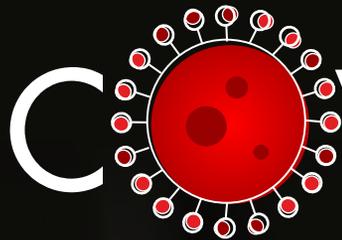


Travel AND Tour™

Volume:13, Issue: July 2021

W O R L D

Special Feature



COVID-19 VACCINE

PASSPORT & INTERNATIONAL TRAVEL



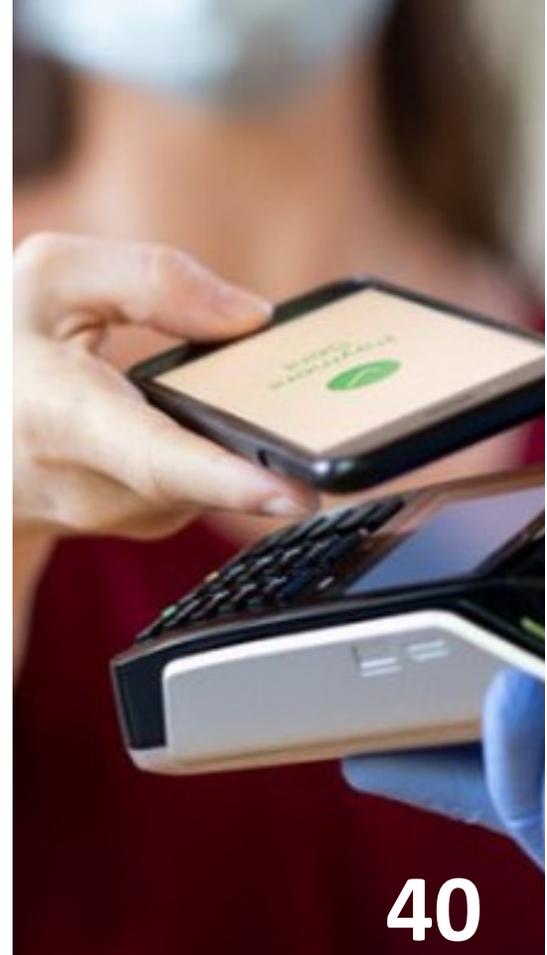


05- Meetings Point: Ireland, the capital of Dublin is also the economic centre of the country. The city is home to incredible meeting venues and convention hotels and is a world-class destination for conferences, meetings and other MICE events.

11-Travel Association: In an exclusive with Travel and Tour World, **Robyn Woodhead, new Chair of the International Association of Antarctica Tour Operators (IAATO)** shares about her latest responsibility, challenges faced by IAATO during the COVID-19 pandemic and the way forward.

15- Special Feature: Amid the constant battle with COVID-19 pandemic, vaccination has become the ultimate requirement for countries opening for tourists. Governments have started introducing **COVID-19 vaccination passports**. Read on to know how vaccine passports will help facilitate international travel.

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Dear Readers,

It has been more than a year that the world is dealing with the COVID-19 pandemic. The travel and tourism industry was harshly affected due to the pandemic. However, with the recent vaccine rollout across the globe, more destinations are opening up for tourists. Therefore, our Special Feature covers several details about COVID-19 vaccination passport and its role in international travel. Similarly, our Travel Tendency features European countries now open for vaccinated travellers.

In this issue, we have also highlighted Ireland in Meetings Point, a world-class destination for meetings, conferences and other MICE events. Our Destination Diary sheds light on Berlin, the capital and largest city of Germany and talks about its new tourist attractions. In this edition, we also take a look at some of the most magnificent gardens in the world in Cover Story. Lastly, Tech It highlights how contactless technology plays a significant role in reviving the tourism sector.

Also read our Travel Association to witness an exclusive interview with Robyn Woodhead, new Chair of the International Association of Antarctica Tour Operators (IAATO) as she talks about her latest responsibility and challenges faced by IAATO during the pandemic.

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A City with a Difference

DUBLIN

IRELAND



The capital and largest city of Ireland, Dublin is situated in the east coast within the province of Leinster. The city is rich in history, arts, culture, education and administration. It is also the economic centre of Ireland and has been marked as an **“Alpha Minus”** Global City by the Globalization and World Cities Research Network, making it one of the top 30 cities in the world.

