

Travel AND Tour™

Volume: 11, March 2019

W O R L D

Nevis Catapult

World's First Catapult
New Zealand



DAZZLING *Dubai*

Five  VISA
FREE

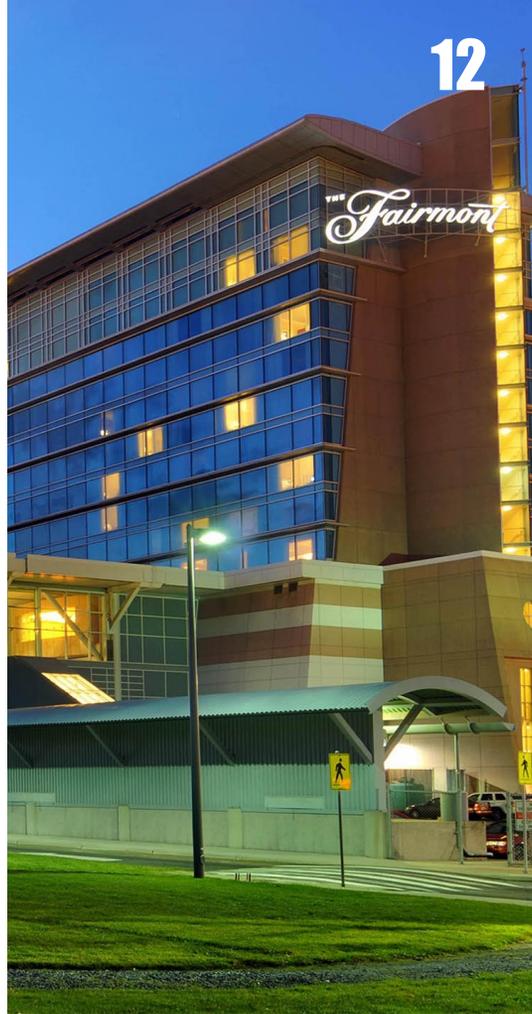
Destinations



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06- Meetings Point: Dubai, the commercial epicenter of Middle East, is the most cosmopolitan and dynamic metropolis having first-rate business, leisure and transport infrastructure and the biggest travel hub in the world.

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Dear Readers,

The inbound and outbound Ibero American market during FITUR saw record participation from exhibitors, trade participants and countries. Coming month will be engrossing for tourism industry as the world's leading travel trade show, ITB Berlin will be held, which companies, organizers, top decision makers and experts are looking forward to.

Competition in the luxury airport hotels is getting tougher with each passing day and it was a challenge for us to list a few of the wonderful experiences in our Cover Story. Those planning to leave their shores can plan a trip to visa friendly destinations, different countries and governments have their respective requirements which may also vary depending on the country of origin. Read Destination Diary for more insights.

Dubai is undoubtedly a proven global leader for trade, logistics, tourism and finance. Meetings Point will help future-proof your business in the world's highest potential economies witnessing accelerated growth. The Nevis Catapult in Queenstown, New Zealand provides a new world-first adventure tourism experience. Thrill seekers can find out more about the jaw-dropping bounces in the Special Feature. The value of community travel is fast infusing, sharing experiences in real time, conversing with fellow travellers wherever you go is now trending. Plug yourself in the perfect travel network as we list some of the thriving communities in Travel Tendency.

Artificial intelligence has made business travel much easier, be it finding an affordable flight, booking hotel and figuring out the transportation. It has improved security made analytics cheaper and has become an incredible part of the daily operations. We decode this in Tech IT. Read our exclusive interview with Karen Bolinger, Chief Executive Officer, Melbourne Convention Bureau, during AIME (Asia Pacific Incentives Meetings Event) where she shares the recent innovations, programs, networking and technological advancements.

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Meetings Point

DAZZLING Dubai



*Dubai - the very essence of Arabia
pulsing with incredible economy*

Dubai, the commercial epicenter of Middle East, is the most cosmopolitan and dynamic metropolis having first-rate business, leisure and transport infrastructure and the biggest travel hub in the world. The business destination has a rich cultural heritage, entrepreneurial environment and is well connected with UAE, North Africa and South Asia.

Dubai International Airport is the one of the world's busiest airports. The city has the world's longest automated train system which is the safest in the world. There are substantial bus network connecting the length and breadth of the city and traditional **abra** water taxis operating on the Dubai Creek. There are bespoke travel arrangements that offer engaging incentive trips with an array of unique tourism attributes.

The Dubai World Trade Centre *the nerve of business tourism*

It has an outstanding event calendar throughout the year. International trade fair, blockbuster consumer shows and prestigious international conferences are held in this venue, which has a significant role to play in the growth of international trade in the Middle East. The ultra modern venue inaugurated in 1979 has 1,000,000 square feet of superior space for exhibitions, conferences and functions with 17 halls, 20 meeting rooms, 2 lounges and 1 ballroom. It also manages the Dubai Airport Expo Centre.



Prime hotels for businesses

Grand Hyatt Dubai is an extremely modern and luxurious hotel overlooking the Dubai Skyline in close proximity with the financial and entertainment districts of Dubai. With 2 ballrooms, 11 meeting rooms and 2 boardrooms, it has one of the advanced conference and business hotels in the Middle East. It has 674 lavish hotel rooms and 186 residential apartments.

Burj Al Arab is shaped like the sail of an Arabian dhow, known for ultimate opulent accommodation and adorned with vibrant shades. Events can be organised in its 3 ultra-modern boardrooms, reception area, a ballroom and amphitheatre. The immersive hotel is at 321 m height placed on its own island 280 m from Jumeirah Beach.

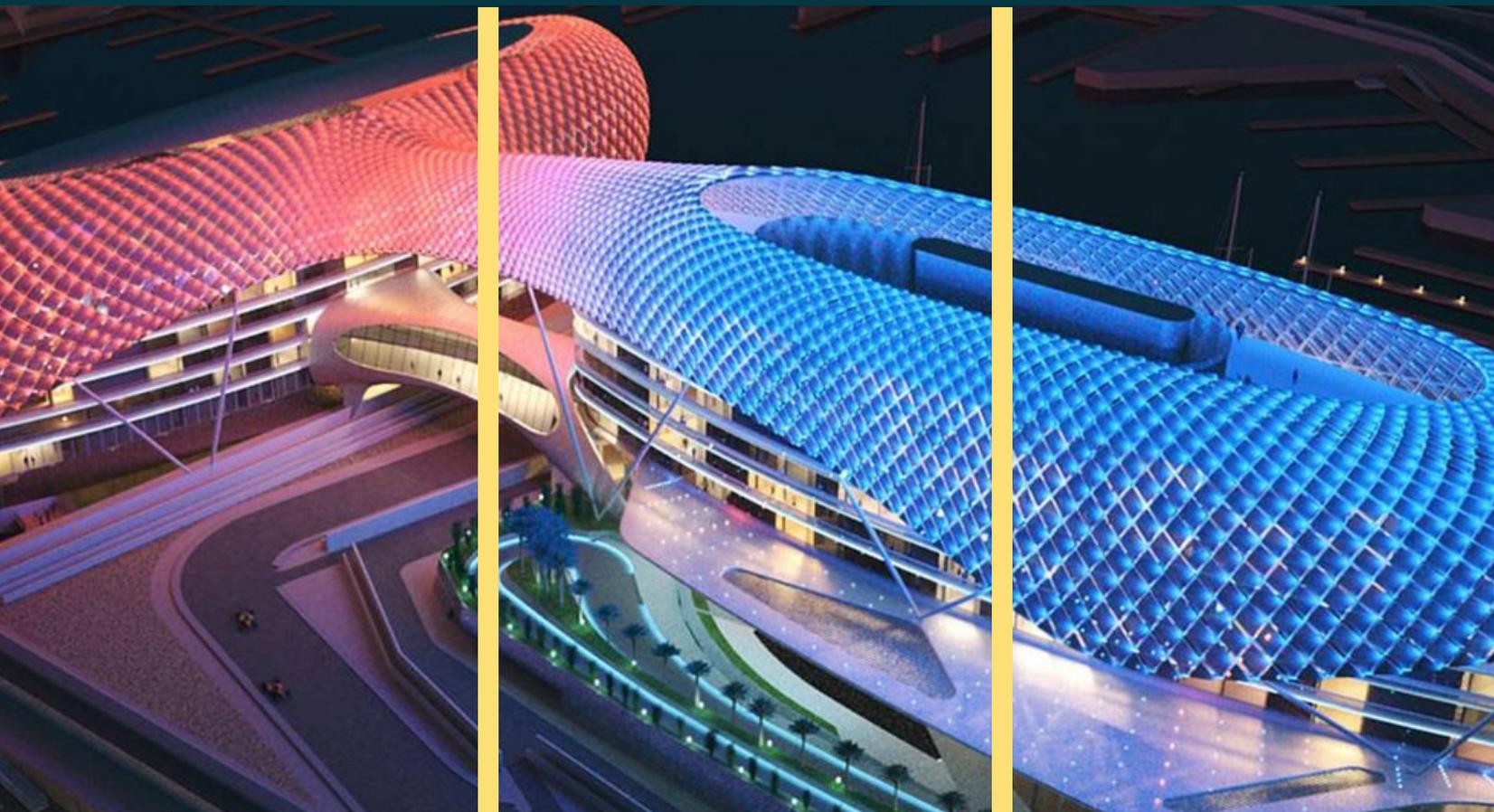
The Palladium boasts the latest technology and has six conference rooms, reception rooms and an auditorium which can hold up to 3000 guests sitting and 5500 standing. In a banquet setting, it can hold up to 1500 people.



