crocus Expo is a premier business centre that is built and operated by the Crocus International. It is one of the largest business centres in Russia.

Since 2011, Crocus has been hosting the annual video game exhibition Igromir. The event was moved there from VDNKh exhibition centre owing to a rising number of visitors. An overwhelming number of visitors attend Igromir in Crocus every year. In 2014, Crocus had also hosted the very first Comic-Con Russia.



## Sokolniki Exhibition and Convention Centre



Sokolniki Exhibition and Convention Centre complex comprises 10 pavilions.

Annually, Sokolniki Exhibition and Convention Centre hosts over 200 specialised exhibition and convention events and also some social projects. This reputable business hub of Russia also maintains a close liaison with Moskau Messe Exhibition Company.

Currently, Moskau Messe organises about 10 exhibition projects including Equiros (International Equestrian Exhibition), The Russian Education Forum, WAN Expo (Festival of pregnant women) and some others.

# Amazing Tourism Potential...

Being the largest country in the world, Russia offers a broad range of memorable travel experiences, right from treks up the beautiful slopes of glacier-capped mountains to leisurely strolls along the shoreline of the oldest lake of the planet.

**Trans-Siberian Railway** – Portion of the world's longest railway, the posh Trans-Siberian railway runs from Moscow to Vladivostok, a city near Russia's borders with North Korea and China.

**Valley of Geysers** – Valley of Geysers, the second largest geyser field in the world, is situated on the Kamchatka Peninsula. It draws a large number of tourists as well as scientists.

**Lake Baikal** – Russia flaunts with flawless perfection with its Lake Baikal, the earth's oldest and deepest lake! This lake holds around 20% of the world's fresh water.





**Hermitage Museum** – Established in 1764, the Hermitage Museum in Saint Petersburg is a fantastic reservoir of arts and culture, showcasing highlights of a collection of more than 3 million items across the globe.



Russia never fails to enchant globetrotters, thanks to its museums, monuments and world's most unique and elite cultural attractions! Make a rush for the delightful destination right away.



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# Travel News

## Europe's waterpark attendance tops 30 million for first time

It is for the very first time in Europe that water park attendance has reached 30 million mark in terms of visitor arrivals among the world's leading 20, with strong performance in a few of the best water parks as per the TEA/AECOM Theme Index.

A collaboration of the Themed Entertainment Association (TEA) and the economics practice at AECOM, the 12th TEA/ AECOM Theme Index is an annual study of global attractions attendance, surveying theme parks, theme park groups, museums and water-parks. Across the world's leading 20 most-visited water-parks, attendance had risen by 1.6% between 2016 and 2017 breaking the 30 million visitor barrier for the very first time in the report's history. Chimelong based in Guangzhou, China continues to retain the title of world's most-attended water-park with a 6% year-on-year rise, up from 2.5 million tourists in 2016 to 2.7 million in 2017. Making its debut on the list is Volcano Bay of Orlando as the Universal water-park had been ranked sixth with as many as 1.5 million visitors in its first year. The greatest attendance increase had come for 16th-ranked Siam Park on the Canary Islands that had recorded a 20.9%, 200,000 visitor rise to 1.2 million visitors in 2017.



## Oman tourism industry projected with \$50bn by 2040

Oman's long-term economic development plan is advancing the country's tourism industry. The country is set to attract tourism with investment in the hospitality projected at around \$50 billion in the coming two decades. This will allure 11.5 million people. There will be 12 per cent of the government's share in the investment and the remaining 88 percent will come from the private sector as per the Chief Executive Officer of Omran-the tourism investment and development arm of the government. Peter Walichnowski stated that the projected investment a part of the Tourism 2040 Strategy is targeted at achieving three main objectives: boosting tourist arrivals into the country, building up the nation's tourism sector, and generating employment for Omanis in the industry.

## **Tourism Australia's newest strategy to attract premium travellers**

Tourism Australia is setting its new strategy to increase the arrival of the international tourists.

The tourism department is taking out premium strategy showcasing its quintessentially Australian style of barefoot luxury.

The high-end travellers' market is hailing from the United States, the United Kingdom and China.

China has largest overall spend in Australia, although travellers from the U.S. and the U.K. spend more per capita. For this reason, Tourism Australia will target the U.S. and U.K. markets first, and will ultimately include a China focus. No matter the country, the idea is to target the traveller who stays longer and spends more.

The Australian tourism landscape had changed its tourism industry dramatically. The independent entrepreneurs were investing in building 'wow' properties like Southern Ocean Lodge (on Kangaroo Island, South Australia), Qualia (on Hamilton Island, Queensland) and Saffire (in Tasmania). It is for the first time, Australia had critical mass of true high-end room rates average \$800 per day per person lodging product. But the world didn't know that. As small properties can't market globally, a collective voice was our solution. Once Luxury Lodges of Australia launched, the industry saw the power of collective marketing.

## **Wow Air launches “cheapest flight” from Delhi to New York via Iceland**

Wow Air, Iceland's budget transatlantic airline

announced the launch of its services from Delhi to multiple destinations in North America and Europe via Reykjavik from December, 2018.

The airline's founder and chief executive officer Skuli Mogensen said that 'Wow premium', 'Wow plus' and 'Wow comfy' are the classes. Wow Air, which would be flying an Airbus A330 Neo to India and operate five days a week. It is currently serving 39 destinations across Europe and North America including London, Paris, New York, Toronto, Baltimore, San Francisco and Chicago.

The passengers travelling to the US will have a stopover at Reykjavik — acting as a hub for the airline — and then take a Wow flight to the US.





## Digital signaling in UK rail network can reduce train delays

Network Rail confirmed that the rail travellers can look forward to better and more reliable trains. It further unveiled plans for 'digitizing' the signaling system on the Britain's creaking railway network. So far most of the lines are controlled by the railway version of traffic lights and other use semaphore signals based on the Victorian technology.

UK railways' record as the safest in Europe has been maintained by them but they are prone to breakdown.

On an average 50 signal failures occur in a day on the network constraining the number of trains which could use a stretch of track.

## 9.9 million Brits travel overseas without insurance

There are about 9.9 million British holidaymakers

are travelling abroad without proper cover and are putting themselves at risk. Many are travelling without an insurance, in the past 12 months accounting for around 38% of Britons.

One in five around 22% stated that they had travelled entirely uninsured over the past 12 months. One in four risked invalidating their insurance by not informing their insurer about the pre-existing medical conditions or they took part in activities that were not covered under their policies. Association of British Travel Agents (ABTA) is urging the holidaymakers ahead of the summer holidays to ensure that their travel insurance is in sync with their holiday plans.

Mark Tanzer, ABTA chief executive said that it was noted every year that people fall into difficulty because of insufficient travel insurance and many prefer not to choose travel insurance at all. The rest of the lot is unaware and their travel policy doesn't seem to protect as expected.



# Incredible Nordic Destinations to visit this summer

Nordic destinations are truly *alluring, unspoiled nature, isolated, well organised and generally safe*. The Nordic countries—belonging to the northern part of Europe—are clean lined with unspoiled topography, hip and cosy cities and wintery landscapes. Denmark, Finland, Iceland, Norway and Sweden, including Greenland and Faroe Islands, are the countries making Nordic group. Best time to travel is summer. Travel And Tour World has picked six great places in Nordic region. Check out the list and choose your favourite.

“*Escape is about the experience of retreat, tranquillity and quietness. Here one feels the need to retreat and recharge. One is looking for an experience that soothes comforts and takes away the stresses and strains of hectic daily life. These are the holidays one withdraws to a physical or mental space that is worry free—an almost childlike state of feeling safe and cared for.*”

*Innovasjon Norge, National Development Bank of Norway.*

## OUR PICKS

### Reykjavik, Iceland

The capital city of Iceland, Reykjavik offers unique city life, wide range of volcano tours and diving in the waters of Silfra. In summer, the city has 24 hours of daylight. It is the city that never sleeps. Experience the famous salmon and wild trout fishing, whale and puffin watching, sea angling, horse-back-riding, northern lights cruises and the ferry to Viðey Island. Head to Mount Esja, which is a popular destination for day trippers. Another attraction here is the golden-sanded geothermal beach at Nauthólsvík. You can find almost anything your culinary heart desires for. The restaurants in the city offer wide variety of both foreign and Icelandic dishes. Don't forget to take Reykjavík City Card. It will give you quick and easy access to Reykjavik's cost-effective public transportation system to explore the historical landmarks and natural wonders.