With its incredible conference venues, convention hotels, accommodation facilities and tourist attractions, Dublin is considered a world-class destination for meetings, conferences, exhibitions and other MICE events.

The Convention Centre Dublin

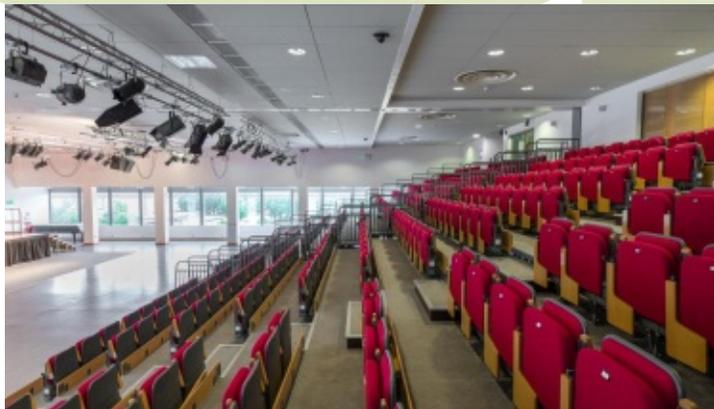
Located at the heart of Ireland's capital city, The Convention Centre Dublin is one of the finest conference venues in Ireland. The world-class conference centre is located just 15 minutes from the airport in Dublin's Docklands. The venue is perfectly positioned to attract the international business tourism market in the city. The centre offers 22 multi-functional event rooms, 4,500 sq. m. of exhibition space and a 2,000 seat auditorium. It also consists of other large and small halls and intimate boardrooms and meeting rooms. In addition, it has six spacious foyer areas. The centre offers banqueting facilities for nearly 3000 individuals and can also accommodate around 3000 guests in the Forum, the largest hall in the venue. The centre is ideal for conventions, conferences, exhibitions, meetings, trade shows and all other business events.

**BEST
MEETINGS
VENUES**



Croke Park Convention Centre

The Croke Park Convention Centre is one of the most unique, sustainable and flexible meeting and event venues in the world. The centre is ideal for hosting conferences, meetings, exhibitions, team-building activities and similar other corporate gatherings and MICE events. The centre organises live, virtual as well as hybrid events. It is conveniently located just 5 minutes from the city centre and 15 minutes from the Dublin International Airport. The centre contains 100 meeting rooms and eight large suits that can cater to anything from a small meeting for a group of 10 to a gathering of up to 5,000 individuals. All spaces in the centre are flexible and can be customised according to the organiser's requirements.



Griffith Conference Centre

Situated inside the Griffith College, the Griffith Conference Centre is an ideal venue to host conferences, meetings, exhibitions, seminar, presentations and other MICE events. It offers spacious auditorium and exhibition space. The auditorium offers 612 sq. m. of event space and can hold up to 561 people in theatre setting. The centre also comes with three suites, four meeting rooms and a separate corporate training suite. The venue is fitted with the latest technology and the rooms can be broken down to fit the organiser's needs. The centre is located just 15 minutes from city centre and can be easily accessed by car or public transport.

Citywest Hotel & Convention Centre

Located in the Dublin City Centre, Citywest Hotel offers one of the most luxurious and stylish accommodations in Dublin. Besides fine staying options, the hotel is also home to the Citywest Convention Centre. The centre has the capacity to welcome up to 4,100 delegates and is ideal for large and small conventions, conferences, meetings, exhibitions, seminars and similar business events. The centre is famous for hosting some of the largest and most prestigious events in Ireland, with regular international competitions, shows and exhibitions.



TOP
CONVENTION
HOTELS

The Alex Hotel

The Alex Hotel is the perfect choice for all business and corporate travellers due to premium accommodation facilities and versatile meeting spaces. The stylish and flexible event spaces at the hotel range from 52 sq.m. to 395 sq.m. and can accommodate any size of gathering from 10 to 400 guests. The hotel can host anything from large-scale conferences and meetings to seminars, exhibitions, small corporate gatherings and other business events. All meeting rooms are versatile and fully equipped with the most up-to-date technology to ensure ease of business during an event. Located in the heart of Dublin City Centre just off Merrion Square, the Alex is within walking distance of the capital's top landmarks, business districts and shopping streets.

