

Travel AND Tour™ WORLD

Volume:10, Issue: May 2018

Lasting Legacies



Meetings Point

Riyadh

A blooming business city

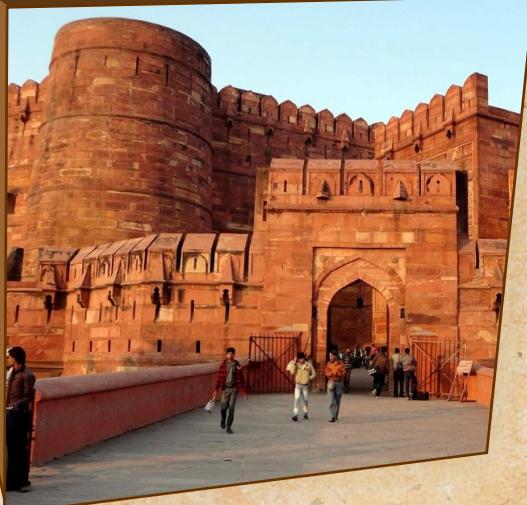
Tech iT

Biometric Technology



Travel Tendency

STAYCATION

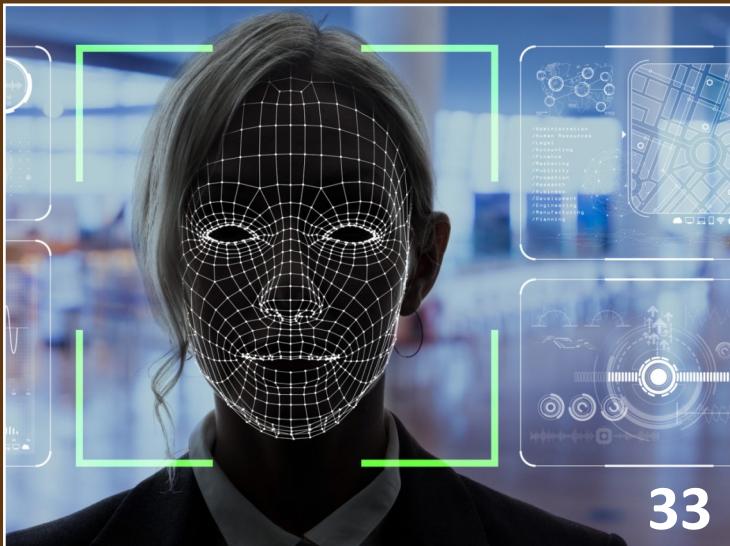




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06- Meetings Point: The King Abdulla Financial District, **Riyadh** is one of the wealthiest cities in the world. The global city is also a political, financial and administrative capital. 'Riyadh' means garden.

13- Special Feature: A cruise vacation offers great value as almost everything is included. The best part in **cruise and boat ride** is to see the different attractions, which are developed through ages. It is like taking your home along on a vacation. Take a look at 9 best boat rides to go on.

22- Destination Diary: The United National Educational, Scientific and Cultural Organization (UNESCO) has listed certain destinations enriched with a unique universal significance and 'outstanding value to humanity' as world **heritage sites**.

33- Tech iT: Technology is ever evolving and it is expected that paper passports will soon be a thing of the past and conventional means of identification will be shunned. **Biometrics** will be the new fad, the art of detection measures the statistical analysis of a person's unique physical and behavioural characteristics.

38- Travel Tendency: Staycation implies a portmanteau of 'stay' and 'vacation' and is also popularly known as 'holistay' (a portmanteau of 'holiday' and 'stay').

44- Cover Story: Bleisure travel is now commonly used term by global travellers. It is a combination of business trip with leisure. As the trend is catching up by corporate world, most of the organisations are arranging trips where professionals blend leisure with business. And what is best for you?



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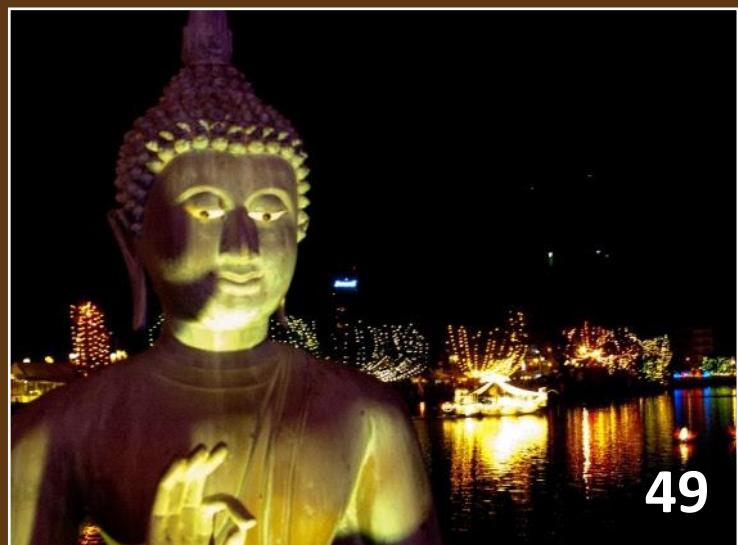
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Dear Readers,

The Royal wedding will be a great showcase moment for Britain this month and we can expect a major tourism boom. Thousands of revellers from across the world will come to the global city of London to catch a glimpse of the gala wedding of Prince Harry and Meghan Markle.

Millennials are trying to achieve the most as early as they can, they seem to see full vacations during their young adulthood as luxuries they cannot afford. They have now realized that the top destination for business travel brings rich experiences and are worth devoting time to explore. Corporate travellers are availing bleisure travel which is growing popular because of its intensely fulfilling nature. Our Cover Story on Bleisure Tourism and its implication gives a low-down on it.

If you are still confused where to do business in the Middle East, then read our Meetings Point on Riyadh, the capital of one of the world's richest nations. The economic titan is the most prosperous city in Saudi Arabia having an average GDP per capita of approximately 32 thousand US. It is an excellent choice to do business! Airports have been constantly upgrading itself with the latest technology and more recently there has been a huge investment in biometric technology. The air transport, security is hugely gaining along with the passengers making the transit process way easier. Read on our Tech iT chapter to know how this technology works. Destination Diary on World Heritage Sites lists the preserved sites known for outstanding culture and common heritage of humankind and the Special Feature on Boat Rental Service some of the exclusive boat rides to go on and spend a memorable day at the sea. Travel Tendency on Staycation and their rise reveals why people prefer a vacation near the home rather than travelling to another location while making the most of their city.

Read, explore and travel to know more about our world!

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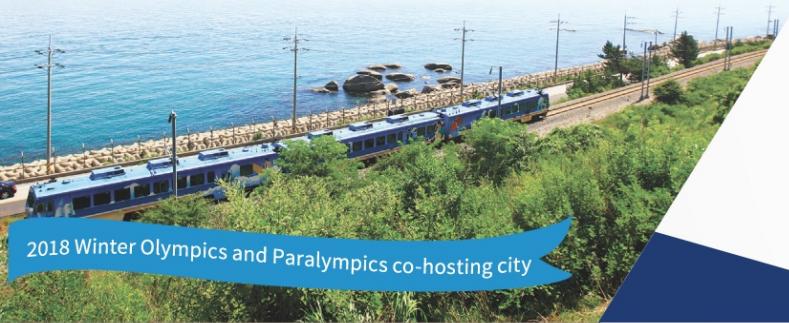
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**KEYNOTE
SPEAKER**

H.E. Ban Ki-moon

*Former UN Secretary-General (2007-2016)
Former South-Korean Foreign Minister and
diplomat*

Under the theme '**Building Bridges, Connecting People: How Collaboration Creates Opportunities**', the PATA Annual Summit 2018 provides tourism professionals with the big ideas, skills and personal connections they need to strengthen their businesses and build a more powerful tourism sector together.

The programme encompasses:

one-day conference

the UNWTO/PATA Leaders Debate

PATA committee meetings

the PATA Annual General Meeting

PATA Youth Symposium

Join us at PAS 2018 as we reshape, rethink and reimagine the future of travel in Asia Pacific.

PATA ANNUAL SUMMIT 2018

May 17-20 | Lakai SANDPINE, Gangneung, Republic of Korea

**'Building Bridges, Connecting People:
How Collaboration Creates Opportunities'**

SPEAKERS' PANEL



Dr. Taleb Rifai
Former Secretary-General,
UNWTO
*Closing Remarks
UNWTO/PATA Leaders
Debate*



**Honourable Edmund
Bartlett, C.D., M.P.**
Minister of Tourism,
Jamaica
UNWTO/PATA Leaders
Debate



Sarah Mathews
Chairperson, PATA
Head of Destination Marketing
APAC, TripAdvisor
*Welcome Address
Connecting Communities*



**Ambassador Dho
Young-shim**
Chairperson UNWTO
ST-EP Foundation
Connecting Communities



Dr. Chris Bottrill
Vice Chairman, PATA
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Competitiveness*



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Associate Expert – Women
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SheTrades – International
Trade Centre (ITC)
Bridging the Gender Gap



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Commercial Development,
Asia & ANZ,
BBC World News
*The Human Touch in a
Digital Marketing World*



Kyle Sandilands
Director &
Cinematographer
*The Human Touch in a
Digital Marketing World*



Faeez Fadhlillah
PATA Face of the Future
2017
CEO & Co-founder Tripfez
UNWTO/PATA Leaders
Debate