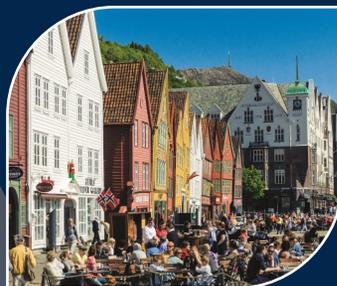


# Bergen, Norway

Norway's most beautiful and second largest urban space, Bergen is *“an international city packed with history and tradition”*. This city was referred as European City of Culture in 2000 portraying the aesthetic beauty through its world's oldest symphony orchestras, international film festivals and museums. Once the city of Vikings, Bergen established with its glamour in between seven mountains. The natural landscape offers numerous possibilities to experience the city life and fun-filled activities. It has a fantastic conglomeration of nature, with deep fjords and high mountains. You can also experience its art and culture through 14th- 16th century history in contemporary surroundings.

“As a European City of Culture, Bergen has an ideal combination of nature, culture and interesting urban attractions – all year round.”

Marianne Johnsen, Marketing Manager  
of Bergen Tourist Board



Credits: Bergen Tourist Board / Willy Haraldsen - visitBergen.com  
Credits: Bergen Tourist Board / Robin Strand – visitBergen.com  
Credits: Bergen Tourist Board / Espen Haagenen - visitBergen.com

# Faroe Islands

Europe's best kept secret is Faroe Islands. It is an archipelago of 18 volcanic mountainous islands located halfway between Iceland and Scotland in the North Atlantic Ocean which tantalise you to stay in tranquillity. It is an idyllic escape from city with a wonderful blend of isolation. A visit to Faroe Islands creates a unique and inimitable experience while you do hiking or cycling, as it is set among the emerald valleys, basalt cliffs, grand moorlands and waterfalls.

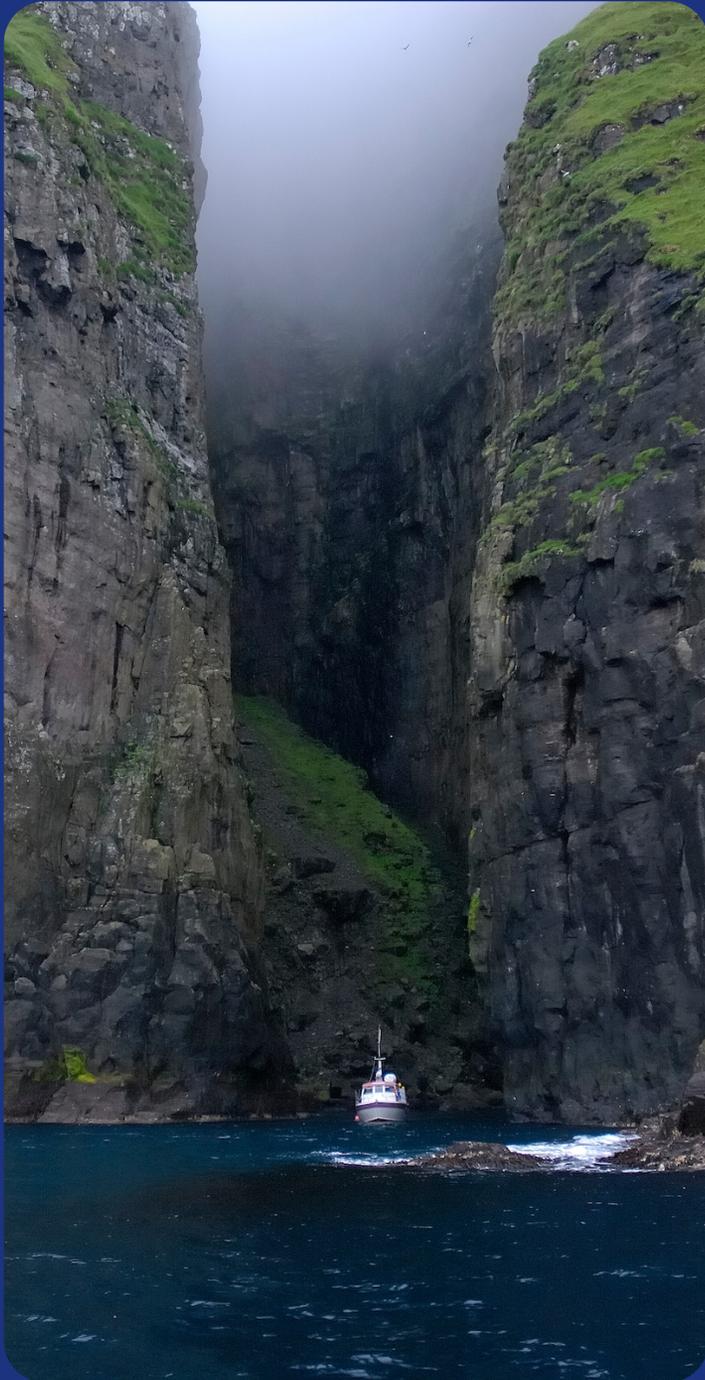


Photo Credit: VisitFaroeIslands

# Savonlinna, Finland

Finland's waterside town, Savonlinna is noted for its crystalline lakes. It is a paradise for those who love to float in the lap of nature. Explore the town in summer by ships, boats or even kayaks. Also, discover the forest areas with hiking or riding excursions. Developed as a perfect Nordic holiday destination, Savonlinna has rich mix of cultural, industrial and educational bases with a population of around 30,000. Olavinlinna Castle is one of the best preserved medieval castles outlining its history and displaying a wealth of orthodox treasures. The archipelago of Lake Saimaa is also home to the protected Saimaa ringed seal, one of the most endangered seal species in the world.



Photo Credit: [visitsavonlinna.fi](http://visitsavonlinna.fi)

# Visby, Sweden

A UNESCO Heritage site since 1995, Visby was a medieval commercial-capital town on Gotland's west coast. A former Viking site, Visby was the main centre of Hanseatic League in the Baltic from 12th to 14th century. To know the history and social culture of this Swedish town, walk through the 2 km medieval walled streets and discover Viking era history. Also stroll along the narrow cobblestones lanes and visit the historical castles and churches to know Swedish royal evolution. Hop to the *oldeworlde* shops and buy items made up of ceramics, textiles, woodcarvings and metal-works. In summer, go to cafes and eateries and soak in the medieval surroundings with a cup of coffee and Gotland speciality *saffranspannkaka*, a saffron pancake with red berries and cream.



Greenland's most beautiful location is Uummannaq located on the north side of the peninsula Nuusuaq. The midnight sun, sledges, ice, whales, liberal inhabitants and the Inuit culture are the main components of Uummannaq's tourism. Get helicopter rides during summer to see the frosty views which are truly mind blowing. Stay here, take a boat trip and come close to ice, glacier and mountains.



*Innovasjon Norge in its global report on tourism, says “Nordic destination helps in looking to connect with each others. People, who are in active and busy social life, can enjoy spending time with friends and do adventure. People, who are interested to learn more, can explore and have new experiences in Nordic countries.”*

Nordic countries are listed as the happiest countries in the world. United Nations Sustainable Development Solutions Network's 2018 World Happiness Report places Sweden as No. 9 and Iceland as No. 4. Finland ensures first position in protecting happiness of its 5.52 million residents. Here, enjoy and discover the diverse landscapes, unique unpolluted city atmospheres and the rich history of Nordic cultures along with scenic railway journeys and overnight cruises. This summer, explore these unexplored and unspoilt places in northern Europe.





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Delegates to the 12th-annual Global Wellness Summit will come together in Italy to focus on future business opportunities and trends in all ten sectors of the multi-trillion dollar global wellness economy. They will also be the first to see the highly anticipated *2018 Global Wellness Economy Monitor* (2015 data is below).



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Cover Story

**W**alt Disney introduced The Disneyland which got us immersed in 'The Happiest Place on Earth'. Rejoicing, relishing and having as much fun as one can imagine has been the concept of the amusement parks so far. But there is more to what Disney did for us! Countries across the world accepted theme parks revealing quirkiness, passions, traditions or madness.

Strange is a very subjective term. What is one man's trash is another man's treasure. We list some unusual theme parks that will leave you spellbound, no matter from where you hail!

# **WORLD'S UNUSUAL THEME PARKS**



30-Travel And Tour World



## **CROCODYLUS PARK, DARWIN, AUSTRALIA**

If you wish to encounter crocodiles ranging in size of 30 cm long hatchlings to grown up adults more than 4.8 m and bearing more than half a ton weight, then head towards the Crocodylus Park.

The park threw its door open on August 29, 1994 under the able guidance of the world famous crocodile biologist Prof. Grahame Webb.

People can avail exclusive data that was collected after a research of three decades from the uniquely crafted crocodile museum. The park has saltwater, freshwater and American alligators which were caught from their inhabitant and relocated to unitised breeding pens. Availing Croc Boat Cruise takes the visitors to view the Saltwater crocodiles in their natural setting. Visitors can learn about the biology and ecology and can also see the collection of other animals. The largest animals found here are the banteng and the water buffalo.