The Westin Dublin

The Westin Dublin is a five-star luxury hotel positioned in a unique location overlooking Trinity College and Dublin City with shopping, entertainment and many attractions on our doorstep. The hotel delivers five-star hospitality and amazing meeting facility. The hotel features 7,373 sq. ft. of total event space divided into eight event rooms. It is ideal for hosting corporate events like meetings and conferences as well as social events like receptions and banquets. The hotel's Banking Hall is the city's leading destination which boasts its own grand private entrance on College Street. The hall has been designed to cater to conferences for up to 270 delegates, gala banquets for up to 200 guests, and receptions for up to 350 guests. The meeting spaces consist of executive boardrooms to capacities of 350 delegates.



The Mezzanine meeting suite offers delegates four adjacent meeting spaces, each named in honour of historic coins, paying tribute to the history of the building, all with natural daylight, premium facilities and signature Westin touches. The hotel also has its own detail-oriented, seasoned meeting & events specialists who can assist with every detail and ensure a faultless MICE experience for every delegate.

Besides some of the finest meetings facilities, Dublin is also home to several remarkable tourists attractions.

Pay a visit to the **Guinness Storehouse**, the most popular tourist venue in Dublin. The seven-story brewery provides the history and production process of the world-famous Irish beer.

Take a guided tour of the **Dublin Castle** to explore the history of the British rule in the country. Considered to be another major tourist attraction in the city, the castle is home to the Chapel Royal, the Chester Beatty Library, the Garda Museum and the Revenue Museum, among others.

Also visit the **Kilmainham Gaol** to witness Ireland's journey towards independence. The venue can only be visited with the help of guided tours. Tourists can even visit the Irish National War Memorial Gardens as a part of this tour. Enjoy a day out in **Phoenix Park** and **Dublin Zoo**, another popular tourist attraction in the city. Experience a close encounter with nature and wildlife and see fine conservation.

PLACES TO SEE BEYOND WORK



In an exclusive with Travel and Tour World, **Robyn Woodhead, new Chair of the International Association of Antarctica Tour Operators (IAATO)** shares about her latest responsibility, challenges faced by IAATO during the COVID-19 pandemic and the way forward.



Travel and Tour World: How do you feel about taking up the role of the Chair of Executive Committee at IAATO?

Robyn Woodhead: It is a great privilege and an honour to be able to serve IAATO in the role as Chair of the Executive Committee and indeed to try to give something back to the place that has given me so much joy, Antarctica.



Travel and Tour World: Can you share some of IAATO's upcoming goals and objectives for the remaining of the year?

Robyn Woodhead: IAATO is continually focused on its core mandate to support safe and environmentally responsible tourism to the Antarctic. In 2021, we are excited to celebrate 30 years of IAATO and are using this milestone to look back at the many incredible achievements we have made as a community of competitors who set aside

our differences for the good of Antarctica's continued conservation. We are also looking forward to how we can continually improve. Some of our short-term priorities are, of course, around COVID-19. Our priority has always been to safeguard Antarctica from COVID-19. We will emerge from this global pandemic with more robust guidelines, protocols, shared learning, and agreed measures in place so that Antarctica remains pristine and a safe place to operate for our membership and in turn, a safe place for guests to visit and return as ambassadors for its future protection.

In our most recent annual meeting in May, we agreed on improving our already comprehensive biosecurity and decontamination guidelines to prevent non-native species getting to Antarctica. We plan to further strengthen and empower our committees and working groups to find practical solutions for current gateway and operational challenges. For example, we created two new committees, one for accelerating our industry's commitment to climate change and the other for deep field and air operations. We also created a new working group relating specifically to submersibles. Along with our stakeholder community, we are the experts within our polar industry. Working with our valued stakeholders we continually and consistently evolve our materials and support for our membership as we move into the next 30 years, where we will emerge from Covid, and continue planning for the tourism growth identified prior to the pandemic.