Experience Dubai: Adventure junkies can try their hands at **dune bashing**, **sand-boarding** or **camel relaying**. Appreciate the culture of Dubai by enjoying the falconry display, belly dancing demonstration, sunset picnics and traditional feast for the sultan or camp overnight in Bedouin-style tents. Visit the tallest building in the world, skyscraper **Burj Khalifa** located at over 2700ft high and gather striking views from the outdoor observation deck on the 12th floor named '**At The Top**'.

The Lost Chamber Aquarium is home to 65,000 marine animals. One can have a fascinating talk from the marine biologists and can enjoy other activities like scenes tour, hand feeding giant rays, swimming with sharks etc. Spread over 170,000 sq.m, **the Aquaventure waterpark** is perfect for an exciting day. The park has the longest zip line circuit in the Middle East. The world's largest waterslide, the Aquaconda, is located here.

A short drive away is the **Yas Marina Circuit**. One can opt for driving experiences on the race track like passenger laps with a seasoned pro. Other options include team-building options like pit stop challenge or a race in the indoor go-carting track. Sprouting from the desert, the multi cultural melting pot is one of the most cosmopolitan cities in the world as more than 200 nationalities call it home and a major part of its population are from outside the country. Its diversity is unique and unmatched!





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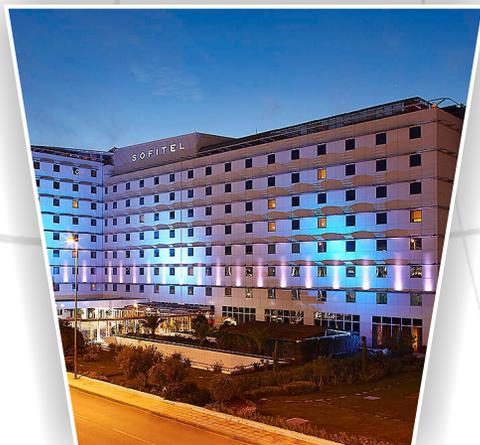
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“Every state of society is
as luxurious as it can be.
Men always take the
best they can get.”
Samuel Johnson

Plush airport hotels
to put on your

travel bucket list!



Rapid market globalisation, industrialisation, urbanisation and the rising trends of western lifestyle have accelerated the demand for luxury hotels. According to a report by the Zion Market Research, the global luxury hotels market in 2015 was valued at approximately USD 153.82 billion and is predicted to reach approximately USD 194.3 billion by 2021. Between 2016 and 2021, it will grow at CAGR of around 3.5 %.

Travellers wishing to materialise their dream of luxury living have broad expectations from the realm of luxury services. Also, the global luxury hotel segment is receiving a huge impetus due to massive investments and strong branding strategies. Earlier, airport hotels were just convenient places to stay; in modern times, there has been a massive shift. Airport hotels have accepted an entirely new approach and are tapping more on luxury. They have updated guest rooms and resort-style amenities. Here's rounding up some of the world's most luxurious airport lodgings with cutting-edge design and a luxurious range of amenities.

Sofitel London Heathrow

This hotel is conveniently connected to Terminal 5 of the world's busiest airport. It has the perfect blend of modernist architectural elements from across the globe. One can get some rest in the lap of nature during a walk by the zen gardens, fountains and abstract sculptures. For an inspirational business event, it will be the best stopover. One can easily reach Central London for sightseeing on a 21-minute express train.



Crowne Plaza Changi Airport, Singapore

It has been voted as the world's best airport hotel in the last three years by Skytrax (a UK-based consultancy that reviews and ranks airline and airport). The ultra-sleek, modern luxury hotel has 563 rooms with a serene swimming pool and a well-spread courtyard. Ideal for both business and pleasure, the visitors will be awestruck by the surrounding rainforest-style gardens.

Live life to the fullest and sip exotic cocktails at Bar 75 which flaunts the glamour of the 1970s.



Regal Airport Hotel, Hong Kong

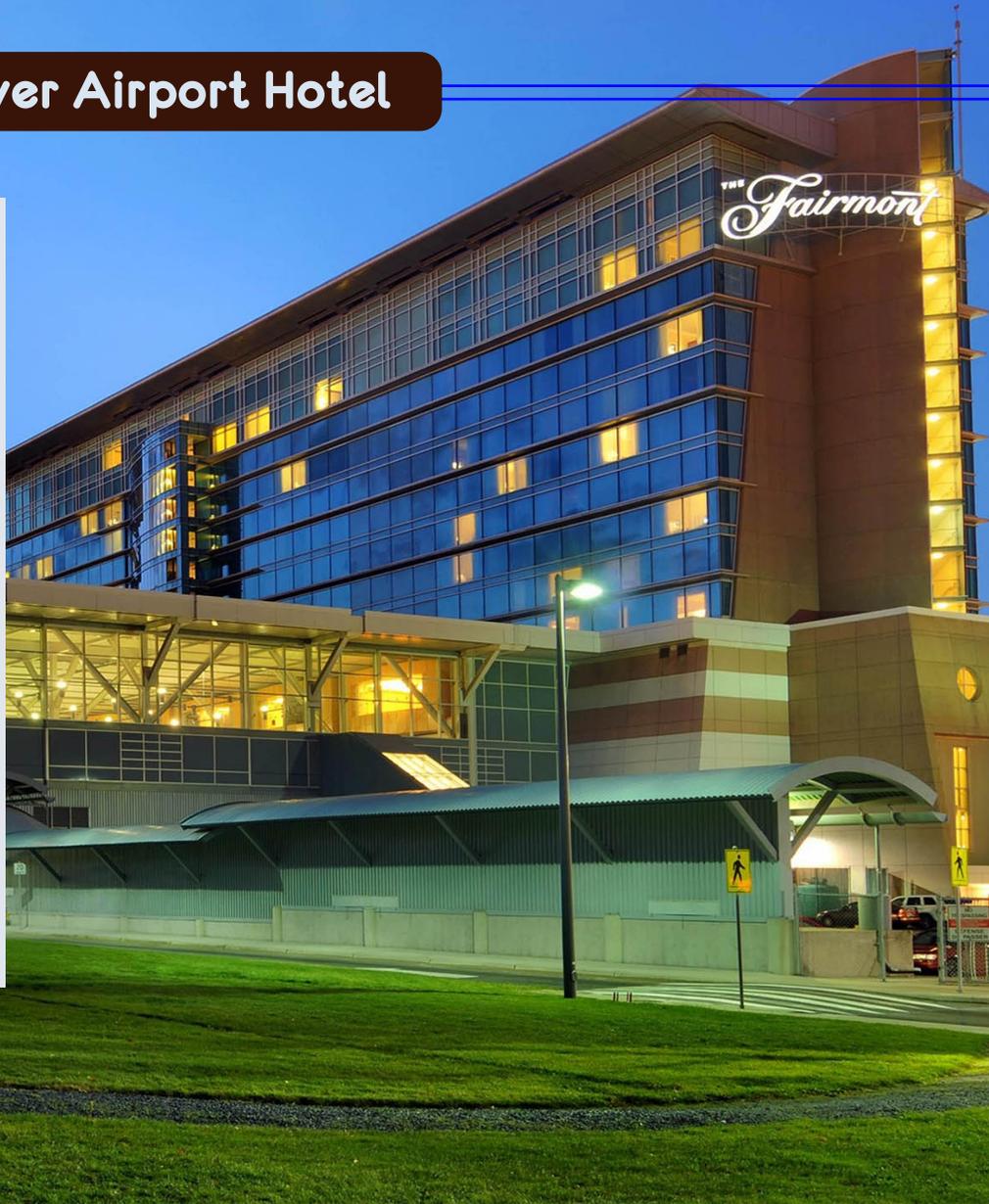
Perfectly placed for those going to the Asia World Expo Convention Centre, it provides a mind-blowing view of the runway and airport. The hotel's windows are double-glazed sound proofed and allows abundant natural light; there is an indoor pool to chill and a state-of-the-art gym for the fitness-savvy millennial.

Couples can pamper themselves under a canopy in the 19 Thai-inspired spa suites. Detox, unwind and relax in the spa's mosaic steam room after a tiring flight or head to the outdoor Jacuzzi. There are plenty of culinary options as well like French patisserie and the mouth-watering Teppanyaki.

The Fairmont Vancouver Airport Hotel

Get breathtaking views of the North Shore Mountains, Gulf Islands and the runways from the hotel's floor-to-ceiling windows.

It has spacious, sound-proofed 386 beautiful guestrooms, day spa with 130 different treatments, indoor pool and award-winning restaurant. It is located above the US departure terminal. It was ranked as the number one Airport Hotel in North America. For live music, go to the Jetside Bar.



Regal Airport Hotel, Hong Kong

Inspired guestrooms, spacious art-deco, state-of-the-art modern facilities —the hotel is replete with the best of both the worlds. It has direct connection to the airport and is just behind the Rosenheimer Platz S-Bahn station. One can get the atrium views which is a key highlight of the hotel having light-flooded glass. The lobby bar with surrounding 60-foot tall palm trees takes away the brownie points. Grab a strong cocktail here when the evening gradually simmers into night.

So, travellers no longer look for spending a night or day in a boxed room or a comforter, day spas, swim-up bars or high-ended properties that were preferred in the last decade. Splurge for an unforgettable break!

Special Feature



NEVIS CATAPULT

— World's first Catapult Experience Raw 3G Propulsion

Those who thought that bungee jumping marked the peak of adventure sports, would be in for a revelation. The experience of being hurled across a mountain valley by a 'catapult' redefines the limit of adventure.