The Wildlife Management International (WMI) owns and runs the park, aiming at continuous research on crocodiles and promoting sustainable use of wildlife as a conservation tool. It also serves as a public service domain and is numero uno in the world.

**Know before you go** – The park remains open from 9 am to 5 pm every day of the year, except Christmas Day. Guided crocodile feeding tours operate daily at 10 am, 12 pm and 2 pm. The Croc Boat Cruise runs at 11 am & 1 pm.



## **ISMIL CHEESE PARK, KOREA - A MECCA FOR CHEESE LOVERS!**

Korea's love affair with food is widely explicated through the 32-acre cheese-themed fun park in the small county of Ismil. The story of cheese making dates back to 1958 after a Belgian priest visited Ismil in the Jeollabuk-do region as a missionary. He reared goats and made his own cheese. The skill was further taught to the whole community after the governor's direction. Gradually, Ismil turned out to be the Mecca of cheese in Korea.

Launched in 2004, the foodies heaven theme park will give you an opportunity to learn how to make cheese, eat the delightful dairy or ride past the goats to the Cheese Playland. The cheese-wheel buildings and several cartoon statues are dotted with various caricatures. One can also stroll through the walkways. The 'cheese experience' centres allow you to make cheese. You can also visit a milk processing factory, a local specialty shop along with two restaurants and a science lab.

**Know before you go** – It remains closed on the second and fourth Mondays of the month and the visiting hour from Monday-Sunday is 10am -6pm.



# DWARF EMPIRE AMUSEMENT PARK

## *INVIGORATING MUSHROOM CASTLES- HOME TO CHINESE DWARVES*

The tiny mushroom-like castles have around 100 dwarves living and working in the Empire where some of them are over two-feet to over four feet with each having a significant role to play.

You will find caped guards with fake swords to acrobats. The tourists are entertained by songs and special performances apart from a special speech from the “King” of the dwarf village.

His majesty appears wearing sunglasses waving to the crowd in a flowing yellow coat specifically printed with yellow mushrooms.

The entire concept of the Dwarf Empire is exploitative in nature but still gives the tiny people an opportunity to inhabit in a safe environment. Earlier there were presumptions that the Empire was a dwarf colony that later turned into a theme park. But this stands incorrect! The park has been conceptualised entirely for business purpose attracting dwarves across the country for a better life. The park provides wages to them along with guaranteed housing.



## **BON BON LAND, DENMARK**

It uses the crassest visual gags with the concept that a candy maker makes confections using animals and objects which are significant characters of their little world. Hundeputterutchebane is the most famous ride and it literally means Dog-Fart-Coaster.

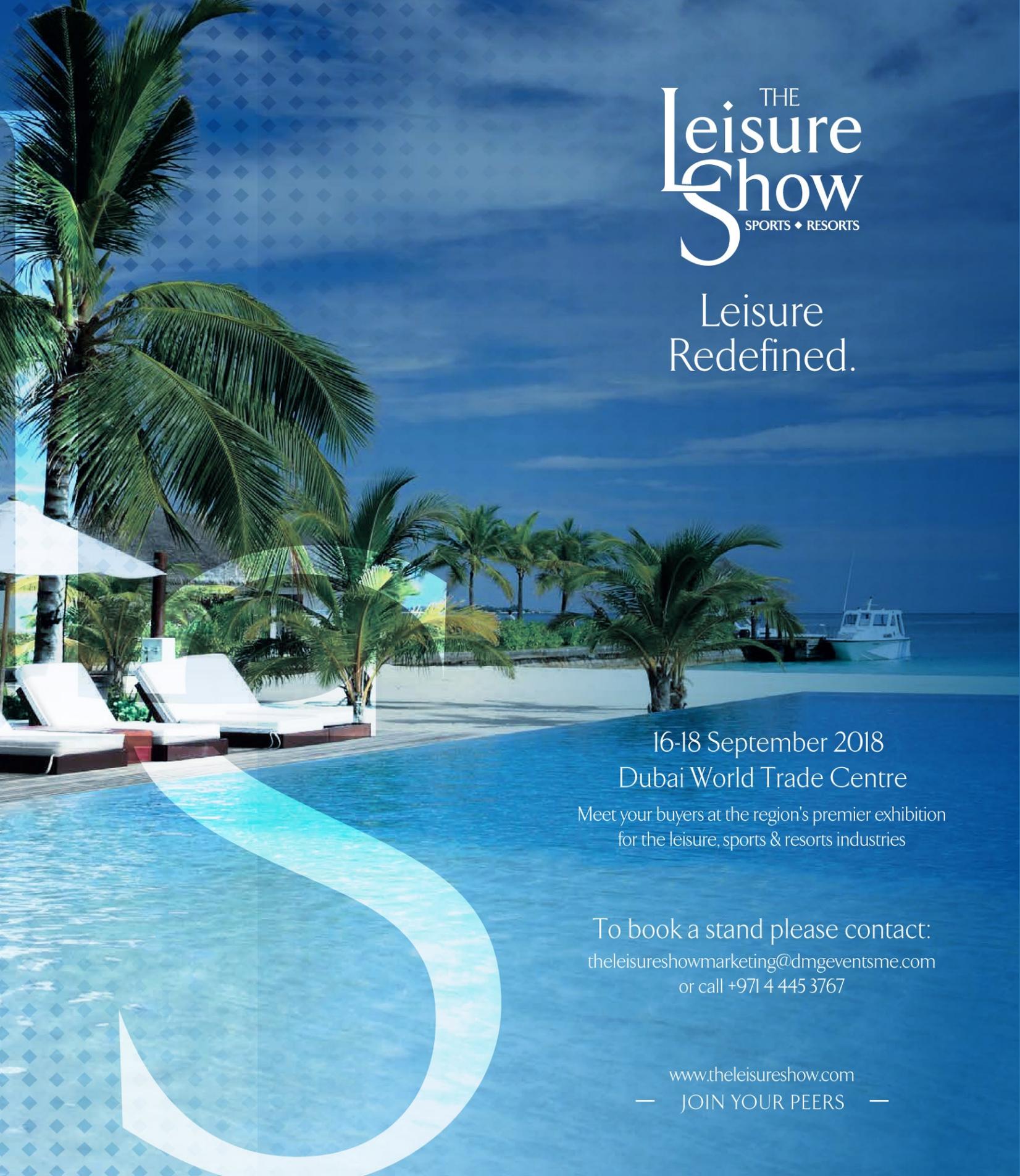
Henry Hound is the dog that the riders encircle which lets out embarrassing gases and makes the riders feel embarrassed. At one turn of the coaster's track, the riders are farted all over by Henry.

The Crazy turtle show has cute features where it seems everything is about to throw up, in the process of throwing up or exposing itself.

The trip will remain deeply etched, be it the cow titties or the sounds of dog farts. The self operated rides are exciting and one must keep an eye out for it.

The Danish people are experimental and don't mind considering topless cattle and huge piles of dog shit as fun. Excellence is all the Bon Bon Land delivers and seeks.





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— JOIN YOUR PEERS —



International travel industry is a dynamic sphere. One of the fastest growing sectors across the world, the industry has witnessed an approximate spending of nearly \$1,700 billion in terms of reservations. Conglomeration of various industry professionals and stalwarts has fostered this massive growth, thanks to trade fairs and exhibitions hosted all across the world each year.

# Travel Trade Shows

Powerful Catalyst for

**BUSINESS  
GROWTH**

# Why Attend Trade Shows?

Each international gathering marks an occasion for all stakeholders to engage in business together, exchange ideas as well as be an architect of the sector's future.

Furthermore, trade fairs act as powerful marketing tools. It enables interaction of a large number international buyers and sellers in one place in a short span of time. Travel exhibitions and fairs exude an unsurpassed potential to industry players, helping them to explore products and suppliers more keenly. For instance, they are responsible for arranging the meeting of significant industry leaders. Secondly, they are fantastic platforms to demonstrate unique products to visitors for effectual comparison and evaluation.

The events also offer feedback sessions to visitors wherein detailed questions are asked in order to gain a comprehensive overview of the entire tourism market and industry.



# Top Motivators for Participating at Travel Events

## Gaining knowledge

Firstly, travel fairs offer exposure to fresh trends, products and resources that are available for one's retail business or wholesale company. Therefore, it is an important resource that keeps one updated with the latest travel industry news.



## Stimulating new ideas

Stimulating innovative ideas and creative ways to support business is a wonderful factor inspiring travel sector professionals to register for travel events. Sharing of knowledge is essential for the growth of any business.

## Meeting retailers and vendors

You can meet other vendors and retailers who are excellent sources to learn from and probably gain business which may not have been possible in other conditions.