Register now at www.PATA.org/PAS

SUPPORTING MEDIA PARTNERS

Riyadh

A blooming business city



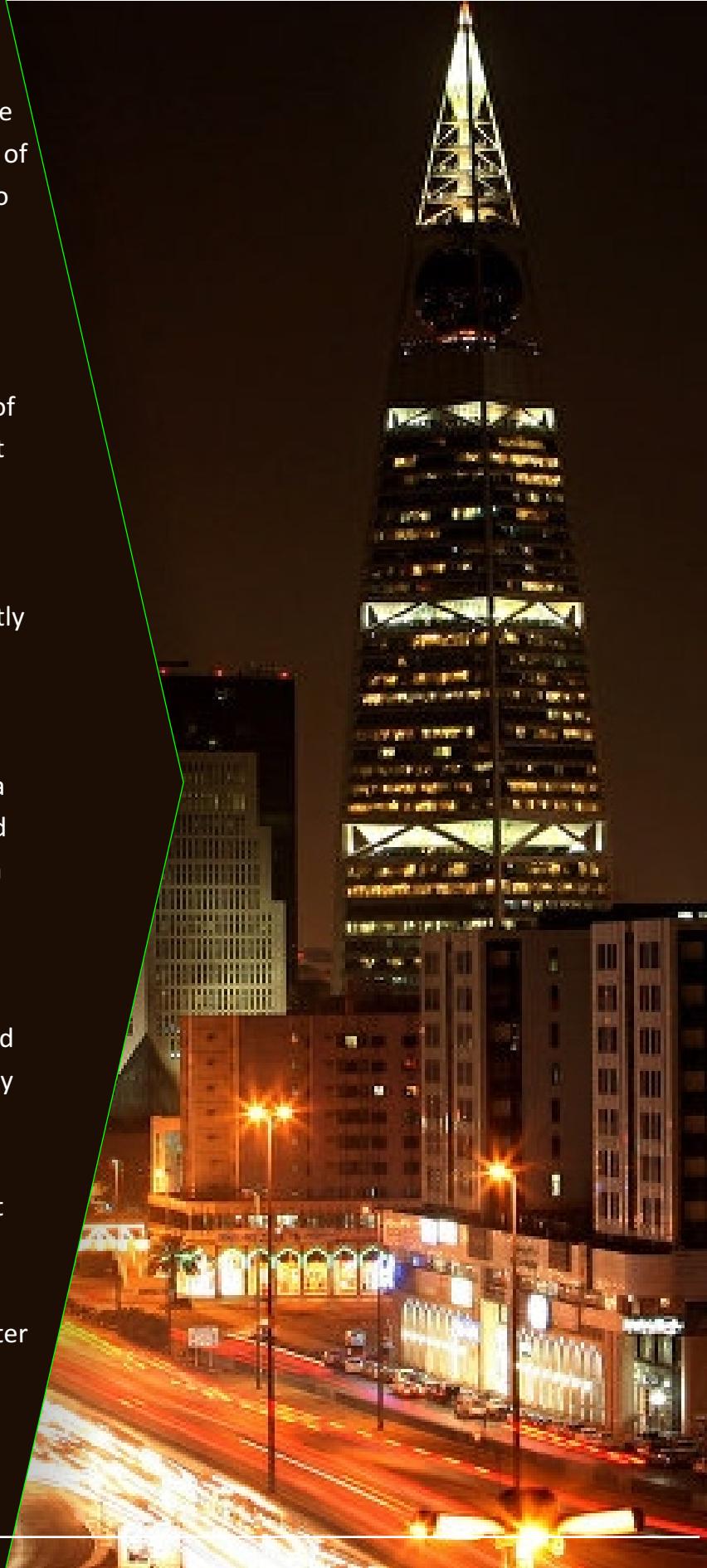
Meetings Point



The King Abdullah Financial District, Riyadh is one of the wealthiest cities in the world. It is located in the centre of the Arabian Peninsula on a large plateau and is home to more than six million people. The global city is also a political, financial and administrative capital.

'Riyadh' means garden. The commercial hub of the kingdom houses headquarter or a large office of major companies in the country leading to the development of several high rises in the city. It also boasts of the largest all-female university in the world, Princess Nora bint Abdul Rahman University and is a fascinating place to visit with fine hotels and restaurants.

It has the greatest number of expatriates dwelling mostly from Bangladesh, India, Pakistan, Indonesia and Philippines. There are workers from Yemen, Egypt, Sudan, Lebanon and Syria. Several personnel from Europe, North America, South Africa, Russia, Antipodea and China are employed here and business is interlaced with the latest technology. King Fahad Road is the main artery of one of the world's fastest cities and runs through north to south along the Olaya Street while a new public transport system is on way encompassing metro of six-interconnecting lines that will be integrated with a bus rapid transit network. The dedicated highway lanes will revolutionalise the travel experience of the visitors. It is expected that the public transport system will be fully effective by 2020 and the citizens can use it to their fullest advantage. Arabsat, the Arab Satellite Communications Organisation, provides powerful and cost-effective telecommunications channels and its water requirement is met by the local artesian wells which caters to 40 percent while the rest is provided from the desalination plants on the Gulf coast at Jubail.



The Riyadh International Convention & Exhibition Center (RICEC)

It holds the aspiration of Saudi economy which is considered to be one of the world's most influential economies. The leading conference and exhibition center is known for distinguished and sophisticated services. It is modern and updated to adapt to the needs of the modern business with the objectives of supporting conferences of high standards and establishing trade fairs.

Located ideally on the King Abdullah bin Abdul Aziz Road at Al Waha district, RICEC is only 15 minutes from the King Khalid International Airport along the Eastern Ring Road and is easily accessible through the main roads.

Conference Centre has a capacity to accommodate 1000 delegates. The biggest part of the convention is built on 2 floors where 200 seats in the upper part is reserved for ladies with independent entrances and separate services along with car parking.

The users can access facilities needed during symposiums, conferences, workshops and different events. The center is equipped with the most modern audio-visual systems.

Separate rooms are available for translators with furnishing facilities. Flexibility in events is ensured with the provision of two separate lobbies for males and females during events. For further facilitation of movement, the convention centre is linked with VIP Halls through separate elevators, entries and seating.





The Outdoor Exhibition Area is located to the north of the Exhibition Hall spread across an area of 4626m². It has direct connection to the covered Exhibition Hall and it remains closed to all services and entrances.

VIP Lounge is an ideal meetings place for VIPs and dignitaries spread across an area of 1,600m², it has a number of halls for private reception, meetings, dining rooms, kitchen and offices.

Exhibition Halls is in alliance with the International Exhibition Halls standard and practice, with a column free covered area of 14644 m² along with 75 m Exhibition Space. There are four separate halls in the Main Exhibition Halls in different sizes well equipped with administrative support facilities and electromechanical services. It meets international standards of floor loading and it is designed in a way to hold a number of exhibitions simultaneously. The hall ceiling heights ranges from 22-46 feet in the shape of a wave and other elements of the exhibition halls are designed for sufficient light inside via the North and South entrances. There is complete provision for independent facilities for each hall.

RICEC has been establishing permanent strategic relationship with the organisers of conferences and exhibitions. It believes in importing continuous knowledge to develop the concept of working independently. It is adept in applying the modern technologies and incentives in the expansion of infrastructure. It also co-ordinates with government agencies and public institutions for the growth of the industry. It is firmly integrated in supporting and promoting environmental, charitable and humanitarian activities.

Must See

National Museum

The Arabian history, culture and art are uniquely covered within the modernist architecture. Its two floors hold eight well-designed and informative galleries.

The state-of-the-art museum's galleries have evocative display of rock carvings, engaging models along with a full-scale reconstruction of a Nabataean tomb from Madain Daleh. Its 180-degree screen features films which complements the exhibit and has other interactive displays.



Souq Al Jamal

Business travellers can try a bid in one of the largest Arabian Peninsula – Riyadh's camel market located north of the Dammam road, 30 km from the city centre . A minimum of SR5,000 to SR10,000 is required for bidding.



Sky Bridge

View point in Riyadh has high-speed elevators at the landmark Kingdom Centre flying at a speed of 180 km/h taking to the 99th-floor of the Sky Bridge. The views are breathtaking; visitors should avoid evenings after 6 pm as it gets crowded.



2018 China Hotel Marketing Conference

REDEFINE ACCOMMODATION

Brought to you by TravelDaily China & ChinaTravelNews

⌚ June 27–28

⌚ Hangzhou , China

The year 2017 has witnessed the integration of China's hotel industry, updates in accommodation products, capital movements in the alternative sectors, as well as the growing power of hotel platforms. In 2018, are there still opportunities for breakthroughs in different segments? How can the accommodation industry be redefined?

Over 650 middle- and high-level executives from hotel chains, budget hotels, boutique hotels, independent hotels and alternative accommodation businesses like apartments, B&B and inns will attend the 2018 China Hotel Marketing Conference themed "Redefine Accommodation", which will be held on June 27-28 in Hangzhou.



Early-bird Price

\$500 for Travel Firms

\$600 for Others

Sponsorship: echo@traveldaily.cn

Registration & Ticket: register@traveldaily.cn

Website: www.summit.traveldaily.cn/hmc2018/index_en

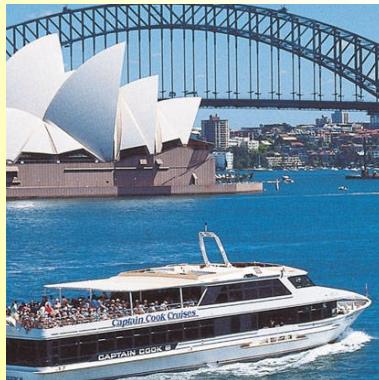
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Best

Boat Rides

for Ultimate Vacations in summer

Do you have a dream to sail or have a wish to see the line of architectural lineage in a boat? Taking a boat ride can be the perfect way to make this dream come true. A cruise vacation offers great value as almost everything is included. Cruise vacation includes luxury accommodation and food along with entertainment and transfers. The best part in small cruise and boat ride is to see the different attractions in the city and its environs, which are developed through ages. It is like taking your home along on a vacation. Take a look at the nine best boat rides to go on.



Explore the historical landmarks in Baltic : Baltic nations carry different historic landmarks with unique and versatile architecture. The Baltic is also a safe destination with abundance of guest harbours. So, let's have a cruise here. The Baltic Sea is linked with Atlantic through the Danish straits (Little Belt, Great Belt and Øresund). Baltic boat tour covers visit to countries like Denmark, Sweden, Finland, Russia, Estonia, Latvia, Lithuania and Poland. Explore Baltic through Danish Straits with pleasure yacht in summer and enjoy the stunning views.