Nevis Catapult is the 'world's first' catapult in New Zealand's South Island outside Queenstown, in the remote Nevis Valley. It is a thrill-based ride – the biggest and the most extreme — created by the entrepreneur AJ Hackett. It is a project that saw the light of the day by the joint effort of South Island government and AJ Hackett Bungy which is a bungee-jumping company.

New Zealand's Ministry of Business, Innovation and Employment is believed to have provided about 261,000 pounds for the venture because of its significance as the 'world's first'. Nevis Catapult gives the visitors an experience that is not available anywhere else in the world. The Catapult took three decades of planning and development by Henry van Asch and the AJ Hackett Bungy New Zealand team before it opened the ride to the world. They built a high-speed winch system after years of research.



World's First Catapult

Visitors experience 3G force as they are shot out like a canon at the speeds of 100 kmph in 1.5 seconds acceleration. They are propelled about 150 m out

across a ravine before dropping suddenly towards the valley floor interspersed with a series of back-snapping bounces.

The launching platform is 150 m above the Kawarau River in the Nevis River canyon from which the



travellers are catapulted. The walk to the exact point is a challenge in itself and not meant for faint-hearted. The Catapult is housed in a pod with a series of cables enmeshed around. It lies beside the infamous Nevis Swing.

While bungee jumping involves passive release or jumping from a high point, Nevis Catapult action involves 'flight' in the first, horizontal propulsion stage. It offers a fearless combination of height, flight and speed.

Getting There

Travellers need to reach the remote region of the Nevil Valley via a four-wheeler. They can board a 4WD bus to drive around the narrow gravel track. The Catapult Bus departs daily in intervals from the Queenstown Bungy Centre, Corner of Shotover and Camp Streets, Queenstown.

Criteria for Catapulting

Travellers who wish to experience this extreme sport should be of minimum 13 years old. Children aged 14 and under, require an adult to sign consent during check in and accompany them in their experience. Travellers should weigh between 45 kg to 127 kg. They should wear flat, secure and enclosed footwear. Layering up is recommended in winter as it can become very cold. Travellers need to be well rested, hydrated and should have eaten properly.



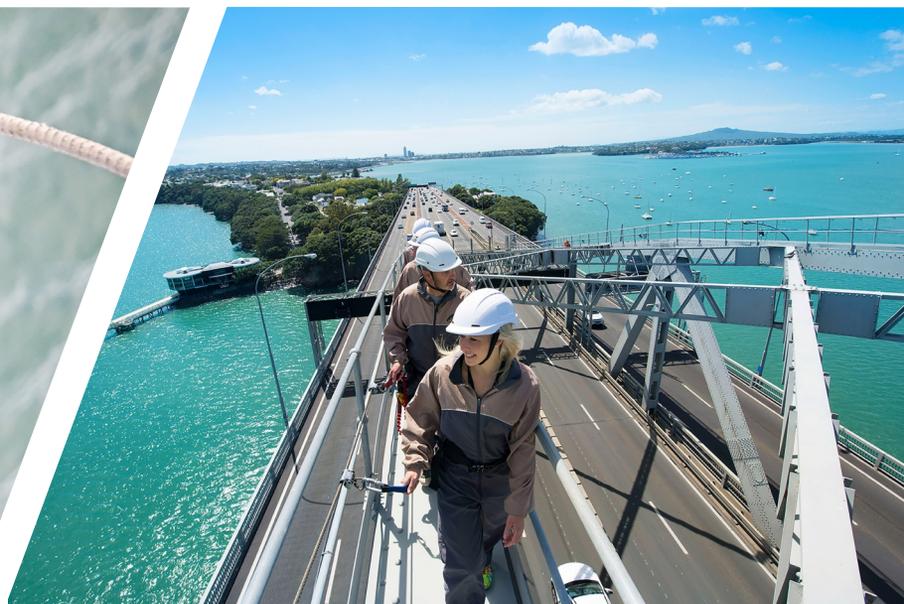
Safety is the top priority

The Catapult meets global safety standards that are recognised worldwide. They are assiduously regulated under New Zealand adventure tourism and amusement device standards. Their equipment carries the highest world standard safety system – 'Sil3' Safety Integrity Level. Their equipment is subject to rigorous internal regulatory controls while the quality assurance system determines that all equipment is fit for use at all times.

The International Electrotechnical Commission's (IEC) standard IEC 61508 defines SIL using requirements. These are grouped into two broad categories: systematic safety integrity and hardware safety integrity. A system should meet the requirements of both categories to receive the SIL. PFD (probability of dangerous failure on demand) and RRF (risk reduction factor) of low demand operation for different SILs are defined in IEC EN 61508. For SIL 3, PFD is 0.001-.0001. For continuous operation, the probability of dangerous failure per hour (PFH) should be 10^{-7} - 10^{-8} . The Sil3 level of safety makes the Nevis Catapult highly safe.



With advance technology and new thrills, New Zealand continues to be at the forefront of adventure tourism. Adventures like Nevis Catapult, which is world's first of its kind, gives New Zealand an edge over other countries in the field of adventure sports.





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Romania



Georgia



Bulgaria



Croatia



Argentina



Visiting visa-free countries need simple budget. It also makes it easier to plan for a trip. Here is the list of five visa-free countries for the backpackers, travellers and millennials from United States, Canada, Australia and United Kingdom. When a country offers visa-free travel, they also allow extensions. It means that the location independent workers or avid travellers can often keep extending their stay for a long time.

Georgia It is a country filled with green valleys and vineyards. Georgia depicts fantastic mountain scenery with marvellous canvas for walkers, horse riders, cyclists and adventure lovers. Located at the crossroads between Asia and Europe, Georgia is at the top of the list of the best visa-free countries. The passport holders from Australia, Canada, America and Britain can stay in Georgia visa free for a year. The government allows tourists to stay here 365 days to immerse in the charm of the capital city, Tbilisi. Visit the nearby medieval forts and churches. Taste some delicious food and wine. Most of the millennials choose to stay in Tbilisi for the first part of the year, leaving when the frosty winter weather arrives.



Bulgaria This is the only European country that calls you to visit many new things as Bulgaria is the seat of European culture. Bulgaria has the right blend of nature and history mixed with nightlife and art. The country has well-restored historical cities, friendly people with unique culture, pristine mountains with lush green vegetation, affordable travel and breathtaking coastal regions. Nominated as the European City of Culture for 2019, Bulgaria's cultural seat, Plovdiv is another centre of attraction. The capital city Sofia, the seaside area of Varna and of course, the mountains around Bansko are the popular tourism destinations. Australian, Canadian, American and UK citizens do not need a visa to enter Bulgaria. The tourists can stay up to 90 days, within a 180 days period. A passport that is valid for 3 months after entry is required.



Croatia

Croatia brings you all the Mediterranean fantasies. Its extraordinary coastline, historical sites and incredible nature give a perfect pleasure to any traveller. Croatia is the best coastal visa-free country set with white pebbly beaches and crystal clear emerald waters. It lures you with all the adventure activities like snorkelling, diving, kayaking, windsurfing and sailing. Then go to Rovinj. Have a good feast with Adriatic seafood, pungent Istrian truffle dishes and ruby red Teran wine at a waterside eatery. Then visit the Batana Eco-Museum, celebrate traditional wooden fishing boats and sleep at a designer hideaway. While on the contrary, Dubrovnik is the stunning real life Game of Thrones set; Plitvice Lakes and islands offshore are perfect for a sailing getaway. You do not need a visa to enter Croatia and you can stay up to 90 days, within a 180 day period. It is mandatory to register with local police within 24 hours of arriving; however, if you are staying at a hotel, they will do this for you. You must also have 3 months validity on your passport from the time you plan to leave Croatia, or else you will be denied entry.



Argentina

Argentina is the only country that seduces you with street-side tango, wafting grills, soccer, gaucho culture and the mighty Andes range. What attracts more is the country's city life. When you arrive at Buenos Aires, you feel vibrant. This modern metropolis comes alive with eventful street life from busy sidewalk cafes to hush parks carpeted in purple jacaranda blooms in springtime. Visit mighty Iguazú Falls in the subtropical north to the thunderous, crackling advance of the Glaciar Perito Moreno in the south. Argentina is truly a home to a vast natural wonderland. US, Canadian, Australian and British travellers don't need a visa to enter Argentina as a tourist unless they are travelling on an Emergency Travel Document. On presenting a valid British passport, the travellers will normally be granted a 90-day stay in the country. The passport should be valid for the proposed duration of your stay. No additional period of validity beyond this is required.



Romania Romania is a country of majestic landscape and cultural diversity. Stone architecture and dazzling monasteries make the rocky mountainous nation beautiful. Known as the world's third most biologically diverse area, the Danube River is Romania's pride. This country is dotted with mountainous towns like Braşov and Bran and Bucharest. These cities in Romania have unique folk culture, stunning nature and delicious food. The citizens from Canada, Australia, USA and UK do not need a visa to enter Romania. You can stay here up to 90 days. Romania does not require 3 months validity on the passport. Its visa policy only requires the passport to be valid during the stay.



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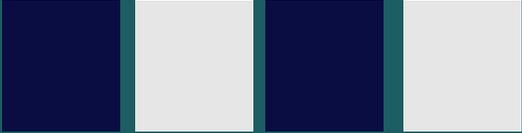
After a year of diligent planning and overcoming numerous challenges, Asia Pacific Incentives and Meetings Event (AIME) opened its doors between February 18-20, 2019 to create serendipitous moments to communicate.

2019 AIME promised to deliver refreshed idea for a new experience. Its main focus is to make a new journey by welcoming business event communities all over the world, for seizing networking opportunities. It has brought most diverse group of Asia-Pacific based buyers to the event.