## Knowing your competitors

One of the most crucial mantras to success is staying ahead of competition. And, travel conferences and shows go a long way in helping tourism industry professionals to be aware of competitors, knowing about their products and services and strategies.



## Gaining media exposure

Exposure to press is a crucial part of making waves in the market by spreading widespread awareness of one's brand and business, be it retail or wholesale. Business needs to stand out in order to be in the top of the mind recall for clients and potential partners.

## Generating leads for potential customers

Tourism exhibitions are fabulous in terms of generating leads for strategic alliances and most importantly, potential customers. Attendees collect business cards, refer to directory and utilise all other outlets offered during the show to create a list of contacts for your files and business outreach.

## Participating in allied seminars

Last but not the least, participating in allied seminars, networking events and surveys becomes more convenient for attendees of travel trade shows. Increased networking provides the best exposure to new people, new business and new ways of planning business success protocols.

# Top Tourism Shows in the world



WTM is a key international event for the entire tourism industry boasting participation from 38 different sub sectors where more than 51,000 attendees and £2.8 billion business is generated.



IBTM Barcelona is a very crucial event for the MICE segment (Meetings, Incentives, Conventions and Exhibitions) of the tourism sector. Almost 15,000 participants attend the show.



IMEX America is the number one trade fair for the US travel market with an emphasis on B to B events. Once again, it's renowned for the quality of its audience with over 4,000 qualified buyers and 3,000 exhibitors.



Welcome



The Arabian Travel Market is a highly reputable trade fair which focuses on the Middle East (inbound and outbound).



ITB Berlin is the largest tourism event in the world with over 110,000 visitors and 10,000 exhibitors inside 160,000 sq. m space.



A nonparallel trade show if you want to grow in the east as 70% of buyers in attendance are Asian. ITB Asia is renowned for its efficiency in terms of business opportunities with over 22,000 meetings registered.





By leveraging the multiple benefits trade fairs have in their repertoire, tourism industry professionals are just a step away from increasing their revenues. Let success kiss your feet and never miss an opportunity to raise your goodwill at these marvellous trade shows!



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# EVOLUTION OF ONLINE TRAVEL BUSINESS

We are now living in an automated world wherein most of our needs are easily available at one click. Especially our travel needs are now bundled up in an application on our smart phones or tablets in a personalised manner. The online booking platforms have allowed the hotels, airlines and trip operators to reach global consumers.

## Global Distribution System

For hotels, the electronic distribution was born when centralised reservation system or computer reservation system (CRS) was introduced. The centralised hotel bookings, control inventory, storage and recovery of customer information and conduct of transactions are evolved. The Computer Reservation System was introduced from the airline domain. Eventually, the system was used by travel agencies and was further utilised on a global platform for operations to book and sell tickets for multiple platforms – airline tickets, hotel rooms and car rentals. Also known as Global Distribution System (GDS), it automated marketing, sales and distribution needs of the global travel industry in

1960s. GDS was the only distribution channel during this time.



## Property Management System- Rebirth of global travel

In late 1960s, hotels began to develop their own system, which eventually came to be known as Property Management Systems (PMS). These systems were majorly adopted from airline's frameworks and city codes. PMS systems automated functions such as guest bookings and check-ins, reservations, sale origin, materials, quantity management, etc. Global Distribution System (GDS) was still the only distribution channel at that time. There were many issues to confront from hotels' end. Each hotel needed their GDS to do things their way which resulted in massive inconsistencies. By this time the hoteliers were well connected in various markets worldwide and were well-positioned to take advantage of the dot-com era. Some of the hotel brand sites were launched and travel websites or portals were thus born.

### Direct approach to consumers

Hoteliers made website information more consumer-friendly. Direct connects were established from website to PMS and GDS through improved IT operations and system designs. During this evolution in the late 1980s and mid 1990s, revenue management systems and channel managers were developed to use complex algorithms that factored in PMS data, competitors pricing, weather, local events and online reputation. There the travel industry channel managers assisted in transmitting rates and availabilities to various distribution channels. The online travel agencies (OTAs) were

born in mid-1990s to help consumer to find and book competitively priced room nights for various destinations in one platform providing several services and deals.

### OTA and META Search

The OTA and META Search phase in online booking services in hotel and airline industry are still evolving and emerging. The continuous focus is on connectivity and user-preferences. The smartphone, tablets and other application platforms have created more opportunities and expanded ways to reach out to consumers. It comes with dynamics of the hotel booking business are ever changing to meet the needs of consumer.

META Search is perhaps the most noteworthy advancement after the birth of online booking engine itself. A customer no longer needs to search tens of other sites before he makes his final purchase. He can simply visit a travel meta-search engine and make his requirements and finalise it. There he will be presented with all the available options to choose and make bookings from.



## Responsive booking engines

Now the online booking engines in travel industry have evolved more responsive. This made the booking process simpler and convenient. They started facilitating customers to specify their booking requirements like destination or name of the hotel, date of travel, number of rooms, star ratings and reviews of hotels, specific city to city flights according to airlines and much more.

## Determine location of users

The online booking engines (OBE) grew to be capable of determining users' location. This can enable to offer more personalised and targeted deals. This increased the conversion rates quickly as travel providers could now send push notifications to users about near-by hotels or services with great deals as well as near-by tourist spots.

## Personalisation process to know travellers' behaviour

Personalisation remains the single most profitable strategy for all travel companies. While many travel businesses have realised its potential, a significant number of companies have not yet exploited this opportunity. It puts them behind their competitors. It allows all travel companies, hotels and airlines to learn a traveller's behaviour and the travelling patterns which are developing day by day. With that, the companies can send highly customised deals and offers. It makes an increase the chance of a potential customer to book from them. Now the online booking engines also learned new ways to keep

customers glued to their websites, making them responsive and interactive. They started to allow the customers to post reviews on their website itself. It thereby helps in maintaining the control over the purchase journey.

## Peer-to-peer tool

Peer-to-peer is a new business tool for most of the online booking engines. It has inculcated in their business plan to permit them, give customers the capability to discover and explore the known or unknown destinations more economically. OBEs have understood the advancements in marketing, such as social media marketing and email marketing that are bound to bring in more customers than any other form of marketing.



Online booking systems give a boost to business in 21st century, with a combination of updated technologies with well-established quality service. Now travellers prefer to search, choose and catch the tickets-tours-service online. Now life becomes easier while planning for any travel.



# RULES IMPACTING TOURISM

**T**ourism is a thriving global industry contributing majorly to world's economy. It is responsible for significant employment generation.

As per, Gloria Guevara, President of the World Travel and Tourism Council, the travel and tourism sector generated 10.4 per cent of the world's GDP and also created 313 million jobs.

Visa restrictions strongly affect the international tourist flow and act as barrier to travel. It is also used by many countries to prevent unwelcomed travellers or to control overtourism.

Investment and development in this sector is taking place in a sustainable manner and it is expected that the sector will be supporting more than 380 million jobs by 2027.

## Influencing economy

While considering destinations, visa restrictions have a negative impact on tourists going to the developing countries but this does not hold true for the developed ones. However, if we go by country of origin the impact of visa restrictions remains same for tourists coming from both developed and developing countries. These factors influence the policy terms for tourism at the regional level. The political, economic and security matters are also a major concern for the visa restrictions. The cost

and hassle of obtaining visa, processing fees, long waiting hours cause unnecessary burden. Visa restrictions have a serious effect on the economic receipts of nations as it reduces the flow of the people and the interlinked economy. Areas with higher level of economic growth or with striking tourism attractions are still able to maintain the flow of the visitors despite restrictions. Main reason being the large business and leisure opportunities making it evident that some developing regions get affected directly impacting income generation and development opportunities.



## Bilateral tourist flow

Cultural and social proximity also plays a vital role in influencing the bilateral tourist flows. Political and economic linkages, presence of diplomatic regions and migration flows amidst countries also benefit bilateral arrivals with factors like FDI, migration etc.

The growing threat from terrorism and national security is very intense in the developed nations. It is significantly considered in terms of numbers and the severity of the barriers.

During the last decades, there has been a reduction in the number of visa requirements. The new type of visa and other types of restrictions by most of the developed countries due to national security concern lead to damage in terms of economic activities.

If lesser visa restrictions grew worldwide, it might turn out to be negative for most of the less developed or emerging countries.

## Relaxed visa rules for Chinese citizens in Africa garnered growth

Africa's relaxed visa rules have been attracting Chinese travellers, the world's top tourism spenders. They spent \$260 billion in 2017 alone. After the introduction of relaxed visa rules for Chinese citizens it was noted there was significant increase in year-over-year growth in Chinese arrivals. In fact, Africa was the top destination of choice for the category of Chinese tourist seeking more adventurous holidays in 2018. It had surpassed Japan and Australia. Morocco, Tunisia, South Africa, Namibia, Madagascar and Tanzania were major attractions. Further, the African administration has adopted isolationist policies that are deterring Chinese tourists from visiting the US.