Enjoy boating on Seine: Paris is a busy metropolis with implausible heritage and a thriving economy. It also symbolizes the significant and diverse fluvial activity. On water, the river boats rhythm the Seine day and night whereas on land, the people of Paris and its visitors create another life specific to the banks of the Seine. The *bateau-mouche* in Paris is a registered boat service that designates a certain kind of tourist boat. It welcomes a large number of people on the vessels covered or open-air areas.



Holiday Cruise in Germany: If you are visiting Germany, don't forget to take a holiday cruise. The river cruise passengers are able to go ashore in the evening to many interesting places in Germany — the great cities like Cologne, Düsseldorf and Dresden, the Roman town of Xanten and the carnival city of Mainz. The river cruises offered by Vikings are immensely popular. You can also get small boat rides if you prefer to spend some time on river. If you ferry from Rüdesheim to the Lorelei, you will probably see castles, vineyards and storybook towns. Rüdesheim is a picturesque wine town and the Lorelei is the fabled rock where lovely maidens supposedly lured transfixed sailors on the rocks with their enchanting songs.

See real Venice while you are on a boat : Spend some time in Venice while travelling through Italy's well-known river avenues. *Vaporetto dell'Arte* is an exclusive boat service for the tourists attracting more than 60,000 visitors to Venice per day. The city is incredible and you should feel good about supporting it with your tourist dollars. So, get on the *Vaporetto dell'Arte*; relax in comfort, peace and tranquility. Also, enjoy "*topetta*" here. It is a historic Venetian wooden boat that holds up to 6 people. Take a 40 minute ride in "*topetta*" and experience the traditional boating in Venice.

Experience basket boat trip in Hoi An: It is a charming city in Vietnam offering basket boat trip to see the landscape beauty of the city and its outskirts. If you have time and want to get off the beaten path in Hoi An, go for this unique styled boat trip in the nipa palm of Cam Thanh village in which you have a scenic ride through the nipa palm flooded forest out to where the river and ocean meet. This small village near the city is an ideal destination to relax with the joy of cruising and gaining an insight into the daily life of local fishermen in Vietnam. Learn how to paddle the unique basket boat, see a few demonstrations of traditional fishing techniques while admiring the charismatic landscapes.





Ride the Junk Boat and feel like an old Chinese soldier : Junk boats are most commonly used for trade and war in China since ancient times. These are typically sailed for long distances, incorporating a sturdy sail and hull design. These boats were used in ancient times as these were easy to control, glided fast across water and could be used to travel long distances. Now, these traditional boats are turned into a tourist's icon in the waters of Hong Kong. These junk boats offer a nostalgic ride to see the different landmarks in Hong Kong.

Enjoy sailing tours in Thailand : Bordering both the impressive blue Andaman Sea and the dazzling Gulf of Thailand, this country has immense opportunity for cruising. Thailand has many boating gateways. Chao Phraya Express Boat Service on Chao Phraya River and Khlong Saen Saep boat service (water bus) in Bangkok are two popular routes in Thailand offering sights of local lifestyle and different landmarks in Thailand. You cannot afford to miss the exciting experience of overnight cruises and day trips around the green peaks of Andaman Coast.

Try ferry trips in Sydney : Sydney is known as Australia's harbour capital. Here, most of the amazing journeys are provided by Sydney Ferries. It offers spectacular views of the city while you travel. Sydney Ferries is well operated with coolest and cheapest services to nourish the local experiences. Sydney Ferries start its journey from Circular Quay and heads to west of the Parramatta River showing amazing cityscape to the tourists. You can also make a legendary voyage to Manly or the Watsons Bay.

Seek peace with Kerala Backwater luxury boats : South India's Kerala is one of the best destinations to those who seek tranquility in the backwaters. These luxury houseboats offer scenic backwater experience. Kerala backwaters have a wide network of interconnected canals, rivers, lakes and inlets. It forms a labyrinthine system formed by more than 900 km of waterways. In the midst of this landscape, there are a number of urban and rural areas, which serve as the starting and end points of backwater cruises.

So, escape from the busy city streets to languid rivers and soak yourself in riverside villages, or explore the sacred spots and ancient landmarks. Stay in the cacophony of tourism sights as nature captivates you and intrigues your aesthetic senses.





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Leisure Partners Mexico Hotel & Resort Expansion Forum

- * ¿Has soñado con participar en la industria que mueve al mundo?
- * ¿Inversión? El Turismo es la opción más inteligente.

- * Para expertos y los que se quieren convertir en expertos.
- * Conoce todo de la industria más fuerte del mundo.

>> 7-8 June 2018 Mexico City Mexico

Agenda Day 1

08:00	Registration
09:00	Inauguration-Ministry of Tourism
10:00	Chairman's Address
10:15	Let the Brands Speak Panel Discussion: Opportunities & Challenges in Mexico. ¿Qué nos quieren decir las grandes marcas? Panel de discusión: Oportunidades y Nuevos retos en México.
11:15	Coffee Break & Networking
11:45	High Rankings
12:30	What can you do for My Hotel today? Panel Discussion: Market & Distribution Soy dueño de un hotel, ¿Y ahora qué sigue? Panel de discusión: Mercado y Distribución
13:30	Lunch & Networking

15:00	So, What else is happening in the Hospitality Market? Panel Discussion: New Trends Las Tendencias de la Nueva Industria de la Hospitalidad Panel de Discusión: Nuevas Tendencias
15:45	Coffee Break & Networking
16:15	Beyond design. No longer Brick & Mortar! Panel Discussion No sólo se trata de ladrillos ¡Ahora creamos experiencias! Panel de discusión
17:00	Lucky Draw & End of Day 1

Agenda Day 2

08:00	Registration
08:50	Chair's Opening Address
09:00	Key Note Address from Political/Economic Perspective
10:00	Meet the bosses. Panel Discussion Conoce a los que marcan el Rumbo. Panel de Discusión
11:00	Coffee Break & Networking
11:30	Resorts & Hotels... The Next Generation. Panel Discussion: Mixed use and another forms of Development La nueva generación... Algo más que Resorts y Hoteles Panel de Discusión: Uso mixto y otras formas de desarrollos.
12:30	So... Where Should I put my Money Panel Discussion: Investment Opportunities Quiero invertir. ¿Dónde hacerlo de forma inteligente? Panel de Discusión: Oportunidades de Inversión
13:30	How do I put it together? Panel Discussion: Financing the Hotel Market ¿Cómo reunir los recursos? Panel de Discusión: Financiando el Mercado Hotelero
14:30	Lunch & Key Note Address
16:30	End of Day Two

H-1B visa applications have dropped for second year in a row

US Citizenship and Immigration Services announced the number of H-1B applications dropped for the second consecutive year.

The visa most often used by the tech industry permits the American companies to hire highly-skilled foreign workers. According to the U.S. Citizenship and Immigration, in 2018 it received 190,098 applications showing a remarkable drop from the 199,000 applications in 2017. For the first time since 2014 the applications went down to 200,000 with 2016 representing the peak when 236,000 applications were received.



Train passengers in France face travel misery on the 10th day of rail strike

The French rail passengers faced more disrupted rail services on the tenth day of train strikes against the proposed rail reforms of French government.

But the number of strikers in rail network has taken a dip. The management of French national rail company, SNCF declared that one TGV and Intercités train out of three, as well as two Transilien and TER out of five were operating on Tuesday. According to the latest figures shown by SNCF, despite the continuous disturbance due to the ongoing industrial action making the rate of strike is decreasing. According to SNCF, the rate of strikers taking part on Monday, the first day of the current two-day strike, was the lowest since the industrial action began - at 17.45 percent.

Kentucky Tourism earned \$12 million from tourism taxation

The state tourism officials in Kentucky said that the country attracted more than 26 million visitors in along with \$12 million tourism generation annually. The tourism industry responsible to create more than 190,000 jobs, clocked in at \$14.5 billion for 2016, and in 2017, it certainly went significantly higher with traditional mainstay sectors growing. It is also reported that nearly 1.2 million people visited distilleries along the Kentucky Bourbon Trail in 2017, the second year in which the number has topped 1 million. Kentucky Travel and Tourism Commissioner Kristen Branscum said that Derby allures many international visitors through traditions. While on the contrary, Louisville, the largest city sits on the Ohio River along the Indiana border attract millions of tourists.



Royal wedding will boost UK tourism

The royal wedding next month will see an increase in spring as holidaymakers will flock to Britain. It is expected that tourism bosses will cash in on the 100,000 revellers set to descend on Windsor, Berkshire for the wedding of Prince Harry and Meghan Markle on May 19. It was mentioned by Visit Britain director Patricia Yates that Markle's connection to American audiences and the attractive exchange rates will contribute. It is a great opportunity and a great showcase moment for Britain. So far history and heritage has been a major draw for travel to the country and it will mostly be about interpreting it for a younger audience.

Earlier the Duke and Duchess of Cambridge's wedding contributed to a seven per cent rise in visitors. It came to around 8.3 million, up from 7.8 million in 2010. Amid a row over police staffing level the figures came before Prince Harry weds Meghan Markle. On May 19, Thames Valley Police expect 100,000 people to visit Windsor.

Oman eyes on investors to fund its tourism projects

Oman seeks the help of tourism investors to develop a series of tourism projects, including a \$5 billion scheme, as part of a strategy to triple visitors to the country by 2040 in a drive to diversify its economy and create jobs for young nationals.