AIME has rich 27 years of long history bringing together meetings and incentive suppliers with qualified buyers from across the Asia-Pacific region. This year, AIME focuses on provocative idea sharing that drew the community together. It is reflected in Refreshed Knowledge Program. Sponsored by Melbourne Convention Bureau, this education exchange programme motivated suppliers and buyers with opportunities and challenging industry norms, thus creating a culture of innovations.



KAREN BOLINGER, Chief Executive Officer
Melbourne Convention Bureau



Apratim Ghoshal, Editor, Travel And Tour World had a wonderful interaction with Karen Bolinger, Chief Executive Officer, Melbourne Convention Bureau at AIME 2019. She highlights on how Melbourne Convention Bureau is delivering successful events and meetings throughout the year.

Travel And Tour World: First of all, I would like to ask about your experience with Talk2 Media?

Karen Bolinger: This year, Asia Pacific Incentives and Meetings Event (AIME) comes with new vision. It has different look and feel. It drives the profitable outcomes and is realized through challenging previous conventions and drilling down to the fundamental purpose of AIME. Talk2Media is doing well and working hard enough to bring the right buyers to the right exhibitors. They include quite easy access to all social and networking events and the “Knowledge Program” that is creating more great moments for shared experiences with Asia-Pacific buyers.

Travel And Tour World: Last year in July, Melbourne Convention Exhibition Centre did \$205 million expansion. How is global event industry experiencing this new change in Australia, specifically for Melbourne?

Karen Bolinger: Business events industry is very crucial to our visitor economy. The visitor economy in Victoria is dependent on tennis, tourism and business events. Business events are I guess one of the highest and longest yielding sectors of Victorian visitor economy. Some visitors come for business summit and some for holiday. The average visitor staying here is six nights. They spend one night in Victoria and other night they are staying in other parts of Australia. Melbourne Convention and Exhibition Centre (MCEC) opened its doors in 2018 following the completion of the Andrews Labor Government's \$205 million expansion. Our government is supporting us with good infrastructure to project Melbourne as best MICE destination. New hotels and resorts are also coming up. All these resulted in boost in economy and employment creation. Our Labor Government, Visit Victoria and the Melbourne Convention Bureau are working hard to attract the best business events to Victoria.

Travel And Tour World: You have more than 20 years of experience in event industry and you have seen so many change in MICE market. You have hosted 2500 to 50000 delegates’ meetings, which is such a big number. How did it happen? What are the changes you have seen in Melbourne in terms of business event market?

Karen Bolinger: We developed ourselves over the years. We revamped and expanded coming



with all best amenities to offer. In 20 years, we did lots of infrastructural works to promote our convention centre and destination. MCEC is developed to increase city business tourism market; the project facilitated the urban renewal of a former industrial site into an active tourism, mixed-use retail, restaurants, hotel, residential and food-and-beverage zone.

Travel And Tour World: Well, can you tell us about how often you bid conferences and events?

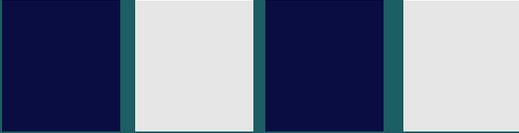
Karen Bolinger: At MCEC, we are more passionate about creating environments that inspire. These values allow us to deliver exceptional experiences to promote. We did 200 bids overall in a year in terms of both national and international events and won 70% bidding. Our business strategy is to get quality buyers from the world.

Travel And Tour World: Now, I would like to know about your call to global business leaders to take critical action to stamp out sexual harassment in the workplace.

Karen Bolinger: Most of the female workers are facing this problem. A group of female CEOs in Melbourne take this and we now coming with how to deal with this issue. Sexual harassment in workplace continues to increase globally and we are working hardly to stop this and highlight work-culture ethics. It is now the time to take control and incite real and lasting change. #NotInMyWorkplace Summit held on 21st February, 2019 from 12pm – 6.30pm at Melbourne Convention and Exhibition Centre. Here we communicated with more than 760 business leaders to create good working environment at NIMW Summit. We heard from the Sex Discrimination Commissioner Kate Jenkins, Human Right Commissioner, politicians, industry leaders, Mayor and lawyers as we discuss the action needed to make a clean work-place environment from sexual harassment.

Travel And Tour World: Tell us some future projects in sustainability sector.

Karen Bolinger: Sustainability is now one of the major parts in this sector. We continue to build on its sustainability qualifications with a wide range of initiatives delivering great outcomes for the venue. We are focusing on recycling the goods. We are engaging to find innovative ideas that offer better outcomes for our community, clients and our environmental footprint.



Travel And Tour World: Tell us about the big events or conferences which are in pipeline in 2019?

Karen Bolinger: We will conduct couple of big events. We will have World Globe Corner and other really big one nephrology conference. Most of the programmes are based in healthcare sector. More than 4000 to 5000 delegates will come.

Travel And Tour World: We have seen many hotels are growing in couple of years. Tell me on the rapid development of hotel industry in Australia.

Karen Bolinger: We are hosting so many big-size or mid size conferences or events throughout the year and we face almost 90% hotel occupancy. For this we need more hotels. We need to deliver more services during conventions and meetings. Our government is doing pretty good giving infrastructural support we need.

Travel And Tour World: Tell us about 50,000 delegates you are hosting in few years, as you mentioned in press conference first day.

Karen Bolinger: In November, the International Convention of Jehovah's Witnesses will be the biggest event. It is very massive and huge to us. We did it in 2014. This is the second time in turnover.. It is more challenging also. We negotiate with hotels as it will be in a peak time of the year. We also need proper security requirements. We are delivering world-class facility with more functionality, adaptability and aesthetically pleasing. All our events and conferences top with quality and sophistication that reflects the charm of Melbourne.

Travel And Tour World: What makes Melbourne more unique?

Karen Bolinger: Melbourne is a perfect combination of world-class dining, art galleries, contemporary upscale fashion and a packed sports calendar. From business point of view, Melbourne is a very good city. You will get everything here. Melbourne is a beautiful city to live in. You will find best hotels and convention centers. The city has best communication and transportation system. Our business community is very friendly. We have very good team to promote our city. Our Government, convention bureau and tourism board are working collectively to elevate Australia's best MICE destination.

Travel News

Tallinn received 645,000 cruise passengers in 2018

There are over 645,000 cruise passengers visited Tallinn in 2018, and spending an average of €80 per person in the capital, a study carried out by Cruise Baltic suggests. The sum total spent by all cruise tourists combined in Tallinn last year was over €50 million, contributing to the employment of hundreds of people. The passengers and cruise ship crews combined spent over €430 million in the Baltic Sea region last year. The transit passengers on one-day visits were the ones to generate the most revenue to local businesses and cultural institutions, the Baltic News Service wrote on Friday. The Baltic Sea is the second most popular cruise destination in Europe. The region attracted some 4.8 million passengers in 2018.



35 Travel And Tour World



Airbus discontinuing production of A380 Superjumbo

Airbus SE has decided to discontinue the production of A380 double-decker after a dozen years in service, burying a prestige project that won the hearts of millions of passengers, but never the broad support of airlines that instead preferred smaller, more fuel-efficient aircraft. The production of the A380 jumbo jet will end by 2021, after the A380's biggest customer, Emirates, and a handful of remaining buyers receive their last orders. This Gulf carrier will pare down its current A380 order to 14 from 53, Airbus said. Emirates said separately it would purchase 70 smaller A330neo and A350 widebodies listed at \$21.4 billion before customary discounts.

Inrix: 227 hours spent by London drivers a year, stuck in traffic

According to Inrix, a research from motor data company revealed that London is the most congested city for drivers in the UK and sixth at a global level. Last year the drivers lost up to £1,680 a year in traffic. The Inrix's 2018 Global Traffic Scorecard mentioned that UK drivers lost an average of 178 hours a year due to traffic in 2018, costing £7.9bn – an average of £1,317 per driver. The other most congested cities in the UK are Birmingham, Glasgow, Manchester and Bristol. More than 200 cities around in 2018 the Inrix data looked at the congestion where Moscow ranked as the most congested city in the world having an average of 201 hours a year lost to traffic. This was followed by Istanbul and Bogota, the Colombian capital.



Visit Alexandria receives \$50,000 Virginia Tourism Corporation grant for tourism marketing

The Governor Ralph Northam announced that Visit Alexandria received \$50,000 from the Virginia Tourism Corporation Marketing Leverage Program grant fund. In total Virginia Tourism Corporation awarded more than \$625,000 for 33 tourism marketing projects across the state to help increase visitation and revenue for Virginia's localities through tourism. The grants are designed to help local and regional tourism entities attract more visitors by leveraging local marketing dollars, and will ultimately impact at least 135 other statewide tourism entities. The local organizations match the state grant funds by a minimum of 2:1 in order to support marketing projects. This funding cycle, the local partners will match the VTC grant dollars with more than \$2.1 million, providing more than \$2.7 million in new marketing to increase visitation to Virginia.

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AI

Shaping Corporate Air Travel Experience

“

Computers will overtake humans with AI within the next 100 years. When that happens, we need to make sure the computers have goals aligned with ours.

Stephen Hawking”

Airlines and airports are increasingly resorting to Artificial Intelligence (AI) to give flight to their goals – safety, speed and operational efficiency. As per SITA's Air Transport IT Trends Insights 2017, over half of the airlines are planning major AI programmes over the coming three years. AI comprises machine perception that uses sensory input to deduce various aspects of the world. The computer vision analyses the inputs and engineers the knowledge accordingly. Here are a few instances of how AI is shaping the future of the airline passenger experience. SITA is a world specialist in air transport communications and IT solutions.