## China-Taiwan Connect

After the Chinese visitation in Taiwan came down due to bitter relationship between the Taiwan government and China's Communist Party in 2016, Taiwan has lowered its visa requirements. The move is also impacted by the local election year in Taiwan and the Chinese government mandates. Infact, China has imposed restrictions on group travel to Taiwan, similar to the China's South Korean quasi-travel ban.

Taiwan maintained strict tourism visa regime for Chinese tourists because of the geographical proximity between China and Taiwan and other political and national concerns. But now Taiwan is lowering the financial requirements of the Chinese Free Independent Travellers (FITs). However, the Ministry of Interiors has urged them to furnish

their travel itineraries while applying for visa.

## Selective e-visa rules loosened in Saudi Arabia

The Saudi Commission for Tourism and National Heritage aiming to ease its selective e-visa rules has forwarded a new visa regulation to the government for approval. As per the earlier mandates, only business people, citizens, those visiting relatives and Hajj and Umrah pilgrims can cross the border but now tourist visa is turning out to be a reality. Saudi Arabia has also developed an electronic visa transaction system following the footsteps of Oman. Now, women aged 25 and above can avail for a 30-day single-entry visa without having a male escort.



**SEOUL TOURISM ORGANIZATION APPOINTS**

**NEW PRESIDENT AND CEO**



Jae-sung Rhee was appointed as the first president and CEO of Seoul Tourism Organization, as the organization relaunched as a government funded firm.

President and CEO Jae-sung Rhee has graduated from the Department of Spanish at Hankuk University of Foreign Studies and continued to receive his doctorate from Kyung Hee University's Graduate School of Tourism. Thereafter he rendered his services at the Korea Tourism Organization for a period of 33 years, right from 1985 to 2017. He has been holding the position of director in every department within the organization (Director of Management, Executive Vice President, Director of International Tourism and Marketing, Director of Domestic Industrial Affairs, and Director of Policy). He is well-equipped with hands-on experience and expertise as well as strong leadership abilities.

Radisson Hotel Group has appointed Ramzy Fenianos as Chief Development Officer, Asia Pacific.

Joining on 11th June 2018, Ramzy will be based at the company's Asia Pacific headquarters in Singapore. He will also be a member of the Asia Pacific executive committee. In this key role, he will oversee all aspects of the group's regional development activities, including leading the Asia Pacific development team in identifying new opportunities to drive growth and strategic expansion of our hotel portfolio.



**RADISSON HOTEL GROUP WELCOMES**

**CHIEF DEVELOPMENT OFFICER FOR ASIA PACIFIC**

## COLIN HEANEY APPOINTED

### AS NEW GM OF CHARINGWORTH MANOR



Colin Heaney has been appointed as the new GM of Charingworth Manor.

He first managed the Charingworth Manor when it was under the ownership of English Rose Hotels in 1995.

Colin Heaney has most recently been working for Peter de Savary's hotel operations across the South of England. Prior to that, he spent two and a half years at the Lygon Arms in Broadway, and eight years at the Bear Hotel in Hungerford before it was sold to Greene King. He was also General Manager of Wyck Hill House in Stow on the Wold for eight years.

Langham Hospitality Group appointed Stefan Leser as Chief Executive Officer. Stefan Leser will oversee all aspects of the group's global portfolio of hotels, resorts and residences. He will provide the strategic guidance to achieve the company's vision, implementing organisational processes for all divisions.

Leser has nearly 30 years of experience in the travel and hospitality industries, most recently at Jumeirah International where he was the group chief executive officer and a member of the board of directors.

He was responsible for several significant milestone projects, such as the inauguration of The Terrace at Burj Al Arab and the completion and launch of Jumeirah Al Naseem, the group's luxury hotel overlooking the Arabian Gulf. He held senior roles for more than a decade at Kuoni Travel Holding Ltd., the leading Swiss travel services provider.



## STEFAN LESER APPOINTED AS

### CHIEF EXECUTIVE OFFICER OF LANGHAM HOSPITALITY GROUP

Agriculture Undersecretary of Philippines, Bernadette Puyat has been named as the new secretary of the Department of Tourism by Philippine President Rodrigo Duterte, a day after he fired Wanda Teo over corruption allegations.

Puyat was Undersecretary for Administration, Agribusiness And Marketing, and regional engagement at the Department of Agriculture before her appointment as tourism secretary. Puyat is a daughter of former senator and former foreign secretary Alberto Romulo. She is a widow whose husband, Dave, died of a heart attack while playing football in 2010.



## DEPARTMENT OF TOURISM IN PHILIPPINES APPOINTED

### BERNADETTE PUYAT AS NEW SECRETARY

7<sup>TH</sup> EDITION

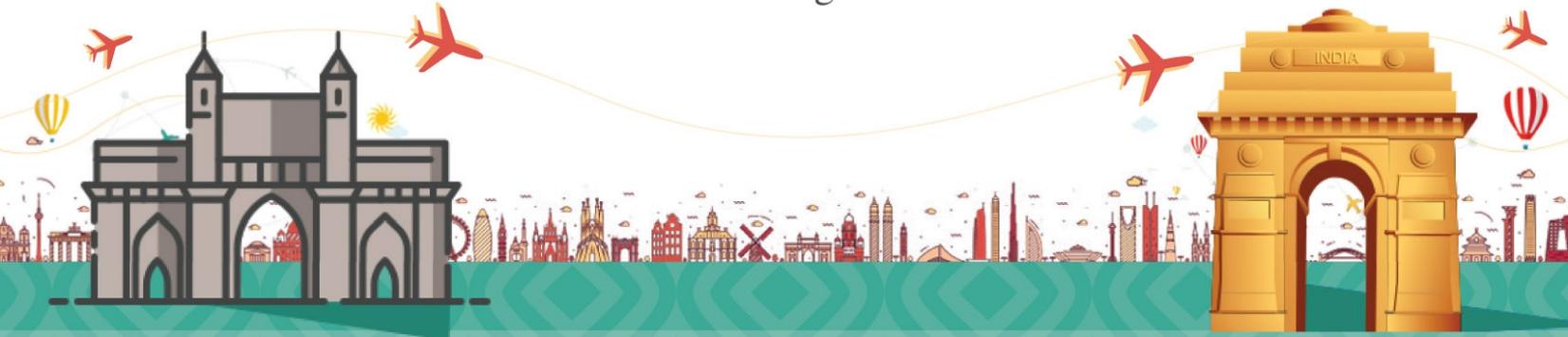
25<sup>th</sup> - 26<sup>th</sup> July 2018  
Mumbai, India



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8<sup>TH</sup> EDITION

31<sup>st</sup> July - 1<sup>st</sup> August 2018,  
Delhi, India



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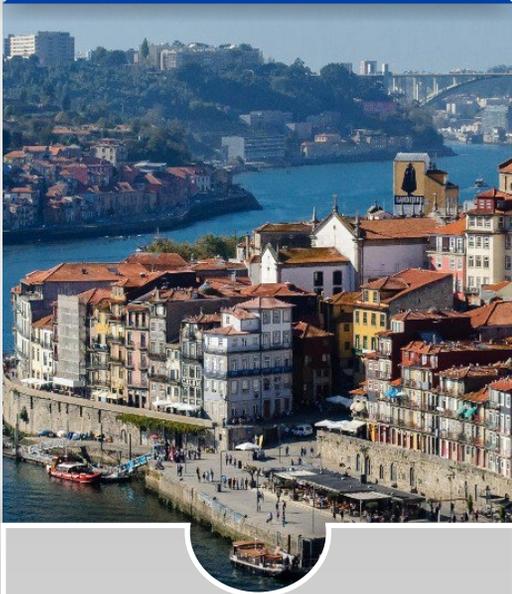


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# World Festivals

**E**verybody in this world loves to celebrate. June is noted for mid-summer festivals. See the unique cultural and traditional celebrations from all around the world. Have a look at our four best summer festivals in the world.