Travel and Tour World: Did the IAATO face any challenges due to the coronavirus pandemic? How did the organization overcome those challenges?

Robyn Woodhead: Every single travel company globally faced challenges due to coronavirus. Antarctic operators felt that pressure acutely as we operate in such a remote and pristine environment. As an industry, IAATO was extremely mindful of keeping Covid out of Antarctica, and of being responsible and safe in all we do. As a great example of our membership's commitment, soon after the global pandemic emerged in our world, we set up a Covid Advisory Group, working with our own operators and relevant gateways and experts, to keep our membership informed of the constantly evolving restrictions, regulations, vaccine roll-out, and emerging 'covid-safe' practices and procedures. We have held a number of meetings over the course of the past year, our most recent one being on the June 1, to discuss coronavirus and safe operations to establish topics and possible protocols around which IAATO as an organisation can unite, particularly with regards to vaccinations and testing. It's all about being a collaborative community both in times of global crisis as well as times of growth.

Travel and Tour World: What does the future of tourism look like in the Antarctic, especially in the post-pandemic world?

Robyn Woodhead: That's a good question. Our focus right now, is to work alongside our membership and trusted stakeholders to overcome

this pandemic together, with robust protocols to ensure guests can safely and responsibly visit Antarctica again. It requires a lot of hard work in an ever-changing landscape and being a united voice for our industry. Once we can achieve this and I have every confidence we will do so, our next challenge is going to be preparing for the expected industry growth we were seeing prior to the pandemic. We are currently working on preparing our databases and systems to ensure we can support that growth in a responsible way in line with our long-held mission and values. IAATO serves as a resource for our members, and we strive to self-manage. This is a unique responsibility, so we need to ensure we do the right thing for the sake of this place we are all so passionate about, so that we can conserve the natural beauty of the region and create a corps of Antarctic Ambassadors for its future protection.

Travel and Tour World: Can you share something about the latest IAATO Antarctic Fellowship Initiative? Will it contribute towards responsible tourism in any way?

Robyn Woodhead: Yes! In 2019, IAATO and the Council of Managers of National Antarctic Programs (COMNAP) launched our first joint Antarctic Fellowship Program with the aims to continue supporting and strengthening the links between tourism and research. Our inaugural Fellows, Martina Mascioni and Daniela Cajiao have been developing their research on the western Antarctic Peninsula with the support of our operators.

Martina's research focuses on Antarctic phytoplankton, the microscopic organisms eaten by Antarctic krill which are the baseline of the marine Antarctic food web. Martina's study is essential to record the biodiversity of western Antarctic Peninsula coastal areas and to better understand how these environments work to predict future changes in the ecosystem due to global warming. Daniela's research focuses on understanding how different aspects of the visitor experience can influence environmental attitudes, behaviour, and awareness among tourists.

Our 2020 fellowship recipient, Miguel Gonzalez Pleiter, has been furthering the understanding of the potential consequences of microplastic introduction to the Antarctic Environment. He has been particularly focused on Antarctic freshwater to understand their role in potentially spreading antibiotic resistance genes in pristine ecosystems. These are all very important and relevant studies as I'm sure you'll agree. The applications for this year's fellowships closed on May 31, but talented early-career scientists and researchers can find out more about the IAATO Antarctic Fellowship on our website iaato.org and apply for next year's opportunity.

Travel and Tour World: Lastly, is there anything you are mainly looking forward to after taking up the new role in the organization?

Robyn Woodhead: Getting stuck in. I am excited to continue to support the important work of secretariat of IAATO alongside my fellow Executive

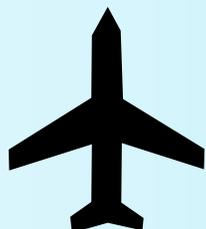
Committee (EC) members. I am also looking forward to working with the new members on the EC, former Finance Committee Chair, Steve Wellmeier, and John McKeon, former Membership Committee Chair. With all new beginnings comes endings, I would like to take this opportunity to thank the outgoing Chair of the EC, Mark an der Hulst Of Oceanwide Expeditions, who has been an excellent and dedicated Chair. I am looking forward to trying to balance both serving and listening to the needs of our membership and wider stakeholder community with doing what's right for the future of Antarctic conservation.