Self-Service Kiosks To Save Time

Airports and airlines have embraced self-service kiosks around the world to enhance customer service. Machine algorithms are pushing them to a new level of effectiveness. Royal Jordanian has introduced Common Use Self Service (CUSS) kiosks at Queen Alia International Airport so that passengers can now check in by themselves in just 60 seconds. Other services provided by these kiosks are passport details verification, information regarding flight number and time of departure, seat selection, issue of boarding passes and baggage tags – all within a minute. Flights to North America and London are excluded owing to security procedures. SITA's Kate is a roaming self-check-in kiosk that stands 4 feet tall and can navigate through crowded spaces. As per SITA, by 2020, 29 per cent of the airports and 25 per cent of the airlines will have this equipment. Through the advanced technology of AI, self-service kiosks are helping business travellers save time by avoiding the check-in queues.



Robot Bag-Drop Service To Reduce Boarding Queues

Several airports such as Bristol Airport, Heathrow and others are making space for self-service bag drop through the use of intuitive, easy-to-use technology, so that passengers can save their precious time. The bag-drop robots, which are part of AI, are changing the way the airports manage baggage.

Leo's Scan&Fly bag drop, by SITA, is a fully autonomous, self-propelling baggage robot that corporate travellers may find at the drop-off point. They can check in, print bag tags and transport up to two suitcases with a maximum weight of 32 kg. The robot can avoid obstacles and can navigate in a high-traffic environment of the airport. Leo has been tried at Geneva Airport. Passengers can dump their baggage on the Leo's belt and scan the boarding pass with a handheld scanner. Leo prints a bag tag that passengers attach to the suitcase handle; a door closes with the suitcase secured inside and then the robot prints a baggage receipt.



Digital Tower Laboratory for Timely Arrival and Departure

AI can help reduce delays due to low visibility and support the optimum functioning of the airports. Heathrow's tower, at 87 m, gives outstanding visibility, except in low cloud. During low visibility, 'Tower in Cloud' procedures include taking help of the radars. This leads to spacing in arrivals and 20 per cent loss in capacity. 'Tower in Cloud' only happens around 15 days a year at Heathrow. NATS' Digital Tower Laboratory uses AI to fuse ADS-B and radar data to provide unprecedented situational awareness for controllers. The 4K video and 20 Ultra HD cameras are mounted under the tower. The aircrafts are given 'augmented reality' tags allowing the controllers to 'see' the aircraft, even if they are hidden behind terminal or other aircraft. Travellers, both business and leisure, need not worry about a delayed flight with these technologies in place.



Evolv Technology for Safer Air Travel

AI can train the computer in ways like never before. Machine learning can be used to analyse data and identify threats in airports. One of such technologies, The Evolv Edge system, uses a camera, facial recognition and mm-wave technologies to scan people walking through the security gate. As per Evolv, it can handle up to 900 people passing through the security gate in an hour, which is faster than conventional X-ray scanners. AI can help to make airports safer.

Airports and airlines are aligning artificial intelligence to their goals of heightened customer experience, enhanced safety and accelerated boarding process. AI is making corporate air travel easier, smoother and hypersonic.



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THE WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS

Community-Based Tourism Best Way to Learn Local Ethos

Community-based tourism is an emerging market as millennials seek more travel experiences. It gives an opportunity to travel like a local. This enables to share the natural resources of any local community in the world with the tourists for the sustainable benefit of this particular local community, especially rural and to conserve and respect the natural environment and the way of life of the local community.



Community travel enables cross-cultural understanding

When a tourist is travelling in a rural area, where settlements follow community base, it gives a chance to understand the art, culture and communications of the local community. It supports cross-cultural understanding between host and tourists. This also embraces the bottom line of environmental protection, cultural conservation, social responsibility, economic health and the advancement of livelihoods.

Community travel scenario

In Ethiopia, community travel is popular among the tourists coming from United States, United Kingdom and Canada. Most of the places like Lake Ziway, Lephis Forest and East Tigray Highlands offer best possible way to understand true Ethiopian nature and culture. China also follows community travel with an approach of social responsibility. Most of the residents in many tourist hotspot areas in China are still economically poor, having little capacity to participate in the tourism development process. For this, Chinese government is working continuously to improve the livelihoods and lift not less than 10 million people out of poverty this year to lay a solid foundation against poverty. Chinese villages are uplifting through community-based tourism. More than 800 villagers in Hubei province started their own businesses as favourable policies were introduced to revitalise the rural economy in China.



Benefit for both

Community-based tourism benefits both visitors and locals. This is achieved through the development of social, economic and environmental needs of local communities.

For locals

- Community travel brings recognition and attention to the local community
- This adds value to a local economy
- It diversifies economic activity in a community
- Gives an alternative to unsustainable forms of income such as poaching or logging.
- It is helping to safeguard the livelihoods and the well being of both locals and indigenous peoples
- Protection of wildlife or natural-resource
- Offers cultural conservation
- Provides income from tourism remains for community development
- Encourages pride and protection of community resources
- It involves and encourages the women's participation

For tourists

- Tourists receive an authentic experience and are able to learn first-hand experience about the community from a local guide
- This community culture provides an opportunity to create a deeper connection to the destination
- Community travel also provides knowledge as to where the money is flowing for the development of the rural infrastructure
- Community tourism supports natural heritage conservation in the region that generates tourism revenue.





Tool for Responsible Tourism

Community-based tourism enables tourists to see local habitats, settlement areas, culture and wildlife. This type of travelling celebrates and respects the traditional cultures, rituals and wisdom of the specific community or tribe. The community-based tourism works with an awareness of the commercial and social values. Community-based tourism also promotes conservation of the natural resources of the region.

World festival

Enjoying a festival will give you the experience of ultimate holidays. The fiestas in March offer you life changing experiences that transform you from a mere commuter to free-spirit soul. You can get freedom with multicultural art, music and performances.



Italy's tradition orange fight festival is Carnival of Ivrea. This festival preserves an ancient tradition that started in the middle of the 19th century as an inspiration of a similar event that took place in the medieval age. Established in 1808 AD, the Carnival of Ivrea is one of the oldest and most particular festivals in the world.



Carnival of Ivrea

When: 2-5 March, 2019

Where: Ivrea, Italy



Carnival in Rio de Janeiro

When: 2-9 March 2019

Where: Rio de Janeiro, Brazil

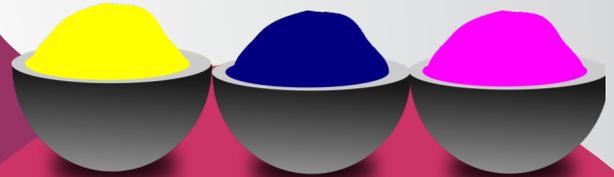


A week-long Brazilian festival approaches with extreme excitement. First organized in 1640 AD, this fiesta includes extravagant and gallant parade, dancing and colours that makes this carnival as one of the most thrilling and well-known festivals in the world. It attracts millions of tourists from different parts of the globe to huge sea side city famed for Copacabana and Ipanema beaches, where they can enjoy the vivacious sounds of the Samba.



Las Fallas
When: 15-19 March 2019
Where: Valencia, Spain

Las Fallas is unquestionably one of the most exceptional spring festivals in Spain. The city vibrates with the treble sounds of the traditional mascletà a display of gunpowder explosions that beats out a unique sound. Then the terrace of the city fills up as thousands of tourists go to enjoy a typical aperitif and traditional Valencia food under the Mediterranean sun. The focus of the festival is the creation and burning of giant carton floats.



Holi

When: 21 March 2019

Where: All over Indian states

India's most colourful festival is Holi. It is the celebration of the triumph of 'good' over 'bad'.

This festival is observed at the beginning of spring after the full moon. A day before Holi a large bonfire is lit that helps in burning out the evil spirits and that whole process is called as Holika Dahan. After holika dahan, next morning, people celebrate holi with throwing of multiple powdered colours (abir) over each other.



Hanami (Cherry Blossom Viewing)

Date- 29 March 2019

Place- Throughout Japan

One of the most beautiful natural sights in Japan is of groves of cherry trees in full blossom, giving the appearance of earthly clouds of flowers. Hanami tradition is to have a picnic party amid the blooming trees, and parties begin with the arrival of the earliest buds and endure to the last clinging blossoms.

Negotiate with your key targets in Cebu

Cebu, Philippines
10-12 March 2019

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Giacomo Battafarano named as new General Manager of Verdura Resort

Experienced international hotelier Giacomo Battafarano has returned to Sicily and been named as the new General Manager of Verdura Resort. Battafarano, originally from Matera, brings a wealth of knowledge with him to the iconic Sicilian resort – a Rocco Forte Hotel – which is celebrating its 10th anniversary this year. After gaining a Master in Hospitality Management qualification at the LUISS School of Business and Management in Rome, Battafarano began his career in the luxury hotel industry with a five-year spell as Hotel Manager at Forte Village Resort.



GIACOMO BATTAFARANO

General Manager of Verdura Resort

WAYNE SMITH



GM of Durban's Southern Sun Elangeni & Maharani Complex

TSOGO Sun appointed Wayne Smith as GM of Durban's Southern Sun Elangeni & Maharani Complex

TSOGO Sun welcomes Wayne Smith as General Manager of Durban's Southern Sun Elangeni & Maharani complex. Wayne Smith will be responsible for overseeing the landmark 734-room contemporary seafront property, while supporting growth objectives, driving operations and maintaining the group's legacy for service excellence. With a career spanning more than 20 years, Smith began his journey at Drakensberg Sun Resort, where he was employed as a switchboard operator.