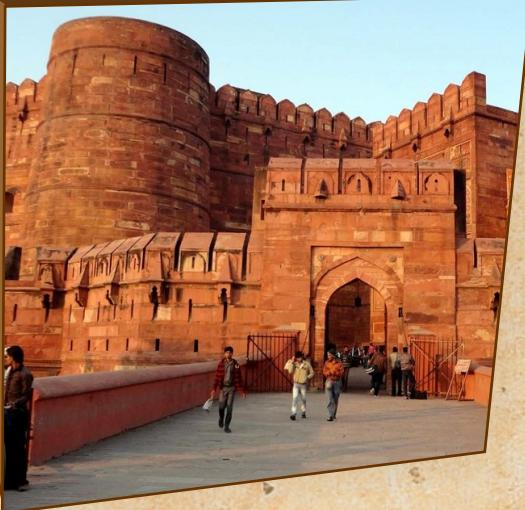
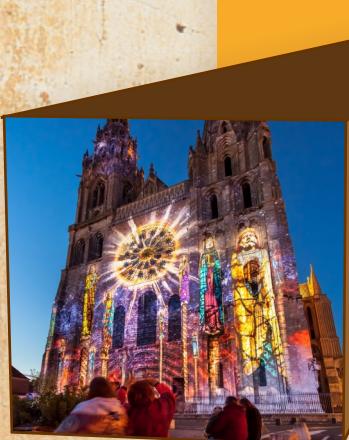
The tourism projects in Musandam, Dakhiliya and

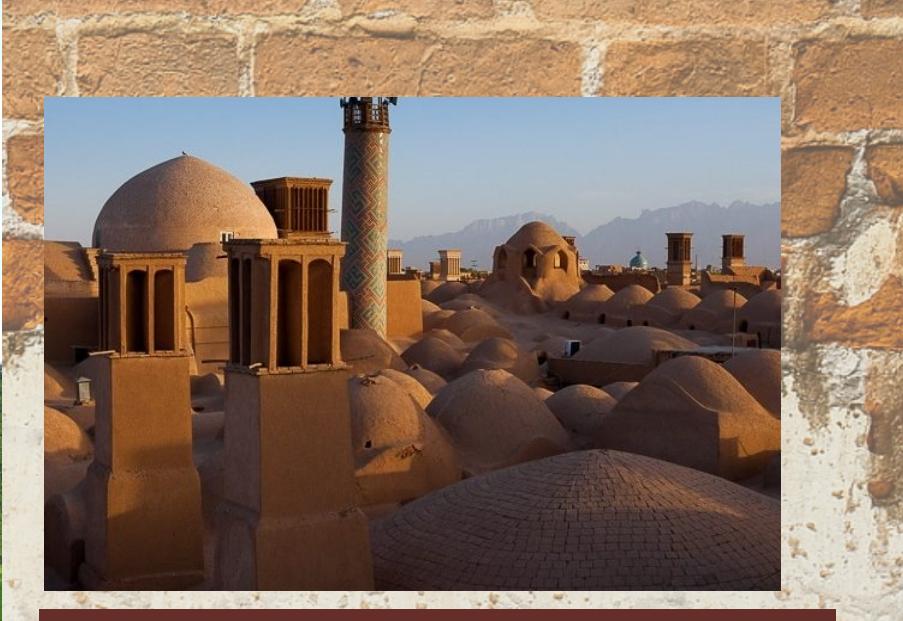
Muscat will be open to investors by the end of next year. It was followed by projects in Sharqiyah and Shamal al Batna in 2020. This new tourism drive is part of Oman's policy to boost international visitor numbers to 11.7 million from 3.3 million currently and create 500,000 jobs in tourism for Omanis by 2040. To do this, it selected 14 so-called tourism clusters across Oman to develop as key attractions for tourists and promote internationally.



World's Leading Heritage Sites

Lasting Legacies





What makes heritage sites so special?

The United National Educational, Scientific and Cultural Organization (UNESCO) has listed certain places enriched with a unique universal significance and 'outstanding value to humanity' as world heritage sites.

In other words, UNESCO describes a 'World Heritage

Technology and travel connects man like never before. So do the world's constantly evolving cuisines. No wonder, globalisation seems to scare quite a few people. However, even amidst the transformational tides, humankind would continue to take pride in their 'cultural heritage' for a long time, feels John Mackey, the renowned American business magnate!

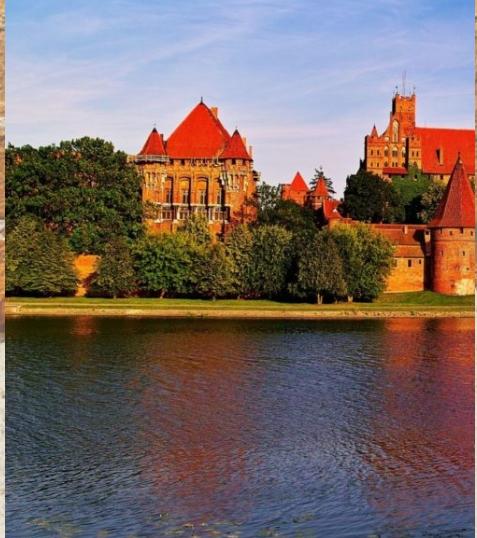
Check out the ancient caravan city in dazzling Iran or the spectacular natural treasures strewn about Canada's national parks. And if you are passionate about exploring natural heritage, how about hiking the Carpathian Mountains through picturesque landscapes of Romania?

Site' as any building, city, desert, forest, lake, island, monument, mountain or any other place flaunting a special cultural or physical uniqueness.

Top countries with the best heritage gems

Let us explore some of the top countries of the planet with the best heritage sites here:

Poland



This beautiful country boasts of 15 World Heritage Sites, some of which include :

- Historic Centre of Kraków (cultural)
- Wieliczka and Bochnia Royal Salt Mines (cultural)
- Białowieża Forest (natural)
- Castle of the Teutonic Order in Malbork (cultural)
- Kalwaria Zebrzydowska: the Mannerist Architectural and Park Landscape Complex and Pilgrimage Park (cultural)
- Tarnowskie Góry Lead-Silver-Zinc Mine and its Underground Water Management System (cultural)

Canada



Located in the northern part of North America, Canada houses 18 UNESCO World Heritage Sites. Some of them are as follows:

- L'Anse aux Meadows National Historic Site (cultural)
- Nahanni National Park (natural)
- Kluane / Wrangell-St. Elias / Glacier Bay / Tatshenshini-Alsek (natural)
- Head-Smashed-In Buffalo Jump (cultural)
- Wood Buffalo National Park (natural)
- Canadian Rocky Mountain Parks (natural)

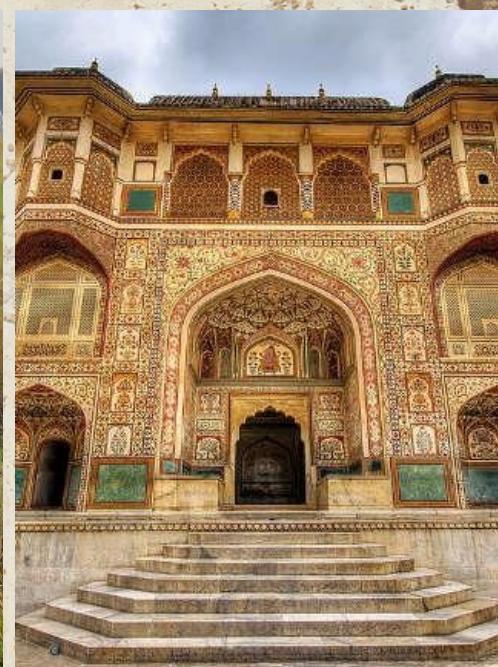
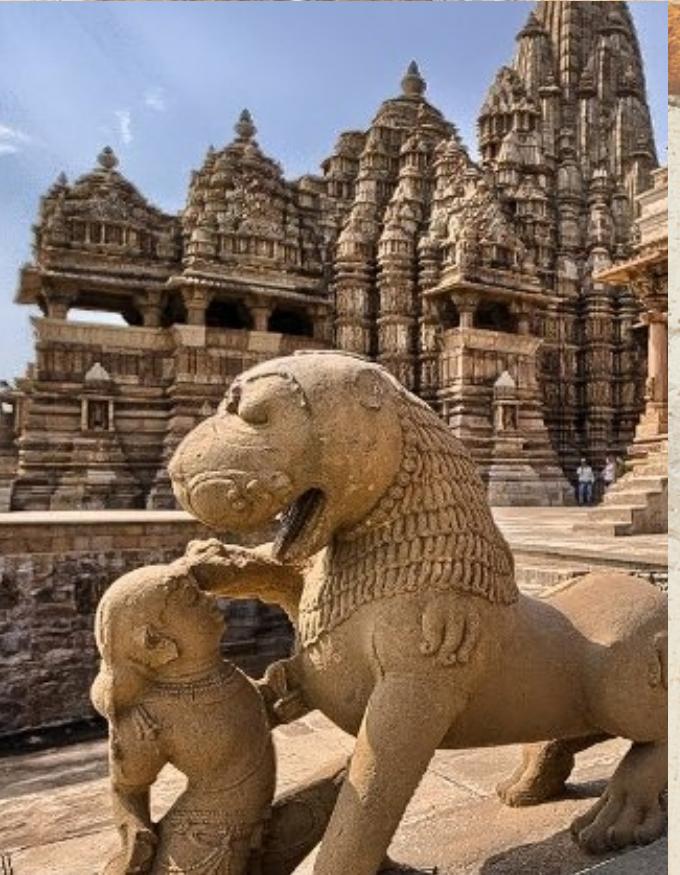
France



The fashionable country of France holds some of the globe's most cherishable treasures, for instance:

- ▶ Chartres Cathedral (cultural)
- ▶ Mont-Saint-Michel and its Bay (cultural)
- ▶ Palace and Park of Versailles (cultural)
- ▶ Prehistoric Sites and Decorated Caves of the Vézère Valley (cultural)
- ▶ Roman Theatre and its Surroundings and the “Triumphal Arch” of Orange (cultural)
- ▶ From the Great Saltworks of Salins-les-Bains to the Royal Saltworks of Arc-et-Senans, the Production of Open-pan Salt (cultural)
- ▶ Abbey Church of Saint-Savin sur Gartempe (cultural)
- ▶ Gulf of Porto: Calanche of Piana, Gulf of Girolata, Scandola Reserve
- ▶ Historic Centre of Avignon: Papal Palace, Episcopal Ensemble and Avignon Bridge (cultural)

India



The hotseat of inherent cultural diversity and unique flavours, India is acclaimed all across the globe for the 'Taj Mahal', one of her finest masterpieces of Islamic architecture!