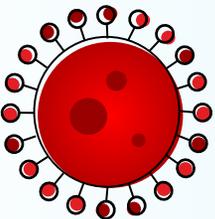


The COVID-19 pandemic has largely affected the global travel and tourism industry ever since its peak in March 2020. The deadly coronavirus continues to take the world by storm even after more than a year of struggle. COVID-19 related lockdowns and restrictions have heavily disrupted economies around the world. Therefore, in a bid to boost the economic recovery, several countries around the world have started to consider reopening their borders in order to welcome back tourists.

The travel and tourism industry contributes largely to the global economy. Therefore, numerous destinations are now planning to restart their economy after a year of heavy financial loss by reopening the tourism sector. Almost every country across the globe has embraced new rules and regulations for a safe reopening of the travel and tourism industry. However, it was the latest rollout of the COVID-19 vaccination that has largely contributed towards the reopening of global travel. Most countries have started welcoming back vaccinated tourists.

Majority of destinations require negative COVID-19 test result from travellers to grant them entry. But with the newest vaccination drive, many countries now also require proof of vaccination on arrival. Governments around the world have started working on COVID-19 vaccination passports to help restart international travel. Travellers will likely require to use their smartphones to show digital vaccination certificates that would serve as their proof of vaccination and allow them to travel freely across borders. Let us take a look at how vaccination passports will work towards facilitating global travel.



C  **VID-19 VACCINE**
PASSPORT & INTERNATIONAL TRAVEL

Official Records

The user's official and approved digital immunisation record is the main part of a vaccination passport. One of the first countries to launch the digital COVID-19 passport was Bahrain. This followed shortly after the World Health Organisation did a digital vaccine certificate trial in Estonia in October 2020. The U.K. recently updated its NHS app to allow fully vaccinated individuals to showcase their vaccination record while travelling abroad. Meanwhile, the EU has also started working towards its digital vaccination certificate that will even show COVID-19 test results and recovery report.

This will allow EU residents to travel across 30 European countries once again. Similarly, Japan and China have also decided to introduce their own digital vaccine passports to facilitate cross border travel. Israel has started issuing a “Green Pass” for vaccinated travellers to allow them entry in venues like theatres and malls among others. On the other hand, U.S. citizens are being provided a handwritten “COVID-19 Vaccination Record Card” by the Centres for Disease Control and Prevention (CDC.) However, the U.S. government has not yet authorised a general digital proof of vaccination for Americans. Most U.S. states are planning to introduce some form of their own digital proof like the “Excelsior Pass” in New York.

A Common Platform

It is likely that most users would need a common platform through which they can put the vaccination

passport to use. Besides digitisation of vaccination certificates and COVID testing results, travellers will require an application that can be used on smartphones to securely store the vaccine certificates. Travellers can then use the app to seamlessly share the certificate with officials as and when required. IATA's Travel Pass is already being used by travellers across several airlines that have signed with the organisation. A non-profit CommonPass has also been introduced for the other group of airlines that have not undertaken IATA's initiative. So far, these apps are only used to verify COVID-19 test results. Therefore, an integration to include the vaccine certification can also be expected. This will make it easy for users to verify their vaccine status during online check-in.



Authentication

Almost every country that has reopened for travellers now requires proof of negative COVID-19 test result on arrival. However, with several cases of fraud COVID results, authentication has been a major concern recently. USA's handwritten "COVID-19 Vaccination Record Card" has already made it to the news due to cases of forgery. Developers are of the opinion that a digital certificate would be more authentic as it will be difficult to tamper with the digital records.



Privacy and Security

Like similar previous initiatives, privacy and security associated with vaccination certificates has been a matter of concern among users. Discussions about security threat and breach of privacy are already rife online. However, developers opine that phone should have minimal personal data and encryption keys are the only reliable source of transmissible data that allow secure exchange of information. They have already mentioned that vaccine passports will not likely raise any additional privacy concerns as users are only required to put in place a "yes" or "no" credential status. s.