NEW FACES

George Ettiyil appointed as new Senior Director Sales South Asia for Lufthansa Group Airlines

Lufthansa Group Airlines announced that it has appointed George Ettiyil as its new Senior Director Sales South Asia. Effective February 2019, he will be responsible for all commercial activities of the Lufthansa Group Airlines, including Lufthansa German Airlines, SWISS, Austrian Airlines and Brussels Airlines, in India, Nepal, Bangladesh and Sri Lanka. George Ettiyil has held several key positions within the Lufthansa Group for more than 20 years. For the last few years he served as Head of Global Sales Products & Programs for the Lufthansa Group Hub Airlines. Prior to this position at the Lufthansa headquarter in Frankfurt, he was responsible for the management of different stations and the field of business controlling in Germany and India.



GEORGE ETTIYIL

**New Senior Director Sales South Asia
for Lufthansa Group Airlines**

Cycas Hospitality names Matt Luscombe as new CEO

Cycas Hospitality, an Amsterdam-based management company has named Matt Luscombe as the new CEO of the company. Luscombe is set to join the company in March based in Cycas's head office in Amsterdam, where he will become the hotel management company's first CEO since it was co-founded in 2008 by Eduard Elias and John Wagner. The appointment follows significant expansion for Cycas Hospitality, which added three new brands in 2018 and doubled its portfolio in the process. In the past year, the company has expanded into Belgium, France, Germany and the Netherlands, and last autumn announced six new senior hires to support its plan to have 10,000 rooms across Europe by 2022. Luscombe has nearly 20 years of hospitality and consumer experience, including 10 with IHG. During his IHG career, he held several senior leadership positions, most recently as COO for Europe, where he was responsible for building the company's hotel and loyalty brands.



MATT LUSCOMBE

CEO of Cycas Hospitality

Interview Zone

**Pádraic Gilligan,
Chief Marketing Officer**

site

Pádraic is the current Chief Marketing Officer at the Society for Incentive Travel Excellence (SITE). In 2008 he served as international president of SITE. He has spoken all over the world at industry events and won many MICE industry awards including SITE member of the year (2001), DMC professional of the year (2014), and MeetingsNet Changemaker (2015). He tells Travel And Tour World about the trends in incentive travel, destinations and more.

Travel And Tour World: What are the challenges a company might face while curating an incentive program?

Pádraic Gilligan: Companies who organise incentive travel programmes face many challenges but the incentive travel professionals with whom they work will have emergency preparedness and risk management plans in place to meet every challenge. Challenges can be geo-political: the chosen destination is experiencing political or social unrest and is now perceived to be unsafe; extreme weather related: hurricanes, typhoons, earthquakes; pandemic related: avian flu, SARS, hoof and mouth etc. There could also be last minute challenges such as the death of a political leader or air traffic control strikes or spontaneous street demonstrations or celebrations. However, in all cases the incentive travel professionals working with the corporation on the trip will have put in place fail safe mechanisms to ensure the operation of a safe, secure and stable event.

Travel And Tour World: How do you see incentive travel developing in 2019? What is new on agenda?

Pádraic Gilligan: According to the Events Industry Council (EIC), Incentive travel is the fastest growing element of MICE, outpacing meetings, conferences and exhibitions by 20%. In 2019 we expect to see continued growth in incentive travel in all regions, especially Asia. While incentive travel is always organised around financial objectives, these days we're seeing increased concentration on "soft objectives" like relationship building, connections

between managers and staff and other initiatives that foster the growth of a positive company culture.

Travel And Tour World: Can cash be an effective incentive?

Pádraic Gilligan: Yes, of course. Cash is always an effective incentive. However, when you spend it, it's gone and it doesn't leave the same resonance and legacy in the mind and heart of the winner as an incentive travel experience.

Travel And Tour World: What are the best practices a company should keep in mind for implementing a successful incentive program?

Pádraic Gilligan: An incentive travel program is successful only when it motivates the maximum number of company employees to contest the prize. Above all this requires amazing marketing for the duration of the contest. Then when the program goes live it must be implemented flawlessly so that every winner feels like a VIP and is convinced that the effort he or she has made to qualify was worth it. So best practice involves best in class marketing and execution.



Travel And Tour World: Which is the most preferred destination for incentive travel?

Pádraic Gilligan: The majority of incentive travel experiences stay within the region of their origin. Thus most US incentives stay in the US, Asian in Asia and so on.

That said there are some destinations that are aspirational for qualifiers everywhere in the world. These first tier destinations include major world cities like London, New York, Paris, Shanghai, resort destination like the Maldives and Tahiti and “bucket list” experiences like a African safari, a trip to Machu Pichu or Mediterranean cruise.



Travel And Tour World: What is the return on investment on incentive programs ?

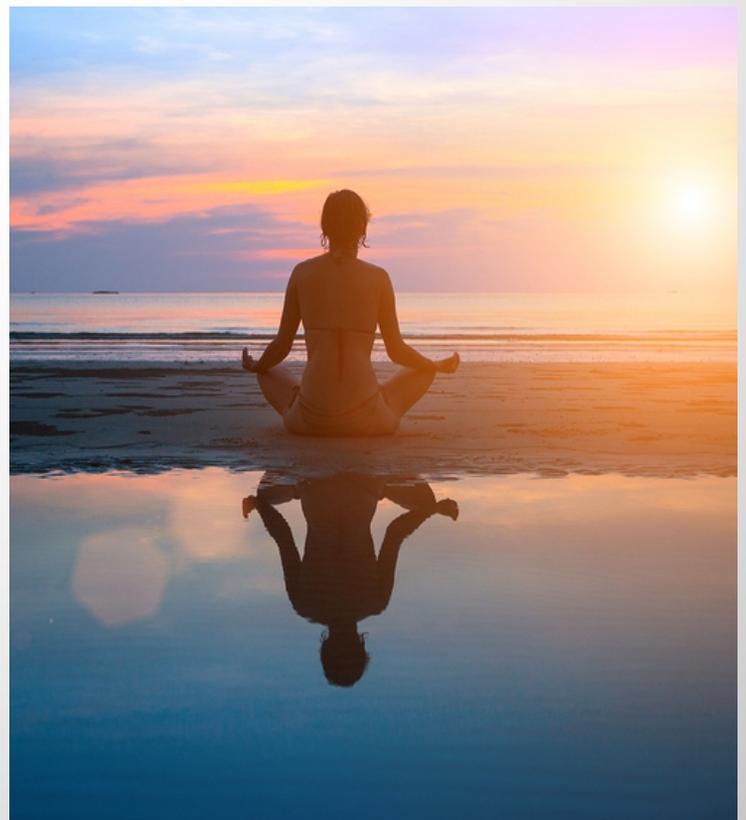
Pádraic Gilligan: ROI in incentive travel programs will differ from program to program but will be determined by company financial objectives.

Increasingly now we’re taking about the soft returns from incentives in terms of corporate culture and personal transformation.

Travel And Tour World: What are the current trends in incentive travel?

Pádraic Gilligan: According to research conducted by SITE and partners (Incentive Research Foundation – IRF and Financial & Insurance Conference Professionals – FICP) the current trends in incentive travel are:

- ✪ Budgets are increasing
- ✪ Number of qualifiers are increasing
- ✪ All inclusive destinations are being used more and more
- ✪ Wellness programs – yoga, healthy eating, activities – are replacing golf as a key inclusion in incentive program
- ✪ Incentives are increasingly relied up to build workplace culture





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airport**

Routes Asia 2019

When :

10-12 March, 2019

Where :

Cebu, Philippines



Taking place from 10-12th March, Routes Asia 2019 will enable meeting with senior decision makers from the region's airlines, airports and destinations to discuss new market opportunities and the evolution of existing services. The event will provide an efficient platform for building high-value relationships with some of the most influential aviation professionals from across the region and beyond.

Hosted by the Philippine Department of Tourism, the 17th Routes Asia event will take place in Cebu, Philippines. After having successfully delivered Routes Asia 2016 in Manila, there has been a remarkable increase in international passenger traffic from major tourist source markets to the Philippines, with new routes opened in Manila, Cebu, and Davao both by foreign and local carriers. We are confident that hosting the 2019 event will fuel further international market growth.

With leading carriers such as Air China, Japan Airlines and Jetstar Airways confirmed to attend, Routes Asia 2019 will offer a unique opportunity to present your business case to your key targets. Airline delegation will include the President and Chief Operating Officer of Philippine Airlines, the Head of Network and Planning for AirAsia and the President and CEO of Cebu Pacific Air. Attendees will be able to request meetings with some of the largest carriers from across the Asia Pacific and the world to discuss new and existing air services.

In addition to an unrivalled meeting platform, the event will feature a conference programme offering exclusive insight into the most critical factors facing the industry. Leading aviation professionals such as Jaime J. Bautista, President and COO of Philippine Airlines, and Lance Y. Gokongwei, CEO of Cebu Pacific Air, will discuss the state of the industry and the future of aviation in the region.

The event will also include a series of networking functions held at fine locations, offering the optimum setting for developing business relationships with your industry peers and cultivating contacts.

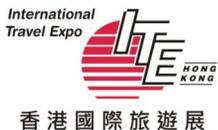
ITE Hong Kong 2019

When :

13-16 March, 2019

Where :

Hong Kong Convention
& Exhibition Centre



TE covers two of World's top ten source markets! A big and quality source market, Hong Kong rank World's Tenth largest market by total outbound spending in 2016 first by per capita among these top markets; and in 2017, spent US\$25.5 billion, up 5.8%!