- Agra Fort (cultural)
- Ajanta Caves (cultural)
- Taj Mahal (cultural)
- Kaziranga National Park (natural)
- Churches and Convents of Goa (cultural)
- Khajuraho Group of Monuments (cultural)
- Buddhist Monuments at Sanchi (cultural)
- Hill Forts of Rajasthan (cultural)
- Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (cultural)
- Archaeological Site of Nalanda Mahavihara (Nalanda University) at Nalanda, Bihar (cultural)

Italy



Cultural aficionados can never get enough of the immortal creation 'The Last Supper' by Leonardo da Vinci. Some other UNESCO World Heritage Sites here comprise:

- Rock Drawings in Valcamonica (cultural)
- Church and Dominican Convent of Santa Maria delle Grazie with "The Last Supper" by Leonardo da Vinci (cultural)
- Piazza del Duomo, Pisa (cultural)
- Venice and its Lagoon (cultural)
- Historic Centre of San Gimignano (cultural)
- Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata (cultural)
- Botanical Garden (Orto Botanico), Padua (cultural)
- Genoa: Le Strade Nuove and the system of the Palazzi dei Rolli (cultural)
- Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe (natural)

European Year of Cultural Heritage

At the opening of the European Year of Cultural Heritage, 2018, Europa Nostra, the leading heritage organisation in Europe, the European Investment Bank Institute announced the 12 heritage sites shortlisted in the list of seven Most Endangered Programme 2018 by a panel of experts in various fields.

The endangered heritage landmarks from 10 European countries are:

- ▶ Historic Centre of Gjirokastra, Albania
- ▶ Post-Byzantine Churches in Voskopoja and Vithkuqi, Albania
- ▶ Historic Centre of Vienna, Austria
- ▶ Coal Preparation Plant in Beringen, Belgium
- ▶ Buzludzha Monument, Bulgaria
- ▶ Aerial Cableway Network in Chiatura, Georgia
- ▶ David Gareji Monasteries and Hermitage, Georgia
- ▶ Castle of Sammezzano, Tuscany, Italy
- ▶ Constanta Casino, Romania
- ▶ Prehistoric Rock-Art Sites in the province of Cadiz, Spain
- ▶ Prinkipo Greek Orphanage, Princes' Islands, Turkey
- ▶ Grimsby Ice Factory, United Kingdom



Culture trips are coolest ideas for acquainting oneself with the gems of a bygone era that the UNESCO is attempting to preserve for several more generations.

***Entertaining. Educational.
Enriching to the core!***

Interview Zone



Rohit Jigyasu

In an exclusive interaction with Travel And Tour World, **Rohit Jigyasu, Vice President, ICOMOS INTERNATIONAL** discusses about the significance of safeguarding world heritage sites against onslaught of natural calamities. He also mentions about the role of local communities in preserving heritage through regional conservation projects and potential of virtual reality in raising awareness about heritage sites across the world.

ICOMOS is a non-government organization committed towards the protection of cultural heritage through intelligent application of methodology, theory and scientific techniques.

Members of ICOMOS improve the preservation efforts of heritage, as well as the standards for every cultural heritage property including cultural landscapes, historic sites, buildings and archaeological sites.

Travel And Tour World: 2018 being the European Year of Cultural Heritage, briefly outline your strategies to preserve endangered monuments in the European continent?

Rohit Jigyasu: Responsible agencies in partnership with various stakeholders including local communities should put in place management systems for endangered monuments that seek to reduce risks from disasters caused by natural hazards such as earthquakes, floods, storms and forest fires. This is even more crucial, considering the increasing frequency and intensity of hydro-meteorological hazards such as floods resulting from climate change.

Also, it is important to put in place adequate measures for protecting heritage sites from human induced threats of terrorism and vandalism.

Travel And Tour World: How do you plan to tackle over tourism in UNESCO Heritage Sites, for instance in places like Montenegro, Venice, Majorca, and Berlin?

Rohit Jigyasu: It is crucial to protect heritage sites from harmful effects of uncontrolled tourism that is sometimes way beyond the carrying capacity. It is therefore important to promote sustainable cultural tourism strategies that seek to maximize benefits for local communities without losing heritage values embedded in the monuments and sites.

Travel And Tour World: How can local communities be engaged in major heritage conservation projects and spreading awareness of

responsible tourism among international tourists?

Rohit Jigyasu: Local communities should be considered as partners in heritage conservation projects through their active engagement in protection and management. Also, local communities must reap benefits of heritage of which they are true bearers in a way that does not damage heritage values. This would necessitate various awareness and capacity building programs for local communities.

Travel And Tour World: Do you think modern tech tools like Virtual Reality plays a crucial role in motivating millennials towards heritage tourism and how?

Rohit Jigyasu: Indeed modern tech tools like virtual reality play a crucial role in motivating people towards heritage tourism as they have potential of visually interpreting tangible and intangible aspects of heritage through powerful and objective narratives that would engage people especially children and the youth.



UNESCO World Heritage Sites possess outstanding universal values and are the legacies of mankind that we must strive to protect and pass on to the future generations. Their protection and management is the responsibility that must be shared by relevant national and local agencies as well as communities, who are their true bearers.

This necessitates not only legislative, planning and technical measures but a greater engagement of the local communities. World heritage sites often benefit from increased tourism due to greater recognition and visibility.

However this tourism must be controlled so that it does not negatively impact the heritage values. In order to ensure sustainable tourism, visitor management plans of heritage sites must take into account their carrying capacity. Moreover, it is important that tourism services and infrastructure is sensitive towards the special characteristics of heritage sites.

Tourism must also help in providing greater livelihood opportunities to the local communities rather than catering to the larger business interests from outside.

Last but not the least, major part of the revenues from tourism must go towards conservation of heritage sites. Afterall, we cannot afford to kill the goose that lays the golden eggs.



**Importance of UNESCO World Heritage
Sites and how tourism can be balanced
so as to safeguard them successfully.**

**By Rohit Jigyasu, Vice President, ICOMOS
INTERNATIONAL**



Biometric technology to take over the travel industry

Technology has vastly revolutionised the way we travel; it is expected that there will be 4 billion air passengers in 2018 which will double over the next twenty years. The need of the hour is to speed up due to huge numbers for airport and the existing transport facilities. Perhaps tourism and aviation should come up with faster process to reduce the serpentine queues at the check-in, departure gate or at immigration.

Many airports have increased the usage of facial recognition and biometrics in several facets of the travel industry which lead to faster security and boarding processing, hence reducing the travel wait time. Technology is ever evolving and it is expected that paper passports will soon be a thing of the past and conventional means of identification will be shunned.

Biometrics will be the new fad. The art of detection measures the statistical analysis of a person's unique physical and behavioural characteristics. The technology provides accuracy, security and convenience which can be achieved in identity management, immigration system, registered travel programmes, biometric passports, hotel access system, payment retail system etc. However, this is also subjected to application and large-scale deployment by organisations while adoption by travellers is subject to challenges. There are fears related to privacy, harm from using the system and user anxiety. SITA in 2017 did an industrial survey which revealed that the number of airports planning to explore or test biometric in travel identification has reached 58% while just a year before only 36% of airports had showed interest.

Recently, the British Airways is expanding its biometric identification gates to new airports in New York, Miami and Orlando. In 2017, the 'biometric e-Gates' were trialed at the Los Angeles International Airport. It used the facial recognition system, matching the flyers with the passport, visa or immigration photo.

It has the potential of removing the need of showing a boarding pass. Biometric IDs are more commonly used in the US airports these days. Delta Air Lines has streamlined the process and replaced IDs and boarding passes with fingerprints and facial scans. In its latest move, Delta has allowed members of the Sky Club airport lounges to enter using fingerprints instead of a membership card or boarding pass.

A new system was deployed by the Chinese police on a pilot basis that made use of facial recognition eyewear for identifying suspects among crowds. The developer stated that the device could recognise specific face among 10,000 others in 100 milliseconds.

How it works?

The human face is the individual identifier; a picture of people's face is taken as one enters a certain area. The facial recognition analyses the characteristics of the person's face images input via a digital video camera. The overall facial structure is measured; the distance between the eyes, nose, mouth and jaw edges.

The measurements are retained, further compared when a user stands before the camera. Each face is

full of several specification and has several, distinguishable landmarks, peaks and valley that goes in making the facial features. Approximately, there are 80 nodal points which are measured by the Facial Recognition Technology like the distance between the eyes, width of the nose, depth of the eye sockets, shape of cheekbones and the length of the jaw line.

A faceprint is created in the database with these nodal points, which has a numerical code.

It is a four-stage process. Firstly, the physical or behavioural sample is captured by the system during enrollment, then the unique data is extracted from the sample and a template is created. Next, the template is compared with a new sample and the system then decides if the features extracted are in sync with the new sample or not.



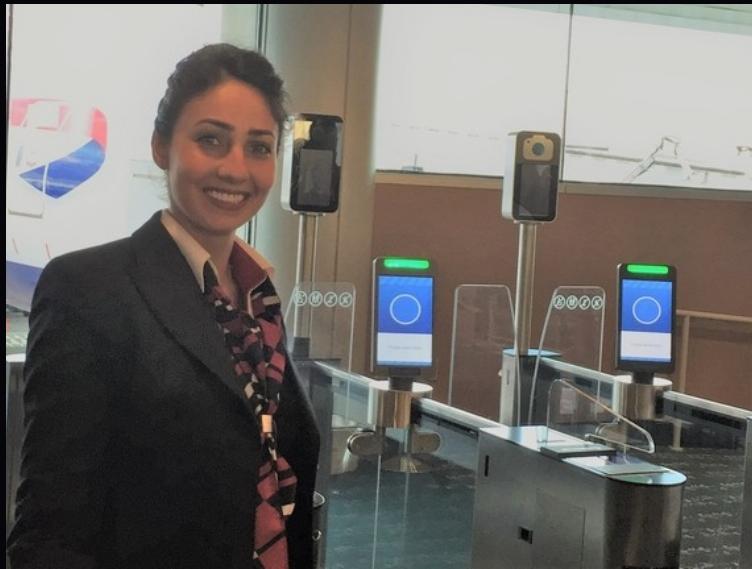
Carolina Martinoli, British Airways' Director of Brand and Customer Experience

“

Our customers want the ability to simplify and speed up their journeys through the airport, so we're investing in the most advanced technology that will enable us to streamline our boarding process and further improve our punctuality.