The Exceptions

It is also a matter of concern that there will certainly be a group of people who would not have the chance to get the vaccination passport. There exists a relatively small group who cannot take the COVID-19 vaccination due to other health concerns. Therefore, authorities should work towards introducing a form of passport that can be used by such individuals to state their concern so that they are not barred from regular travel-related activities. As for people who do not have smartphones or families that do not have a separate device for each member, IATA and EU officials have reportedly started to work towards introducing certain solutions.

Face to Face



Yamina Sofo



Ralf Ostendorf



In an exclusive interview with Travel And Tour World, **Yamina Sofo, Director Sales & Marketing, German National Tourist Office Gulf Countries (GNTO) & Ralf Ostendorf, Director Market Management - Market & Media Relations Asia, Australia, Middle East, visitBerlin** share their experience how they are promoting Berlin in this post COVID-19 world. They also discussed how VisitBerlin and German Tourism Board are working together to boost the MICE and leisure tourism in the city and the country as well.

Travel And Tour World: What are the new attractions Berlin offers to the global tourists? Please elaborate us.

Ralf Ostendorf: Berlin has many attractions to offer. But some of the newest additions we have to attract global tourists. This year Berlin has realised a number of landmark projects. In the reconstructed City Palace, the prestigious **Humboldt Forum** is now open, creating a new cultural centre and a forum for art, culture, science, and education. This summer, one of Berlin's leading art addresses are reopening – the **Neue Nationalgalerie** at the Kulturforum.

Architecturally complementing the modern city centre around **Potsdamer Platz**, this renowned gallery is showing major twentieth-century art from Cubism and Surrealism to American colour field painting.

Berlin has more to offer than its new cultural city centre. From there, many paths lead to the outskirts and a stunning array of green spaces, beautiful parks, gardens, forests, and bathing lakes. In the many varied neighbourhoods of Berlin's 12 boroughs, you can discover a wealth of architectural and cultural treasures, including 440 galleries, 180 museums, and no less than three UNESCO World Heritage Sites. Berlin is packed with exciting experiences for all ages and one of the most family-friendly cities in Europe. Berlin offers so much to enjoy – including over 1,850 playgrounds, Germany's largest trampoline hall, Europe's most modern planetarium, and the zoo with the most species anywhere in the world!

In Berlin, there is always space to grow. The city's mix of open spaces and ambitious plans, creative minds, scientific innovation, and business-minded entrepreneurship is simply perfect to nourish and realise new ideas. So in the years to come, you may still find cranes and construction sites in the cityscape as signs of Berlin busily working on some exciting new project. Yet this only underlines the intriguing nature of this ever-changing city, always ready to reinvent itself and shape the future for generations to come.



Image Credit: Generic Picture Germany - Neuschwanstein Castle



Image Credit: Tempelhofer_Feld_c_visitBerlin_Foto_Dagmar_Schwelle

Travel And Tour World: What are the challenges Berlin and the Germany as well face due to escalation of COVID-19?

Yamina Sofu: The challenges are basically the same like in other parts of the world. Besides organising vaccinations and constantly reminding people about necessary safety measures it is about preparing the re-start of the economy after the lockdown ends, especially of course in our tourism industry. We are on a good way to get back on track, but it is a global challenge.

Travel And Tour World: What are the steps Visit Berlin and GNT0 have taken to revive?

Ralf Ostendorf : visitBerlin has been doing various online activities since the pandemic began to keep the media and travel industry informed about new developments in Berlin and tell inspiring stories for future travel planning. With the support of our city government we also ran a couple of motivating B2C campaigns with focus on the domestic market as a result of global travel restrictions. With the re-opening of Berlin in a few days and the pleasure of being able to welcome guests again in our hotels we are now speeding up promotional activities in European countries.

Other than these, a major public transport project has also been completed. The U5 metro line in the heart of Berlin now has a new section connecting Berlin's many cultural attractions between Alexanderplatz and the Brandenburg Gate. With three new stations, the line offers a convenient

and exciting way to experience the city.

The new international Berlin airport (BER) is also now open, a positive signal for improved international connections at a difficult time for the tourism and congress industry. As a modern hub for air traffic, the BER will connect Berlin in future with all Europe's main hub airports. With an initial capacity of around 40 million passengers per year, the BER will greatly benefit Berlin once the corona pandemic is over.