The annually ITE, the city's only travel fair, draw some 2000 buyers and trade visitors from neighboring Guangdong cities like Guangzhou and Shenzhen. In fact, Hong Kong and 10 other cities in the Pearl River Delta (The Greater Bay Area) has a combined population of nearly 70 million and GDP of USD1.4 trillion.

ITE is highly international (87% of the 700 exhibitors from abroad); cover leisure and MICE travel (12000 regional buyers and visitors in two trade days - 6600 from travel agents and 2600 MICE / corporations); combine trade and public fair (90000 visitors in 2 public days with 84% FIT); and highlight in-depth and theme travels!

ITE 2018 surveys found trade visitors interest in Study Tour (28%) and Overseas Wedding (21%); while public visitors interest in Eco-tourism (35%) and Sport Tourism (23%).



ITE offers exhibitors B2B and B2C programs. For example, holding in ITE are over 100 travel seminars for public and popular one draw 200 audiences each; some 30 trade seminars, Business Matching buyers and sellers quick-dating, trade and industry forums!

Each year, ITE has around 35 to 40 official pavilions and stands, with 70% exhibiting regularly while China and Japan two largest each with about 90 booths. Others include, for examples, Hong Kong, Macau, South Korea, Thailand, Nepal and Cambodia from Asia; and Turkey, Switzerland and Egypt from outside Asia. New exhibitors this year, including pavilion and independent, come from Madagascar, Moscow, Ecuador, Cyprus and Spain etc., and more are expected. Around half of the over 50 exhibiting countries and regions from outside Asia.

The Japan pavilion a good example of promoting theme travels in ITE to cover both trade and FIT markets. Its exhibitors from different prefectures may promote, say, onsen, similar but each with different therapeutic effects! Or different timing for enjoying sakura, say, March in Kyushu and late April in Honshu. The result, even repeated visitors find easily good reason to re-visit!

Organized by TKS Exhibition Services Ltd, ITE Hong Kong 2019, the 33rd ITE on leisure and the 14th ITE MICE, will be held from June 13 to 16 at Hong Kong Convention & Exhibition Centre.



Bar & Restaurant Investment Asia Conference (BRIA)

When :
25-26 April 2019

Where :
Centara Grand & Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

BAR & RESTAURANT INVESTMENT ASIA

Trends show that with shrinking living-spaces, increasingly packed work schedules and becoming more affluent, the Asian consumers are now dining out more.

For hotel owners, this presents immense opportunities to better optimize the floor space allocated to F&B due to mandatory brand standards. Optimizing auxiliary revenue is key to maximize profit on a gross floor area basis, and F&B is often the largest revenue stream for hotels after rooms.

An immensely competitive aspect, hotel investors now must reconsider whether leaving their F&B businesses in the hands of their hotel operators is the best course to profitability. Simultaneously, hotel operators must determine the resources and expertise they are willing to expend, in order to craft attractive concepts to compete with F&B groups.

For bar and restaurant investors and operators, concept designs, partnerships and scalability are essential to success and growth. It is imperative to feel the pulse of the ever-changing consumer trends, and provide the right menu and service levels at the right pricing through the right channels at the right locations.

Obviously, deciding which brands to grow, where and with whom remain the top strategic considerations.

The inaugural Bar & Restaurant Investment Asia Conference (BRIA), 25 – 26 April 2019 in Bangkok, will investigate bar and restaurant investment models, from franchised to joint venture, managed to outsourced.

KEY TOPICS COVERED:

- Leveraging consumer F&B trends to identify underserved opportunities for maximum ROI
- Demystifying ideal legal arrangements for partnerships, joint ventures and franchising models
- Crafting popular, scalable and sustainable bar and restaurant concepts and designs
- Exploring real estate opportunities to secure the prime premises
- Studying and touring successful F&B brands and establishments

Hotel Management Thailand Summit

When :

26 April 2019

Where :

Centara Grand at Central
World, Bangkok,
Thailand

HOTEL MANAGEMENT
THAILAND SUMMIT

2019 will be a year of change for Thailand. General election aside, the country is slated to welcome an abundance of new hotel openings, including a range of brands that are making their debuts in the country.

Brands with current presences are also launch new properties with their latest designs and amenities, adding to the competition in an already fiercely competitive market.

In order to differentiate and gain an upper hand in distribution, it is essential for hotels to leverage the latest consumer trends.

From authentic local experiences to responsible social awareness, seamless technological engagements to wholesome wellness offerings, it is imperative for hoteliers to anticipate guests' behaviors and match their lifestyles. Only those hoteliers who connect with their guests on the guests' terms will prevail as the prime choices of accommodations.

A creativity-driven market, Thailand has welcomed some new boutique hotels with social, sustainable, wellness or local elements integrated into their concept designs and amenities. Yet, it remains for the traditional hotels and resorts to adapt and refine their product offerings.

Hotel Management Thailand Summit (HMT), a neutral one-stop strategy platform, will return to Bangkok on 26 April, 2019 to help hoteliers translate consumer trends into business opportunities. The summit will derive viable strategies and tactics from guests' decision-maker process to positively impact corporate- and property-level P&L.

Key Topics Covered

- Distinguishing product offerings with local touches
- Enhancing brand positioning through leveraging CSR and social controversies that matter
- Converting potential customers by seamless technological engagements
- Enabling the perception of well-being through wellness integration
- Delivering personalized services and promotions based on preferences and analytics

Asia Pacific Hotel Investment Conference

When :

25 – 26 April 2019

Where :

Centara Grand & Bangkok Convention Centre at Central World, Bangkok, Thailand



Asia Pacific
Hotel Investment Conference

W

hile the lack of prime assets for sales in developed markets has in a way constrained the transaction volume, hotel development pipelines across various markets have still seen steady growth in the past year.

Based on STR July 2018 data, a total of 370,700 hotel rooms were in construction in APAC, a 33.9% increase year-on-year and a 43.2% of the global number of rooms in construction, signifying the region's position as the growth driver for the global hotel industry.

To counter the high land prices, the developers are diversifying their assets and projects, in terms of asset classes and scales. Innovative construction techniques and financing channels are being adopted to improve project yields.

On the other front, concerns on hotel brand consolidations persist, prompting hotel owners to reconsider the project scopes, as well as branding, positioning, management and distribution of their assets.

An important trend in the integration of co-living and communal spaces into hotels, necessitated by the changing consumer lifestyle and traveler behaviors, is providing additional revenue streams.

Under these changing dynamics, the Asia Pacific Hotel Investment Conference (APHIC), an IHIF Summit, returns to Bangkok, the Southeast Asia's tourism gateway on 25-26 April 2019.

APHIC in 2019 will serve as the strategic platform for you to find ways to boost your investment return by establishing contacts with over 150 hotel owners/investors, operators, developers, policy makers, design/architect, master planners in Asia Pacific.

Whether you are looking to acquire, dispose, diversify, or to improve your asset performances, APHIC 2019 will provide you with the latest insights to excel in your goal.

To help you ascertain potential opportunities, APHIC will cover the following key topics:

- Navigating political and geopolitical landscape and their long-term investment ramifications
- Strategizing to protect owners' interests amidst mergers and acquisitions of operators
- Exploring investment and development opportunities for co-living and communal concepts in hospitality assets
- Building cross-market boutique hotel portfolios
- Boosting ROI of assets on a Gross Floor Area (GFA) basis through efficient design and proactive asset management
- Exploring the financial viability and exit options in cryptocurrency and block chain



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Held with **ite mice** The 14th MICE Travel Expo



1 Comprehensive Show *highlight* Theme travels →

2 Distinct periods of Trade and FIT days, *covering* →

3 Market Segments of →



13-16 JUNE 2019

Hong Kong Convention & Exhibition Centre
Hall 1A-1E (5 halls)

[B2B Days] 13-14 JUN

12000 Buyers & Visitors in **2** TRADE DAYS

53% Travel Agents / Tour Operators / OTA

21% Corporate / MICE Visitors

73% Hong Kong | 27% China & Abroad

B2B program include pre-show online publicity, speaking opportunity and more....

Like effective market place, ITE visitors shop around and talk to exhibitors at interest!



Business Matching

[B2C/FIT Days] 15-16 JUN

90000 Quality Visitors in **2** PUBLIC DAYS

84% Prefer Traveling FIT / Private Tour

42% University or above education background

60% made 3 or more holidays in the past year

Popular seminar can draw over 200 audiences



They're serious visitors!
Purpose of visiting ITE
55% attend seminars
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SHOW REVIEW

SATTE 2019

When: 16-18 January, 2019

Where: India Expo Mart,
Greater Noida, Delhi

UBM India welcomed the year 2019 with a great start to the 26th edition of SATTE, a leading B2B travel trade engagement show which was held at India Expo Mart, Greater Noida, Delhi – NCR for the first time ever.

The three-day expo has witnessed a tremendous response from the industry with participation from over 1,000 exhibitors and representation from over 50+ countries, 28 Indian States and 90 cities from across India.