”

We're using biometric technology that consumers are now familiar with and trust because it delivers a convenient, reliable and secure experience. This step forward to modernise our operation is a first in the industry, and we will continue to work with airports around the world to evolve this technology, and revolutionise the way in which people travel.



The future is here!

★ The Johor Bahru Senai International Airport in Asia Pacific uses FACES – AirAsia's Fast Airport Clearance Experience System is the first of its kind in Malaysia. It integrates facial recognition with the airport's self-boarding gate system which enables passengers travelling domestically to board without any travel documents.

★ This was rolled out in February this year and the Malaysian Deputy Home Minister Nur Jazlan Mohamec plans to introduce the system at other airports.

★ French Prime Minister Edouard Philippe confirmed that by summer the main Ile-de France region airports will install facial recognition technology. The Interministerial Council for Tourism will install 90 biometric facial recognition instruments at the airports across the country.

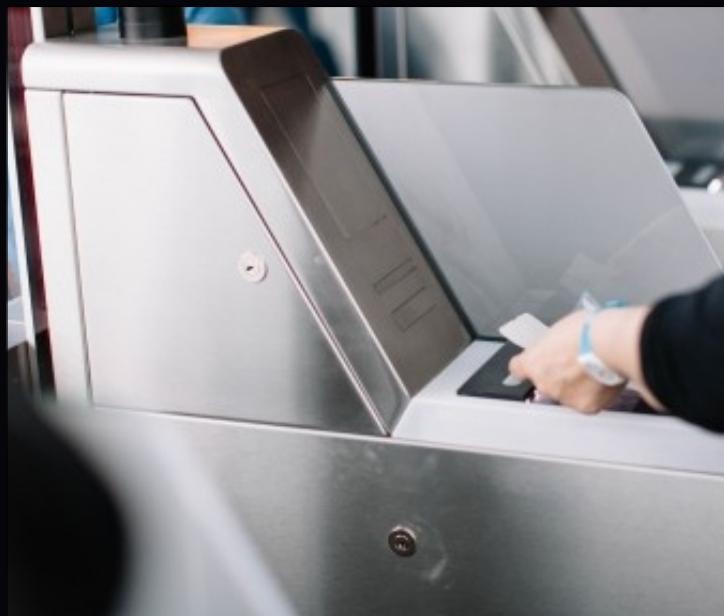
★ By 2021 the US Customs and Border Patrol plans to roll out its biometric exit technology which is available currently at nine airports. After initial trials at Atlanta Hartsfield-Jackson International Airports last year the system has been expanded. A robust cloud-based service called the 'Traveler Verification Service' (TVS) has been developed.

★ CBP's programme does not need any biometric collection but uses photographs already provided to the State Department for passports.

★ In the Middle East and Africa, a multitude of new initiatives is taken by the Emirates Airline for check-in and immigration on departure from Dubai International Airport. Through the UAEWallet

passengers can register and store biometric data. This is in partnership with Dubai Airports, Dubai Customs, the Dubai General Directorate of Residency and Foreigners Affairs (GDRFA) and Dubai Police. Passengers can pass through the electronic gates within 15 seconds by using their smartphones.

Worldwide there are more than 1 billion passports asserting the fact that one billion passport photos are accessible in the standardised format by the face recognition systems. It is soon set to be the standard for international travel, thereby curbing the stress factor at the airport.



Did you know?

The world's largest biometric database has more than 1 billion profiles built by the Indians. 99 percent of Indian adults have given their biometric profiles to the country's government. The database of 1.16 billion people contains the faces, 10 finger prints and two iris scans.



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“ I travelled miles, for many a year
I spent a lot in lands afar,

I've gone to see the mountains
The oceans, I've been to view

But I haven't seen with these eyes
Just two steps from my home lies

On a sheaf of paddy grain
A glistening drop of dew ”

- Tagore



Rise of **STAYCATION**

Stay-at-Home
Vacations

Rabindranath Tagore, the late Indian Nobel Laureate has aptly articulated the typical outlook of evergreen wayfarers. Indeed, secret treasures beautify the very essence of our neighbourhoods – while globetrotters continue seeking thrill of virgin destinations miles away from their abodes!

Luckily for millennials dreaming of a gorgeous escape from the daily grind, a brand new flavour of vacationing is here: the 'staycation'. Think of heading to a cool holiday hotspot, sipping on coolest cocktails. A delightful getaway sans hours of planning, long queues in airports and a handsome fortune pooled in – sheer willpower is all it takes to ensure the sweetest sojourn in this case.

STAYCATION

the Concept

Staycation implies a portmanteau of 'stay' and 'vacation' and is also popularly known as 'holistay' (a portmanteau of 'holiday' and 'stay'). The unique term describes a period in which an individual or family stays at home and indulges in leisure activities in close proximity of their residence. The concept involves making day trips to local tourist sites or swimming venues.

Travel enthusiasts eager to activate an adrenaline rush might also opt for horseback riding, hiking, paintball and other activities while others prefer visiting local museums.



Why **STAYCATION..**

Top 5 Reasons

Staycations are increasingly a steadily emerging trendy option that a lot of backpackers have been opting for. Here are the top five reasons to go for it:

1

Refreshes the Mind

First and foremost, nothing refreshes your mind more than a simple retreat! In fact, when planned properly, staycations turn out to be as fun as conventional extended vacations. One can take a few days off work and let their hair down.



2

Be a Tourist in your Home Town

How many of you are well acquainted with every tourist attraction in your city?

Caught in the cogwheels of professional and personal commitments, the spirit of wanderlust tends to withdraw at times. In such circumstances, discovering one's own regional tourist delights offers a welcome break.



3

Reduces Travel Time

Travel time is often minimised when trips are planned in regional locales as compared to foreign destinations. In case of foreign tours, maximum time is wasted in long transit duration either in planes or trains.



4

Smart Weekend Choices

Weekend staycations are perfect for travellers keen to make the most of their weekends!

Plan escapades well and relax as you would do if you were miles away, without the need for requesting for long leaves from workplace.



5

Lowers Cost

Last but not the least, staycation also offers the best monetary benefits.

For instance, one can say goodbye to buying tickets for long-haul flights and arrange for travel to or from the airport.



STAYCATIONERS

Things to do...

Staycationers have quite a lot on their platter. Read on for some of the best ideas about how to make weekend escapades much more entertaining!

Visit local museums : First of all, visiting local museums is a fantastic idea. One can also check out botanical gardens, zoos, sports, cars, depending on one's interests.

Hit the beach or pool : Beaches never go out of style. Hit a sun-kissed beach and bask in some warm sunrays! For people who are not exceptionally fond of beaches, visiting the pool can be an awesome alternative.

See a show: Visiting the local playhouses or indigenous versions conducted by regional communities instantly gives the most cultural connoisseurs a great high!

Seek Retail therapy : Treks to the nearest shopping mall can be immensely therapeutic at times. Checking out accessories and handicrafts is known to be a mood-enhancer for many.

Enjoy a hike: Walking is the best exercise. Staycationers can pack a picnic lunch and explore.

Play golf: One might not be an expert golfer. Nevertheless, it would be an amazing idea to try one's hand in an exciting golfing session at the municipal course.

More Brits choosing Staycations post-Brexit :A recent report by the World Travel & Tourism Council (WTTC) states that a greater number of Brits has been opting for staycations following Brexit rather than exploring overseas destinations. This study also indicates that the tourism sector of the UK had contributed to the GDP growth of United Kingdom by nearly 6.2% in 2017. One's local town or city might conceal some really adorable attractions, unknown to many. Traverse the shortest routes to uncover them!



The trend where travellers enjoy holidays in their business trips





Who like Bleisure travelling?

Cover Story

Millennials are now turning business travels into weekend gateways as they are busy at work. They have less time to travel seeking leisure or luxury. So, they prefer this mixture of business and leisure. They experience work, luxury and comfort in stays and also in exploration of the city or its outskirts. Jay Kantawala, Founder of WIYO Travel said, *"Bleisure travellers also like to turn an evening into a networking opportunity. These travellers also love to take local*

sightseeing trips, understand the culture and customs as well as indulge in local culinary experiences." A BridgeStreet Global Hospitality survey revealed that millennials, who are known as digital nomads aged 45-55 year old, take the most bleisure trips. While some, around 25 to 35 years of age are in second position for bleisure travels.

Don't have time to plan?

Millenials do not have time to plan. For this, travel companies are offering lucrative campaigns and packages to attract them. They are handling your travel tickets, stays and sightseeing activities. If you plan, they will arrange everything. You can also avail perks. Bleisure perks include a visit to local landmarks, with discounted entry tickets to theme parks for children, or gift cards for spa centres to relax after long work. GBTA

Foundation's recent study said that 93 percent of bleisure travellers are likely to extend their trip if they receive a discounted weekend rate at the hotel and 88 percent say a discount will sway their decision to pick one hotel over another.

Bleisure travel is now a commonly used term by global travellers. It is a combination of business trip with leisure. As the trend is catching up in the corporate world, most of the organisations are arranging trips where professionals can blend leisure with business. The best thing is this tour tacks a vacation in business trip. It allows you to visit a destination in less money since your company covers the price of the flight and part of the hotel.

Sharing his opinion on global bleisure travelling, Jay Kantawala said, *"Over 60% of business travellers opt to extend their trip by 1-2 days. Some of the travellers have extended their business trips to add leisure. As they feel that it will give them a relief from work. Many of them take their partners or family to such trips to spend time with them".*

Bleisure travel influenced hotel industry

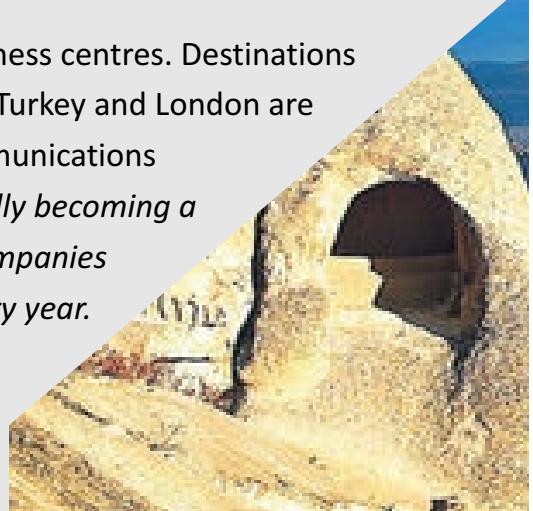
Bleisure travel trend inspires global accommodation industry also. The bleisure travel market has been captured by serviced apartments, hotels and corporate housings. But millennials prefer hotels more than room sharing or serviced apartments. Some of the accommodation platforms not only offer a search option for properties but also a plan for their leisure activities. In Airbnb's Experience, the homeowners advertise their own tours and leisure activities along with stays.