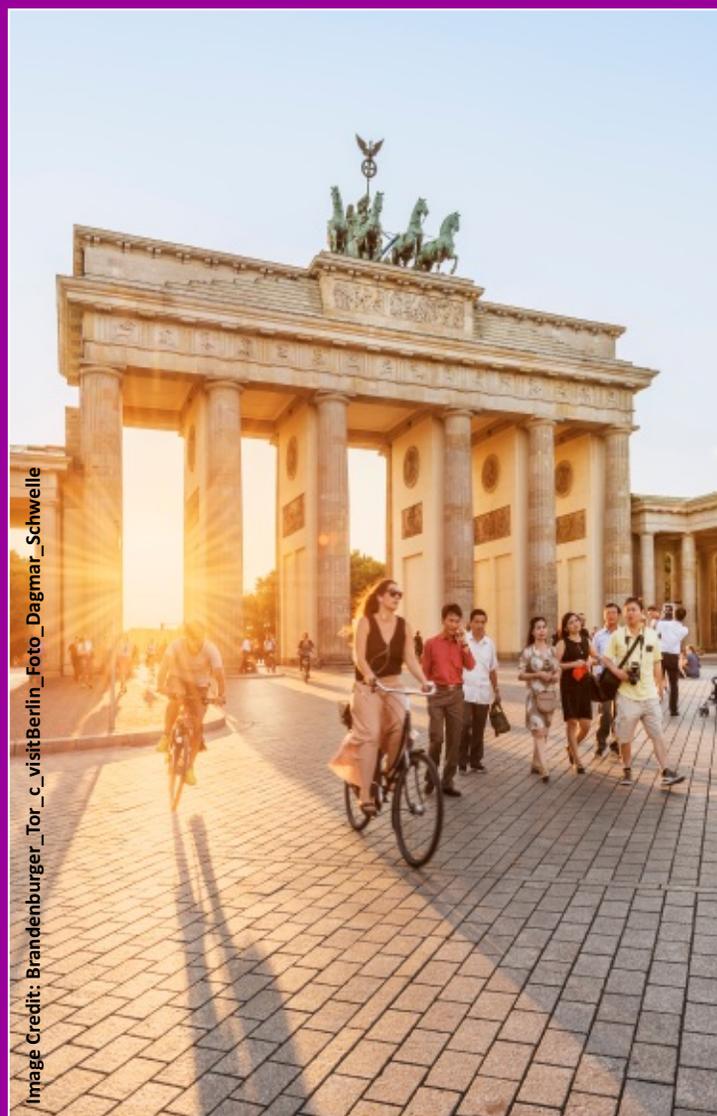


Image Credit: Brandenburg_Tor_c_visitBerlin_Foto_Dagmar_Schwelle

Travel And Tour World: Do you receive any government help to boost tourism and event industry?

Yamina Sofo: Yes, the federal and also local government has done a lot to help tourism and MICE industry. visitBerlin works very closely with the city government in implementing promotional campaigns.

Travel And Tour World: What are the marketing strategies you have taken to boost both MICE and leisure tourism?

Yamina Sofo: There are various measure have been taken including online seminars, monetary support for event organisers that plan events in Berlin, implementing reliable hygiene systems to promote Berlin as a safe travel destination with high end professional service partners.

Travel And Tour World: What are the safety protocols you have taken to fight against COVID-19? Please mention the rules and regulations that a traveller need to maintain.

Ralf Ostendorf : Berlin is happy to welcome you and your impressive events. The city government has worked together with stakeholders to develop a joint approach to provide solutions for responsible events and ensure your participants can visit Berlin safely. Limits on numbers at events in Berlin