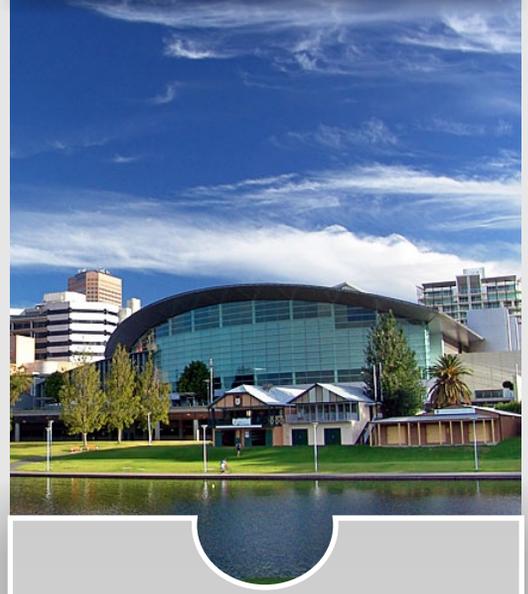


## NOS Primavera Sound

Date: 7th to 9th June 2018

Place: Porto, Portugal

It is an electric alternative music festival of Europe's oldest destination. Founded in 2011, NOS Primavera Sound showcases fresh and exciting new music of Europe. This open-air festival can accommodate 30,000 people per day making one of the largest congregations of music lovers in Portugal.



## McLaren Vale Adelaide MINI Garage Sea & Vines Festival

Date: 9th to 11th June, 2018

Place: Adelaide, Australia

This culinary festival allures international visitors with the combination of internationally acclaimed wines and incredible regional dishes. It marks the celebration of Australian food art and wine making traditions with beach lifestyle.



## Eid ul-Fitr

Date: 16th June, 2018  
Place: All over the world

Muslims around the world celebrate, Eid al-Fitr marking the end of fasting month of Ramadan. Eid is infused with different traditions in different countries. The festival begins with the first sighting of the new moon. The starting day of Eid varies every year and from country to country depending on geographical locations.



## Inti Raymi

Date: 24th June 2018  
Place: Cusco, Peru

Known as the “Festival of the Sun”, the people of Cusco from Inca times are celebrating Inti Raymi with animal sacrifice. The festival starts in the morning on the large open circular platform in the front of Inca Sun Temple. Now the festival draws thousands of visitors to the ancient capital of Inca.

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## Show Highlight

### *Boutique Hotel Investment Conference*

BLLA exists as the go-to resource for all things boutique. The events and conferences are an extension of the efforts to push the most exciting sector in lifestyle and lodging into the future. In its sixth iteration, the Boutique Hotel Investment Conference now focuses on the hospitality adjacent industries powering the modern boutique movement. NEXT GEN BOUTIQUE MONEY – the concept of a hotel is being redefined. With lodging accommodations being reshaped by industries like wellness, fashion, fitness, nightlife and food & beverage, it is important to pause and take an aerial view of the direction of the sector.

The agenda includes boutique hoteliers and veterans. Jason Pomeranc who is the one of the founders of the modern boutique movement said that the CFDA will join to touch on the influence of fashion and will hear from Jacques and Rakel Cohen, who are responsible for the most infamous luxury hotel in the world, The Watergate.

The agenda is influenced by professionals outside of hospitality because that's where the pendulum is swinging. BLLA tapped into boutique's broadening horizons last year when they changed their catchphrase to, "Boutique is not just a hotel, it's an experience" while they firmly believe that anyone with a thorough understanding of today's traveler, can

exemplify boutique.

Lastly, the Fit Hub will be returning for 2017, providing a series of business development

seminars, live demonstrations and continued development workshops for fitness professionals. Joining The Leisure Show for the first time this year, Les Mills, the largest international provider of group fitness classes, will be taking over an entire day of the programme to showcase the latest moves in their world-renowned classes

Attendees will have the pleasure of enjoying refreshments all day by La Colombe Coffee, HOOCH, Bai, Justin's, GTS, Skinny Pop, Voss, Hippeas, BarkThins, Vita Coco and Sunraysia and a fabulous gourmet lunch sponsored by the Three Kings Restaurant Group (Massoni, Rice and Gold, and Talde).

With the support of the professionals who help power not only the association, events and conferences but the entire hospitality industry are the headline sponsors: Avendra, Elavon, Greenberg Traurig, iVvy, LG Electronics, Rainmaker, Sideways, Suitelife, Enseo, The Gettys Group, Two Roads Hospitality, and Keypr and their amazing furniture sponsor, Meridith Baer which is the premier staging company in the nation.



*When: June 6, 2018*

*Where:*

*The Times Center, New York, USA*

Boutique sponsors: Berdon LLP, Tambourine, Menin Hospitality, JLT and Jampro Trade & Investment help make the coolest investment conference possible. Their Lifestyle sponsors: Direct TV, Trump Hotels and Scion Hotels & Resorts. And finally, for their support, Arlo Hotels, Newmark Knight Frank, Swell, Anine Bing, The Well-Traveled Trunk, JMBM, The Lodging

Conference, Amsterdam Hospitality, Interactive Sites, The CFDA, Peerless-AV, Beekeeper and ITM Mobile was highly appreciated.

The new direction of the boutique niche has blown the door of opportunity wide open. BLLA sees it as their duty to usher in a new, fun, cool era in bespoke hospitality.



## 6th annual MICE India and Luxury Travel (MILT) Congress

As India maintains its double-digit annual growth in the outbound MICE and luxury travel segment, travel and tourism businesses around the world are looking to capitalize on the country's growth potential by forging deals and partnerships with leading Indian corporates and luxury travel specialists at the 6th annual MICE India and Luxury Travel (MILT) Congress, the only premier platform that caters to MICE, business travel and luxury tourism sectors in India.

Organized by Dubai-based QnA International, the MILT Congress will be held this year in two iconic Indian cities – in Mumbai, the country's commercial capital, from July 25-26, and in nation's capital Delhi from July 31-August 01.

Noting that Indian corporations remain largely unaffected by the global slowdown and continue to spend big on corporate travel, Hassan Madah, Director, Israel Ministry of Tourism – India & Philippines, said that Indians are now travelling abroad throughout the year for business and they had a total of around 60,000 Indian tourists visiting Israel in 2017. Platforms like the MICE India & Luxury Travel Congress are crucial as it offers an opportunity to connect and network with travel decision-makers at leading Indian corporations. They see a lot of growth in the outbound MICE segment from India in the coming years.

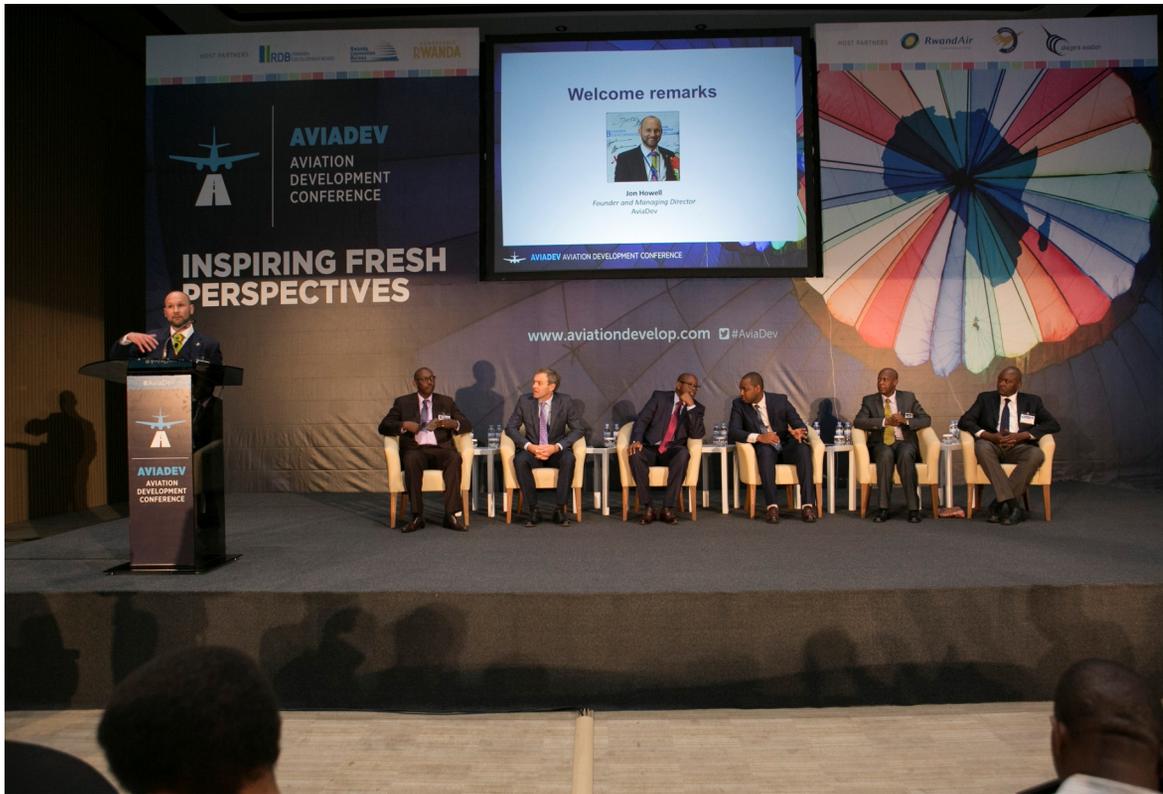
The congress will feature numerous panelists and keynote speakers, covering topics such as redefining MICE, global trends and challenges in MICE and the intricacies when dealing with Luxury travel and how technology has transformed the world of MICE and luxury travel to name a few with the objective to share the changing preferences of MICE and luxury travel buyer from India.