Application Programming Interface for integrated services

As there is growing demand for bleisure trips, travel service providers need to integrate tours, attractions and table bookings. For this Application Programming Interface (API) joins hands with service providers. Application Programming Interface (API) is software that allows for delivering a request to travel service providers about their booking capacities and receiving a response from them. The travel APIs provide instant access to services of third-party dealers. APIs also give the ideas to the travellers how to spend free time after they're done with work. This software also helps to create personalised offers and promote through notifications in mobile applications or emails. Through API the travel operators can also suggest for table reservation at destination's best restaurants or pubs.

Bleisure travel gears local tourism

People going on business trips prefer to walk through the city near the business centres. Destinations like New York, Hong Kong, Tel Aviv, Singapore, Malaysia, Dubai, Hong Kong, Turkey and London are strong bleisure travel destinations. Franziska Falkenberg, Marketing & Communications Manager of Tourist Israel, while giving views on Israel says, "*Israel is gradually becoming a bleisure destination as Tel Aviv becomes a hotspot for multinational tech companies and start-ups. With that the city attracts more international millennials every year. Many of the business travellers visit our country to join workshops and conferences, and normally these events allow for some free time to spend visiting the country.*" This kind of trips generate economy and infuses revenue into local economy, making the place better to live, work and visit. Expedia Group while carrying out a research on the bleisure destinations in the US found New York, Seattle, Los Angeles, San Francisco are best places. Ireland, Bulgaria, Iceland, Luxembourg, Italy, Canada, Germany, Australia and UK are the most preferred countries for millennials.



**BLEISURE IS
now a trend**

Future of Bleisure travel

Bleisure travel brings a change in corporate culture. It brings flexibility and balance in work life. This travel gives a relief from long working day and gives a chance to explore and enjoy the business city or its nearby. The new breed of employee aims to uphold a balance between work and leisure. It will keep this trend alive and flourishing.



The Bleisure travel trend brings new opportunities to the travel and hospitality industry. Such business trips mixed with luxurious & leisure activities require more thorough planning. If you need to find a suite available for both weekdays and weekends, read about the place to schedule leisure activities, and book tickets to get home. Travellers could use help from OTAs, hotels, and other travel service providers.

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WORLD FESTIVALS



Summer is here! Explore and enjoy the beautiful festivals that highlight cultural excellence. Celebrate the longest days of the year with fantastic festivals which give you a chance to experience music, art and cuisine of different countries around the globe.

The Courtyards Festival



Córdoba, Spain

May 1st – 13th, 2018

Introduced during Roman era, the Courtyards festival shows an intangible Spanish heritage for humanity. During this festival, the people of Córdoba decorate the patio with hanging flowerpots filled with colourful geraniums, jasmine, carnations and orange blossom. Walk around to see the traditional floral beautifications adorned in courtyard of the houses.

Noosa Food & Wine Festival



Noosa, Australia

May 17th-20th, 2018

Live music, sumptuous food and cooking demos- All are set in Noosa Food & Wine Festival. Celebrate great Australian food, wine and exciting events in this leading village food destination. Also enjoy yoga, meditation and cooking demos near the serene beach of Noosa during this food and cultural extravaganza.



Sasquatch! Music Festival

Washington, USA

May 25th -27th, 2018

Washington's most demanding music fest, Sasquatch! Music Festival covers all Western and American music genres with most melodious line-ups. Enjoy the musical journey in 27,500 capacity outdoor concert venue, Gorge Amphitheatre with vast concentration of indie rock bands.

Rose FESTIVAL



Morocco, N. Africa
25th May – 9th June 2018

Rose Festival allures with fairs, folk music, dance and splendid exhibition of different types of roses. Locals dress to dance in their best African kaftans and deck up with different types of roses. So, do not miss the opportunity to see Morocco's exclusive fiesta of flowers.



VESAK

(Buddha's Birthday)

Sri Lanka
May 29th, 2018

Celebrated in the first month of Buddhist calendar, Vesak is Sri Lanka's principle festival. Here, Sri Lankans decorate interior of the homes and temples with colourful bamboo framed lanterns forming marvellous luminous exhibition. The devotees read sacred texts and pray in monasteries from dawn until the dusk.



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NEW FACES



Discover Albany appointed Jill Delaney as President and CEO

Jill Delaney will be the new president and CEO of Discover Albany. It is a not-for-profit group which was previously known as Albany County Convention & Visitors Bureau. She was a longtime public relations and development manager. Jill Delaney previously headed New York State Tourism Industry Association. She was interim chief operating officer for CMOST —the Children's Museum of Science and Technology, located in Troy, and school director for Empire Education Corporation.



Omar Sami Samara is the new CEO for Al Hokair Group's Tourism and Development

Omar Sami Samara is appointed as Chief Executive Officer for Tourism and Development in Al Hokair Group.

Omar Sami Samara has held senior executive roles in finance, investment and leadership with companies in Saudi Arabia such as Masco and Salehiya Medical. He also served as the Vice President of Finance and Chief Financial Officer at Al Hokair group from May 2013 to February 2015.



Mövenpick Hotels & Resorts appoints two new general managers in Dubai

Two new general managers have joined Mövenpick Hotels & Resorts' growing Dubai team as the hospitality firm prepares to open another two properties in the city in 2018.

Maria Lamarche, former Hotel Manager at Mövenpick Resort & Residences Aqaba, Jordan, has been promoted to GM of Mövenpick Hotel Apartments Downtown Dubai and Alfio Bernardino as GM of Mövenpick's upcoming hotel in Dubai Media City. The new general managers will be responsible for leading the pre-opening teams of their respective properties, both of which are due to open this year, growing the hospitality firm's Dubai portfolio to seven properties strong.





Princess Cruises, Holland America Line, Seabourn and Carnival Australia appointed new senior executives

Carnival Corporation has appointed several key senior executives for its multiple brands and business units globally.

Anthony (Tony) Kaufman has been promoted to executive vice president, professional services and chief financial officer for four business units of Carnival Corporation – Princess Cruises, Holland America Line, Seabourn and Carnival Australia.

Kelly Clark, senior vice president and chief ethics officer for Princess Cruises, Holland America Line, Seabourn and Carnival Australia will see the legal department as general counsel.

Deanna Austin has been promoted to chief commercial officer for Princess Cruises. In addition to her current accountability leading global deployment and revenue management, Austin has overall responsibility for the commercial operations for the Princess Cruises brand in 12 international offices, as well as international sales through Princess Cruises' general sales agents around the world.

Natalya Leahy has been promoted to senior vice president and chief financial officer for Holland America Line and Seabourn.

Simeon Waldron has been promoted to senior vice president and chief financial officer for Princess Cruises and Carnival Australia, reporting to Kaufman and based in Santa Clarita, Calif. Waldron most recently served as vice president and CFO of these business units.

Stuart Allison has been promoted to senior vice president, Asia-Pacific Planning and Operations, for the Princess Cruises brand, reporting to Austin.

Neil Rippon has been promoted to vice president, domestics, Europe, and exotics product management for Princess Cruises.

Lorna Warren has joined Princess Cruises as vice president, guest services where she will lead the shipboard guest services and operations function—including front desk, housekeeping operations, customer service, charters and groups, and the onboard quality assurance program.

Shelley Wise has been promoted to vice president integrated marketing (North America) for Princess Cruises accountable for brand marketing, advertising, consumer insights and analytics, creative services and direct marketing.



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The Asia Pacific Hotel Investment Conference 2018

When: June 4th – 6th 2018

Where: JW Marriott, Bangkok

The hotel investment landscape in Asia Pacific has experienced tremendous changes in 2015 – 17. With geo-political challenges, government policy changes and security concerns looming in the background, investors are increasingly diversifying their portfolios. Industry consolidations, brand proliferation and changes in distribution landscape have prompted the hotel owners to rethink their relationships with hotel brands and operators.

While the appetite for cross-border investment has continued to increase, available opportunities at reasonable prices are progressively scarce. The lack of available assets in certain key markets have driven hotel owners and real estate developers to focus on greenfield developments, while high land prices in other markets have encouraged them to innovate with redevelopments and conversions.

In this challenging pursuit of ROI, the best-connected and the best-funded investors with the best strategies will prevail.

In this environment, The Asia Pacific Hotel Investment Conference (APHIC), an IHIF Summit, returns to Bangkok, the Southeast Asia's tourism gateway. Together with our key partners, APHIC will serve as the ideal opportunity to gain access to new hospitality

projects in the region and to establish contacts with over 200 hotel owners/investors, operators, developers, policy makers, design/architect, master planners in Asia Pacific.

Whether you are an Asian investor looking to diversify, or a global investor looking for high yield growth opportunities, APHIC will provide you with the perfect platform to seek your next deal.

Five reasons why you should attend this year's event:

- Investigating the keys to making money in mature markets with high land prices and valuations
- Exploring viable options for project funding and best practices in financing and refinancing
- Boost ROI of assets through conversions and redevelopments
- Rethinking owner-operator relationships and brand value amidst industry consolidation and brand proliferation
- Navigating changing banking rules for the ideal company structure

3rd Leisure Partners Mexico Hotel & Resort Expansion Forum

When: June 7th-8th 2018

Where: Hilton Mexico city Santa Fe Hotel, Mexico City, Mexico.

The 3rd Leisure Partners Mexico Hotel & Resort Expansion Forum scheduled from June 7th-8th, 2018 at Hilton Mexico city Santa Fe Hotel, in Mexico City, Mexico.