The signature expo was inaugurated by Chief Guest Dr. Mahesh Sharma, Union Minister for State for Culture (I/C), Government of India along with key dignitaries -- Mr. John Amaratunga, Minister of Tourism Development, Christian Affairs and Wildlife, Govt of Sri Lanka; Mr. YB Tuan Muhammad Bakhtiar bin Wan Chik, Deputy Minister of Tourism, Arts and Culture Malaysia; Ms. Nia Niscaya, Deputy Minister of Tourism Marketing, Ministry of Tourism of the Republic of Indonesia; Ms. Eunji Tae, Officer, Regional Department for Asia and the Pacific, UNWTO; Mr. Subhash Goyal, Member, National Tourism Advisory Committee; Mr. Yogesh Mudras, Managing Director, UBM India and Ms. Pallavi Mehra, Group Director, UBM India amidst an august industry presence. Speaking at SATTE's growing stature, Dr. Mahesh Sharma said, "I congratulate UBM India on a

great start to SATTE 2019, SATTE is the tourism maestro and this platform has taken the tourism to a new height. I am proud to host this event in my constituency, the potential of tourism in India is high, it takes 6.8 per cent of country's GDP and has shown a growth of 9 per cent to 13 per cent in the number of tourists visiting India. It's the 26th edition of SATTE, my compliments go to the UBM group behind this as they have changed the meaning of travelling over the years. Good luck and good wishes to SATTE this year too and the tourism industry."

Mr. John Amaratunga, Minister of Tourism Development, Christian Affairs and Wildlife, Govt of Sri Lanka marked the growing importance of the Indian tourism market for Sri Lanka and noted that there was great potential for rapid growth and said that the expo enabled professionals to congregate and conduct business, arrive at solution-driven innovations to counteract economic uncertainties and promote inbound, outbound and domestic tourism in India. Mr. John Amaratunga is proud of my association with SATTE. Our goal is to make Sri Lanka the most preferred destination for Indian tourists.



OTM 2019

When: 23-25 January, 2019
Where: Bombay Exhibition Centre,
Mumbai, India

Participants from more than 50 countries and many Indian States and Union Territories exhibited their destinations at OTM 2019, held at the Bombay Exhibition Centre from January 23 to 25.

OTM 2019 had 1,000+ exhibitors, including National and State Tourism Organisations, State Tourism Boards, Hotels, Airlines, Destination Marketing Companies and other suppliers serving leisure as well as business travel and Meetings, Incentives, Conventions, Events (MICE) markets.

Over 15,000 travel trade visitors attended the three-day show along with more than 800 top buyers from travel trade and corporate sectors who had qualified for special hosting privileges.

The presence of four tourism ministers from India and abroad stands testimony to the fact that OTM is the leading travel trade show in the country. Shri Anil Kumarsingh GAYAN, SC, M.P., Hon'ble Minister of Tourism, Government of Mauritius; Derek Hanekom, Hon'ble Minister of Tourism, South Africa; Hon'ble Minister of State of Tourism (Independent Charge) Shri K J Alphons and Shri Satpal Maharaj, Hon'ble Minister for Tourism, Government of Uttarakhand were present during the first two days of the show.

The Tourism Ministers of Mauritius and Uttarakhand inaugurated OTM 2019, in the presence of several other dignitaries including H.E. Panos Kalogeropoulos, Ambassador of Greece; Thoyyib Mohamed, MD, Maldives Tourism and Dr Raden Sigit Witjaksono, Director, Ministry of Tourism, Republic of Indonesia.

K J Alphons, Hon'ble Minister of State for Tourism (Independent Charge) was the Chief Guest on the second day of the show. He took a tour of the show and interacted with various participants. He also launched the Cine Tourism Report, a report on promoting film tourism within India sponsored by OTM and prepared by Ernst & Young.

Alphons remarked, "I am extremely happy to be here at OTM 2019. The report of World Travel and Tourism Council 2018 shows India is at rank 3 in power and performance after China and the United States. The revenue generated from tourism last year was USD 234 billion. We employ 82 million people in the tourism sector. Film Tourism also gives huge potential and I am happy that the Prime Minister has announced a single window system with I&B Ministry and all clearances for all the States would be issued centrally."

Anil Kumarsingh GAYAN, SC, M.P., Minister of Tourism, Government of Mauritius said, "OTM has done a wonderful job in organising this fair. This is a great occasion to showcase not just what India has to offer but also what other participants have to offer. Tourism is a major pillar of the economy. I would like to thank the organisers of OTM for making me the Guest of Honour. I look forward to working very closely with OTM in the years to come." Satpal Maharaj, Minister of Tourism, Government of Uttarakhand said, "It has been a wonderful experience at OTM 2019. We actually get to know what people are promoting and what the visitors want. OTM is the ideal place for inbound and outbound tourism. I congratulate Team OTM and they should do more and better. This is a good opportunity that OTM has provided to understand what is happening in the world and what we should do. I will support and participate in the upcoming OTMs."

Hon. Minister of Tourism, South Africa, Derek Hanekom walked the show on the evening of the first day. He remarked, "This is my first time at OTM and I'm utterly impressed with the quality of the exhibits and I'm quite overwhelmed. I had a great experience at OTM 2019 and you are enticing us to want to be here ourselves. I would like to congratulate Team OTM. Good job!" OTM 2019's Premium Partner Country, Indonesia was very happy to be part of OTM and their entourage of tour operators stood testimony to the fact. Dr. Raden Sigit Witjaksono, Director, Minister of Tourism, Republic of Indonesia said, "India is our main market, ranks 2 after China in tourist arrivals to Indonesia. OTM is one of the mediums that helps us to showcase and promote Indonesia and places beyond Bali. We look forward to have more cooperation from Indian market through OTM. We are happy to participate as the premium partner for OTM 2019."

Besides showcasing their myriad tourist attractions, Indonesia Tourism presented an array of cultural offerings

during the show. Representatives from Indonesia's travel and tourism industry under the umbrella of The Ministry of Tourism, Republic of Indonesia discussed their India-specific tourism promotion plans during OTM 2019. OTM Mumbai has yet again emerged as the largest travel trade show in Asia-Pacific, both in terms of participating sellers and rented area. The show is a gateway to India's 22 million outbound travellers and a billion-strong domestic travel market. It provides travel professionals with an opportunity to showcase their business at one of the largest travel source markets in the world. With the Ministry of Tourism, Government of India by its side, OTM saw active participation from the Ministry in several aspects. The Ministry not only sponsored Hosted Buyers from abroad to visit the show, it also supported the Cine Tourism Workshop on the inaugural day. Country pavilions were set up by Indonesia, Thailand, Greece, Nepal, Taiwan, Korea, Philippines, Maldives, Japan, Macao, Palestine, Tanzania, Cambodia, New Zealand, Egypt, Mauritius, China, Cyprus, Bahrain, Kenya, Romania, Fiji, Botswana, Kazakhstan and several other countries. Among the Indian States, Maharashtra, West Bengal, Goa, Madhya Pradesh, Punjab, Himachal Pradesh, Andaman and Nicobar, Meghalaya, Mizoram, Uttarakhand, Jammu and Kashmir, Gujarat, Odisha, Arunachal Pradesh, Karnataka, Tamil Nadu, Assam, Manipur, Sikkim, Chandigarh, Puducherry, Jharkhand, Lakshadweep, Rajasthan, Andhra Pradesh, Kerala, Haryana, Dadra and Nagar Haveli, Daman and Diu, Nagaland, Tripura and Delhi participated at OTM. Other marquee exhibitors at OTM 2019 include Travel Boutique Online, Bangkok Tourism Division - Bangkok Metropolitan Administration, Ezeego1.Com, Tokyo International Airport, Tokyo Convention & Visitors Bureau, Hotel & Restaurant Association of Bhutan, Trance Holiday and others.



Chengdu International Tourism Expo (CITE 2018)

When: 29 Nov-1 Dec, 2018

Where: City New International Convention & Exhibition Center, Chengdu, China

The 6th Chengdu International Tourism Expo (CITE 2018) was held at Century City New International Convention & Exhibition Center from 29 November to 1 December 2018.

Organised by CEMS, the three-day exhibition was graced by the presence of Ms Duoyang Namu, Mr He Yu Dong, Deputy Director General of Chengdu Municipal Bureau of Expositions and Mr Chai Yan Zhu, Executive Vice-President and Secretary General of Sichuan Tourism Association, Mr Steven Pang, Consul General of the Republic of Singapore as well as other industry luminaries and experts. In total, the exhibition showcased tourism products and services from 349 exhibitors from 30 countries and regions over the 10,000 square metres floor space. The show also received 348 hosted buyers, 4,100 trade visitors and 20,000 public visitors over the three days.

One of the major highlights was CITE 2018 was the participation of the European Tourism Association (ETOA), who presented on “The Lure of Romantic Europe for Chinese Visitors” and the European Spas Association (ESPA) as part of the just concluded EU-China Tourism Year, aimed at increasing the number

of Chinese tourists visiting Europe.

Another major highlight was the debut of Ho Chi Minh City Department of Tourism (Vietnam) which promoted itself under the theme “Ho Chi Minh City – A Whole Vietnam”. With a colourful and vibrant pavilion, the Vietnamese tourism authorities conducted a press conference in the room packed with journalists from local and international media, giving them maximum media exposure beside setting the stage right for their travel agents to form strategic partnerships with China's travel agencies to offer enchanting romantic experiences for the Chinese travellers.

With the aim to bring exhibitors and buyers together for mutually-beneficial business collaborations, the organisers matched over 300 hosted buyers with the exhibitors over a series of B2B networking sessions and luncheon.

“Our enthusiastic exhibitors were excited to be able to offer our hosted buyers and trade visitors, a huge diverse tourism-related products and services portfolio, enchanting and exotic destinations. Together with my dedicated and dynamic team,

Together with my dedicated and dynamic team, we aim to continue driving critical communications and foster greater collaboration between our valued exhibitors and hosted buyers to meet the unique needs of the ever-growing Chinese travellers," commented Edward Liu, Group Managing Director of CEMS.

The three-day exhibition received overwhelming positive feedback from the international exhibitors and hosted buyers. The Chengdu International Tourism Expo will return for the seventh run at Century City New International Convention & Exhibition Center, from 28 till 30 November 2019.





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