Talking about the importance of innovation in the MICE & luxury travel business, Stephanie Tanpure, Vice President of Sales, Sands China Ltd. commented that the key to sustained growth is diversification, and since opening The Venetian Macao in 2007 they have had increased their hotel offering, which now includes The Parisian Macao, Four Seasons Hotel Macao, Cotai Strip, The St. Regis Macao, Cotai Central, Conrad Macao, Cotai Central, Sheraton Grand Macao Hotel, Cotai Central; and Holiday Inn Macao Cotai Central. In this way they are able to appeal to both the luxury and family markets.

The MILT Congress is the only event that allows travel and tourism businesses in Asia, Europe, the Middle East and elsewhere to meet and engage one-on-one with decision-makers from India's leading corporations who are involved in finalizing MICE and luxury travel activities.



**When: July 25 – 26 &  
August 31 – September 1, 2018**  
**Where: Delhi & Mumbai, India**



route development meetings with a view of advancing Africa's connectivity.

The one-to-one meetings sit alongside a comprehensive programme featuring industry leaders including Girma Wake, Former CEO, Ethiopian Airlines, former Chairman, RwandAir,

Raphael Kuching, IATA, and Nico Beuidenhout, CEO, fastjet. Discussions on the programme include the outdated perception on African airlines, new technologies, financing and low cost carriers. Attending AviaDev would give an opportunity of unrivalled networking and gain insights from the conference programme from the African market. It is also the only dedicated air service development conference on the African continent. Registration is still open for AviaDev, join these aviation experts and ensure your destination is part of the route development conversation.

Now entering its third year, AviaDev Africa is the only forum that is dedicated to growing connectivity to, from and within the African continent. Bringing together airports, airlines, tourism authorities, governments and industry suppliers, AviaDev offers attendees the ability to pre-arrange meetings in professional surroundings, offering the best chance to make a real connection.

With 26 airlines registered and over 15 airports represented AviaDev looks set to facilitate productive

**When:**  
**June 12 – 14, 2018**  
**Where: Southern Sun Cape Sun**

# China Airline Merchandising Conference

The global aviation industry is changing its mindset on passenger service and product positioning. Connecting every touch point of air travel through technological innovations and mobile devices will elevate travel experience and take the industry into a new form of marketing in the digital era.

The digital transformation of user experiences has changed the ecosystem of the aviation industry. New retail is about sharing, integrating and adding value to customers, and the core factor is digitization.

Airlines around the world are carrying out digital transformation of their organization structures and operation procedures to enhance the entire travel journey for customers.

Newly established Chinese private airlines have to operate in a very small space, squeezed by the expansion of China's four major airlines – China Eastern Airlines, China Eastern Airlines, Air China, Hainan Airlines and the expanding high-speed railway network. How should the newcomers differentiate and position themselves to find a way forward?

From official websites, mobile applications, flagship stores on OTA platforms, to WeChat platform and Mini Programs, airlines have been constantly exploring new marketing channels. As frenemies with OTA giants, how should airlines reposition themselves to boost

direct sales? How should they establish a win-win collaboration with OTAs and other third-party players?

In the face of digital revolution and diversified customer demands, how will airlines disrupt traditional marketing with digital innovation? What inspirations can be learned from the combination of content and e-commerce? How will O2O strategies connect multi touch points for users? How should airlines respond to the swift changes in consumer demands?

## **Hear from senior executives from China's leading hotel companies:**

- Yu Wang, Chairman, Spring Airlines
- Shane Hodges, Vice President, Asia Pacific, American Airlines
- Guoxiang Wu, SVP, Marketing Division, China Southern Airlines
- Bonita Huang, Deputy General Manager of Sales Department, Air China
- Veli Polat Veli Polat, Senior Director Sales Greater China, Lufthansa Group

The 2018 Airline Merchandising Conference (2018 AMC) will be held in Shanghai on July 25-26, 2018. More than 650 mid-level or high-level executives in airlines and related industries will attend the event to seek insights and inspirations on "New Digital Merchandising"



*When : July 25-26, 2018  
Where: Shanghai, China*



# NEW DIGITAL MERCHANDISING

2018 China Airline Merchandising Conference

July 25–26 Shanghai, China

The digital transformation of user experiences has changed the ecosystem of the aviation industry. New retail is about sharing, integrating and adding value to customers, and the core factor is digitization.

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## SHOW REVIEW

With meetings and event organisers on a consistent hunt to discover unique and professional meetings facilities, a spotlight has been shone on Africa. Massive potential within the meetings sector has been realised in recent years and efforts to develop this powerful economic sector, are pushing to the fore including the Business Events Conference powered by ibtm Africa.

The Business Events Conference powered by ibtm Africa promises to be a dynamic conference built around high-quality discussions focused on content relevant to operating in the meetings and events space in Africa. The conference took place during WTM Africa in Cape Town on 19th and 20th April 2018, inviting all corporate buyers and professional meetings personnel to attend.

Chardonnay Marchesi, South Africa Portfolio Director for Reed Exhibitions' Travel, Tourism & Sports Portfolio mentioned that it was also an evolution from a table-top event to an engaging and high-quality programme, packed with insightful content, speakers and relevant topics.

There were three sessions that took place in WTM Africa's Inspire Theatre between 11h 30 and 14h15 on Wednesday, 18th April 2018. The second day's session coincided with the Sports & Events Tourism Exchange (SETE), that took place between 10h30 and 13h30. Leading the charge will be Rudi van der Vyver, Chief Executive of the Southern African Association for the Conference Industry (SAACI).

Van der Vyver was appointed as CEO of SAACI in early 2017, bringing a wealth of management experience in

the financial services, business consulting and hospitality industries to the umbrella body of the business events sector in Southern Africa.

Van der Vyver further says that they are very focused on the professionalisation of the business events industry across the African market. There is tremendous potential to be further unlocked in this sector and

with SAACI's three key focus areas being Learning, Growth and Collaboration, we see internationally-recognised platforms like ibtm Africa as crucial in the facilitation of our role in strengthening the industry.

Speaker sessions included a look at the impact of meetings, incentives, conventions and events on destinations, an event industry panel that will examine current trends in the sector and a practical look at how professional conference organisers can work alongside the South African National Conventions Bureau.

**ibtm Africa**



**When:**  
April 19 – 20, 2018  
**Where:** Cape Town,  
South Africa

### **Speakers for the sessions included:**

- Wilson Jn. Baptiste - Chief Executive Officer, Global Enterprises Management Solutions, LLC
- Esmaré Steinhöfel - Regional Director (Africa), ICCA
- Monique Bester - General Manager, Tourvest IME
- Peter-John Mitrovich - CEO, Grosvenor Tours, and President, SITE
- Glyn Taylor - Joint CEO, Century City Conference Centre
- Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa National Convention Bureau (SANCB)

On April 18-20, Almaty hosted the annual international exhibition "Tourism and Travel" - KITF 2018.

Exhibition KITF 2018 presented the main sections of the industry, such as: international and domestic tourism, medical and health tourism, business tourism, as well as a conceptually new sector "Real Estate Abroad", which opened new opportunities for both real estate market participants and representatives of the tourism industry.

Starting from the opening on April 18, until the last day of the exhibition, on April 20, the visitors were given thematic presentations on various tourist destinations and products of exhibitors, including: Farhat International Tours & Travels tour operator Bahrain, KAZUNION Kazakhstan tour operator, Premium Travel Company multi-profile tour operator of Kazakhstan, TEZ TOUR international tour operator, KF Tourist Kamkor and Russian cruise tour operator Nika. The Association of Medical Tourism Agencies of Russia and CIS held a training seminar, the main theme of which was IT solutions for finding reliable partners and forming a solid foundation in this segment of the industry.

An extensive information and business program from the regional tourism departments of Kazakhstan held at the national stand of Kazakhstan on the first and second days of the

exhibition. Speakers talked about new opportunities for digital marketing of tourism products, prospects for the development of agro-tourism in the Almaty region, and also presented the potential for tourism development in the East Kazakhstan region and South Kazakhstan region. Tourist information center "Taraz-Tourism" presented the following topics:

"Secrets of Akyrtas", "A view into the future of Ancient Taraz" and "Innovations in the development of tourist souvenirs based on felt". Speakers' presentations were mixed with the interactive on the stand with lottery, drawing of vouchers and info tours.