With steady foreign investment, improvements in infrastructure through the National Infrastructure Plan, growth in industries and a continued push to promote tourism, Mexico continues to be a major focus for hotel and resort development efforts for both local and international hotel operators. In fact, the " Hotel Destinations Mexico" report from JLL shows that the country has enjoyed record-breaking visitation levels for the past four years.

Mykar's 3rd Mexico Hotel & Resort Expansion Forum gathers C-level executives from Government Developers, Investors, Regulators, Construction Companies, Architects, Solution Providers, Financial Institutes and Associations in a focused two-day program. Panel discussions and presentations will elaborate investment strategies, operations efficiency and updated technologies required for guaranteeing customer satisfaction and success.

Some of the series of speakers at the event are : Gustavo Rípol , Founding partner and CEO Leisure Partners, Gerardo Fernandez Miranda, Director of the Tourism and Services platform Artha Capital, Michael

Emdonds, Founder Edmonds International, Francisco Gonzalez, Director General Bancomext, Federico Moreno - Nickerson, Vice President Developmen, Apple Leisure Group and many more.

Along with the eminent speakers, the highlighted topics would be:

- Updated 2018 Outlook And Market Trends
- Understanding plans for stimulating the growth in Mexico
- Exploring and investing in Mexico
- Luxury, Mid-Market And Budget Segment Outlook
- Boutique, Lifestyle, Luxury Serviced Hotel Apartments
- Hotel Properties Within Mixed-Use Developments
- Finance Availability And Return On Investment
- Facility Management
- Customer Experience & Loyalty
- Architectural Innovations And Design Company Showcases
- Energy and operational efficiency in hotels
- Trends in hospitality technology



Hotel Management Thailand Summit 2018

When : June 7th 2018

Where : Bangkok, Thailand

2017 was another banner year for tourism in Thailand. One of the world's most visited countries, Thailand welcomed a record breaking thirty-five million visitors. With no disruptive events anticipated for 2018, hoteliers in Thailand are expecting a relatively smoother year.

Yet, fierce competition from the additional supply, ever-changing distribution landscape, and challenging talent recruitments continue to plague the industry. The growth in relative room rates is expected to be constrained by the incoming new supply.

Competition amongst various distribution channels has also intensified; requiring increased efforts for hoteliers to maintain rate parity. On the F&B front, the first Michelin Guide in Thailand has been published, making its mark on the fiercely competitive restaurant and bar scene.

Together with the increasing distribution costs and labor costs, hoteliers will have to innovate in revenue creation and improve operational efficiency in order to drive profitability.

Hotel Management Thailand Summit (HMT), a neutral one-stop strategy platform, will return to Bangkok on 7 June this year to directly address all key management, operational, commercial and financial

challenges that impact corporate and property P&L.

Five reasons why you should attend HMT 2018:

- Navigating the ever-changing distribution landscape
- Leveraging new consumer trends to grow rates and generate peripheral revenue
- Enhancing operational efficiency through technology adoptions
- Strategizing on segment mix and source markets to ensure competitiveness
- Developing talents and controlling overhead costs



ITE Hong Kong 2018

When: June 14th – 17th 2018

Where : Hong Kong Convention and Exhibition Centre

The 32nd ITE (leisure) & The 13th ITE MICE survey reveal corporations' preferences in Theme Travels for MICE On which travel theme whose in corporation will enhance MICE trips, 64% of the respondents to a corporate survey chose Green Tourism, the highest, while 52% selected Food & Wine, to be followed by Cruise at 38%, Volunteerism at 32% and Sport Tourism at 27%

When holding a corporate event in a cruise, to respondents of a survey on MICE held in February this year, the top three factors affecting « site » selection are Routing or Destination (71%), Facilities for Event (60%), and Entertainment Options (50%) followed closely by Dining Experience (48%)

The survey, which received effective replies from 88 companies / organizations, was conducted on MICE and Corporate visitors of ITE Hong Kong, the city's only travel fair which has been promoting theme travels. In fact, last surveys on trade and public visitors found significant differences in interests on various themes details of which available on the event website.

Respectively 44% and 52% respondents reported their corporations held last year Incentive Trips and Overseas Events, and correspondingly 46% and 49% will do so in the coming two years. On why visiting ITE, 74% respondents for Gathering Destination Information, 56% looking for Event Venue, 36% in meeting Travel Agents and 43% interest in Special Offer.

Further, 37% respondents indicated their corporation will

spend more on travel in the coming year, outnumbering those cutting back (13%) by almost three to one, while half see no change in spending.

In short, Hong Kong companies are not cutting back on travel spending but instead more discerning on how the money are being spent. For examples, enhancing corporation's social responsibility as reflected in the high interest on Green Tourism, or on quality by incorporating theme travels into trips.

Held annually, ITE Hong Kong last drew in two trade days 12312 regional buyers and visitors, of which 2265 from MICE and corporations and 6611 from travel agents or operators, in two public / FIT days, great for direct promotions or sale, 89750 visitors with 87% prefer traveling in FIT / Private Tour and 56% had three or more holidays in past year.

In the last ITE were 645 exhibitors (85% from abroad) from 56 countries and regions (around half outside Asia). A bigger and more interesting ITE this year is expected with around 10 new official stands and pavilions and significant expansion by several repeating pavilions. In addition, there will be Business Matching and some 20 trade and MICE seminars, and around 100 public travel seminars.

Organized by TKS Exhibition Services Ltd., the next ITE Hong Kong, comprising of the 32nd ITE (leisure) and the 13th ITE MICE, will be held from June 14 to 17, 2018 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Center.

Shanghai World Travel Fair 2018

When: May 24th – 27th 2018

Where: Shanghai Exhibition Centre

As a comprehensive platform for professional networking and consumers marketing, the 15th Shanghai World Travel Fair will be held from May 24th to 27th, 2018 at the Shanghai Exhibition Center. For all tourism industry professionals around the world, it is a unique opportunity to understand the market and find local partners, as well as the best way to offer potential customers a first glimpse at offers they would not otherwise consider.

Till now, more than 200 exhibitors and 350 host buyers have been invited to attend this professional tourism event, which is far beyond Shanghai World Travel Fair 2018. This year, a number of high quality concurrent events which including Travel Trends Study, the SWTF Workshop and Thermal Spring Discussion will be held during the event.

For Travel Trends Study, there will be four keynote speeches and two panel discussions. Customization, Chinese culture, Theme tourism, Tourism technology will be analyzed and discussed as themes for Travel Trends Study. SWTF Workshop will be hosted in the form of seminars. The maximum number of people who participate in each seminar is 20.

By participating in the seminar, each member can propose their ideas and discuss the theme they interested in.

According to the research of China National Tourism Administration, China Hot Spring Association predicts that 1 billion people will purchase thermal spring products in the future, which will create about 3.16 million job positions. Hot Spring will become the tendency of China Tourism Industry.

In this year's Shanghai World Travel Fair 2018, Thermal Spring Discussion which includes the following which will be hosted by Shanghai World Travel Fair and China Hot Spring Association:

- a) The Development of Hot Spring Industry
- b) The application of All in Hot Spring Industry
- c) The Application of Clean Resources in Hot Spring Industry



China Hotel Marketing Conference 2018

When: June 27th – 28th 2018

Where: Hangzhou, China

Different business models are shaking up the accommodation industry. The range of accommodation is constantly extending, from simple star-rating hotels to budget and midscale hotel chains, plus diversified accommodation options including homestay, vacation rental, long-stay rental, and integrated co-working and retail space, not to mention emerging themed hotels. Meanwhile, consumer demand for accommodation has also evolved to become more personalized, diversified and intelligent.

After a series of mergers and acquisitions, China's three major hotel groups – Jin Jiang Hotels, BTG Homeinns Hotels and China Lodging Group – have entered the Global Top 10 Hotel list. In their ongoing efforts to optimize the synergy of M&A, the giants have also refined their offerings, tapped into alternative sectors and built their own IT platforms with in-house technologies and channels.

The year 2017 has witnessed the integration of China's hotel industry, updates in accommodation products, capital movements in the alternative sectors, as well as the growing power of hotel platforms. In 2018, are there still opportunities for breakthroughs in different segments?

Over 650 middle- and high-level executives from the traditional and emerging hospitality sectors will attend the

2018 China Hotel Marketing Conference themed "Redefine Accommodation", which will take place on June 27-28 in Hangzhou.

How should the accommodation industry be redefined in this context? And how will consumer demand lead a revolution in the sector?

- Hear from senior executives from China's leading hotel companies:
 - David Sun, General Manager, BTG Homeinns Hotels Group
 - Jenny Zhang, CEO, China Lodging Group (HUAZHU Hotels Group)
 - Justin Luo, Co-founder & CEO, Tujia & Sweetome Group
 - Leo Liu, President, Greater China, Wyndham Hotel Group
 - Lynn Meng, President, WeHotel
 - Sarah Chen, Senior Vice President, Sales & Marketing, Diaoyutai MGM Hospitality
 - Shenghong Gan, CEO, SSAW Boutique Hotel

As the most influential conference in China on accommodation distribution and marketing, the 2018 China Hotel Conference will attract over 700 senior executives from the accommodation, travel distribution, OTAs, hotel technology and other related sectors. About 70% of the participants are from mainland China and 30% from overseas.



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Connections Well Being

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www.weareconnections.com



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www.iltmlatinamerica.com



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15th – 17th

Imex Frankfurt

Frankfurt, Germany

www.imex-frankfurt.com



May

15th – 17th

Global Travel MarketPlace

Las Vegas, Nevada

www.gtmwest.com



May

16th – 17th

Russia Hotel Upgrading & Development Forum

Moscow, Russia

hotel.mykar-events.com



May

16th – 18th

ITB China

Shanghai, China

www.itb-china.com



May

17th – 20th

PATA Annual Summit

Gangneung, Korea

www.pata.org/pas



May

21st – 22nd

Boutique + Lifestyle Hotel Summit

London, United Kingdom

www.boutiquehotelsummit.com



May

24th – 27th

Shanghai World Travel Fair

Shanghai Exhibition Center, China

www.worldtravelfair.com.cn



May

24th – 25th

Hotel Technology Innovation Summit

Dubai, UAE

www.brainlinx.com/HTIS2018



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