For the first time during KITF 2018 exhibition held the forum Almaty Travel Fest. This unique site united amateur travelers with professional travelers, as well as introduced famous travel photographers, travel bloggers, journalists and other representatives of the tourist industry.

In general an international format of the exhibition "Tourism and Travel" - KITF 2018, provided an opportunity for visitors to discover 30 countries during the event: Azerbaijan, Armenia, Bahrain, Bulgaria, Hungary, Vietnam, Germany, Greece, Georgia, Dominican Republic, Egypt, India, Indonesia, Spain, Kazakhstan, China, Cuba, Kyrgyzstan, Latvia, Malaysia, Maldives, Morocco, United Arab Emirates, Russia, Slovenia, Thailand, Turkey, Uzbekistan, South Korea, Japan.

## Kazakhstan International Exhibition KITF

The logo for KITF (Kazakhstan International Tourism and Travel Festival) features the word "Kitf" in a bold, blue, sans-serif font. The letter "i" has a red dot. A red horizontal line is positioned below the letters "k" and "i".

When:

April 18 -20, 2018

Where:

Almaty, Kazakhstan

The exposition presented 19 national groups, among them the stand of the Republic of Uzbekistan. Remind that 2018 year was declared «The year of Uzbekistan in Kazakhstan». Annually the international exhibition Tourism and Travels KITF 2018, organized by the Kazakhstan exhibition company Iteca, is held with the support of the Tourism Industry Department of the

Ministry of Culture and Sports of the Republic of Kazakhstan, the Almaty Tourism and External Relations Department, the UNWTO World Tourism Organization, the National Chamber of Entrepreneurs of Kazakhstan and Kazakhstan Tourist Association. The partner of the exhibition was the hotel chain Cornelia Hotels Golf and SPA.



Creativity and experiences in the meetings and events sector took a great step forward at IMEX in Frankfurt. From new events at EduMonday to the spectacular and sensational Learning Labs and Live Zone, there were major new initiatives and experiences throughout the show, extending the borders of the industry into new areas. In addition, new activities around legacy focussed minds on the impact of the industry on the future. The result was what IMEX Group Chairman Ray Bloom described as “the most creative and spectacular IMEX yet, generating vitality and energy throughout the show.”

Almost 9,000 hosted buyers and visitors attended IMEX 2018 and made 68,000 appointments. 74 per cent of all buyer/exhibitor appointments had mini RFPs attached. Altogether the show created many thousands of opportunities to do business. With technology a growing feature of the market and the show, IMEX has provided new opportunities for buyers to ask for independent guidance, 'test-drive' technology products and see what companies have to offer by bringing this all together around the new Tech Café. Eye-catching and sensational innovations in Hall 9 including the C2 SkyLab - the chance to experience a meeting in mid-air - and In the Dark Lab made a tremendous impact on buyers and exhibitors alike. The Labs were brought to the

show by the IMEX Group's new partner, the market leading business events specialists C2 International.

The Live Zone which showcased live entertainment acts and activities, and the new Co-working Campus by Zeus Event Tech are also the results of new partnerships with Best of Events, memo-media and Zeus.

Ray Bloom added that they are delighted to be working with their new partners and would like to thank them along with their long standing partners for their valuable help and collaboration which truly enhanced the experience at Imex and has been an honour to have Gloria Guevara Manzo as keynote speaker at the Opening Ceremony. Her eloquent, passionate, challenging speech had made a great impression on the audience. Gloria also spoke at the newly regenerated IMEX Policy Forum where 30 policy makers met with many industry leaders. They discussed key issues such as globalisation, city resilience and legacy under the theme of 'The Legacy of Positive Policy Making,' a reflection of the IMEX 2018 Talking Point. The new Legacy Wall, a focus for this Talking Point, sparked many reflective thoughts about the role of the industry. Exhibitors contributed more than 50 interesting case studies before the show with buyers adding their stories during the week.



# CALENDAR OF EVENTS

5<sup>th</sup> - 6<sup>th</sup>  
JUNE

## Asia Pacific Hotel Investment Conference

JW Marriott, Bangkok  
[www.questexevent.com/APHIC/2018/](http://www.questexevent.com/APHIC/2018/)



Asia Pacific  
Hotel Investment Conference

## Hotel Management Thailand Summit

JW Marriott, Bangkok  
[www.questexevent.com/HotelManagementSummit/2018/thailand](http://www.questexevent.com/HotelManagementSummit/2018/thailand)



7<sup>th</sup>  
JUNE

7<sup>th</sup> - 8<sup>th</sup>  
JUNE

## Airport Modernization Summit

Bangalore, India  
[www.amsummit-ind.com/index.html](http://www.amsummit-ind.com/index.html)



7<sup>th</sup> - 8<sup>th</sup>  
JUNE

## 3rd Leisure Partners Mexico Hotel & Resort Expansion Forum

Mexico City, Mexico  
[hotel2.mykar-events.com](http://hotel2.mykar-events.com)



Leisure Partners  
Mexico Hotel & Resort Expansion Forum

Avia Dev  
Southern Sun Cape Sun  
[www.aviationdevelop.com](http://www.aviationdevelop.com)



12<sup>th</sup> - 14<sup>th</sup>  
JUNE

14<sup>th</sup> - 17<sup>th</sup>  
JUNE

ITE Hong Kong  
Hong Kong, China  
[www.itehk.com/ITEHK/](http://www.itehk.com/ITEHK/)

International  
Travel Expo



香港國際旅遊展

18<sup>th</sup> - 22<sup>nd</sup>  
JUNE

Latin America Meeting & Incentive Travel  
Exchange  
Santa Domingo, Dominican  
Republic  
[www.latintravelexchange.com](http://www.latintravelexchange.com)



The Hotel Show Africa  
Johannesburg, South Africa  
[thehotelshowafrica.com](http://thehotelshowafrica.com)



24<sup>th</sup> - 26<sup>th</sup>  
JUNE

26<sup>th</sup> - 30<sup>th</sup>  
JUNE

5th Bali & Beyond Travel Fair  
Bali, Indonesia  
[www.bbtbf.or.id/](http://www.bbtbf.or.id/)



26<sup>th</sup> - 27<sup>th</sup>  
JUNE

Digital Travel Europe  
London, England  
[digitaltraveleu.wbresearch.com](http://digitaltraveleu.wbresearch.com)



China Hotel Marketing Conference  
Landison HSD Plaza Hotel Hangzhou  
[summit.traveldaily.cn/hmc2018/](http://summit.traveldaily.cn/hmc2018/)



27<sup>th</sup> - 28<sup>th</sup>  
JUNE

27<sup>th</sup> - 28<sup>th</sup>  
JUNE

The Meetings Show  
Olympia London, United Kingdom  
[www.themeetingshow.com/welcome](http://www.themeetingshow.com/welcome)



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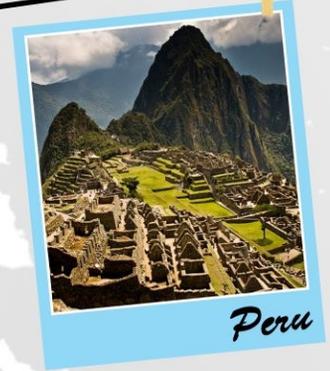
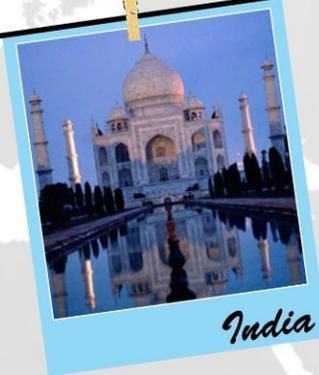
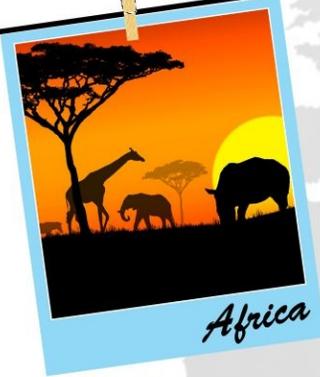
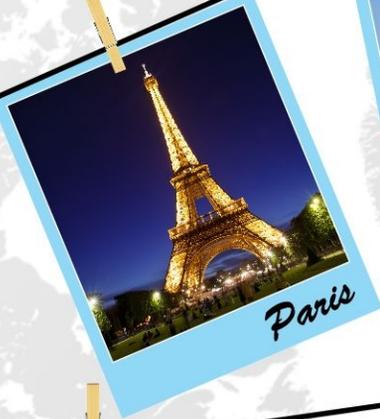


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