From 18 June 2021 - 11 July 2021: a maximum of 250 people // indoors

From 18 June 2021 - 11 July 2021: a maximum of 1,000 people // outdoors

Extended limits on numbers with mechanical ventilation

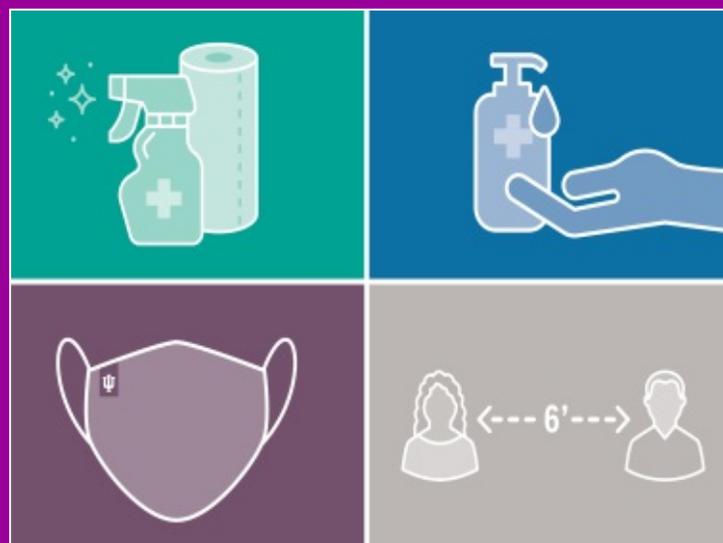
From 18 June 2021 - 11 July 2021: a maximum of 1,000 people // indoors

Mandatory testing for events

From 18 June 2021 - 11 July 2021: From 21 people // indoors

From 18 June 2021 - 11 July 2021: From 251 people // outdoors

Our priority is to ensure the health and safety of your event participants. To assist you in planning your event, visitBerlin Convention Partner in cooperation with visitBerlin has drafted comprehensive COVID-19 guidelines for safe events in Berlin. The Hygiene Framework Concept has been agreed with the Senate Department for Economic Affairs, Energy and Public Enterprises as well as the Senate Department for Health, Care and Gender Equality and is officially approved.



Travel And Tour World: In post COVID-19 time, do you encourage local tourism? If so, what are the destinations?

Ralf Ostendorf : visitBerlin encourages local tourism through a special “Going Local” programme including a mobile application that helps DIY discoveries of the various Berlin districts .

Travel And Tour World: German National Tourist Board (GNTB) participated at Arabian Travel Market (ATM) this year. What are the objectives behind this participation?

Yamina Sofu: The German National Tourist Board's (GNTB) is geared up to further focus on the GCC with its participation at this year's Arabian Travel Market, took place 16-19 May at Dubai World Trade Centre, supported by a delegation of six German partners. GNTB's participation at ATM looked to dually reinforce the country's recent efforts to provide a safe travel experience and further position Germany as a leading cultural and sustainable destination. The deep cultural and economic ties between Germany and the GCC have seen travellers from across the region explore the country's offering year after year, and while the recent pandemic has stalled travel plans, regional travellers' appetite to visit Germany's cultural sites, national parks and urban destinations remains unabated.

Travel And Tour World: What are you promoting in Arabian Travel Market (ATM)?

Yamina Sofu: Arabian Travel Mart is an ideal

platform to communicate and engage with our wider stakeholders in person, as well as strengthen crucial relationships with trade partners and media visiting the region's leading industry-specific exhibition. The campaign aims to inspire travellers to journey off the beaten track when exploring Germany this summer to discover the special flair of German cities and the people who live in them. Visitors are encouraged to experience the country's traditional professions and the people who are redefining their centuries-old craft, as well as its green oasis in nature.

Renowned for its outdoor spaces and sustainability, Germany is also showcasing regional culinary delicacies through the German.Local.Culture. campaign. Potential vacationers can find travel information in four different subject areas: Craft (German customs and traditional craftsmanship), Taste (handmade enjoyment and regional cuisine), Flair (centuries-old culture), and Green (pure nature and green sustainability).



Image Credit: Generic Picture Germany - Black Forest



Rediscovering Berlin

City's New Tourist Attractions

Berlin has over 6000 years of cultural heritage with most trendy neighbourhoods and a start-up culture. Now with a population of nearly four million, Berlin is as varied as its residents. This is a city with something new to discover in every corner. This German capital city offers variant and luxurious space for free spirits and is a enthralling mix of heritage and innovation. It was once a divided city and has constantly reinvented itself. Berlin is all set to discover a future witnessed by no other city.

City for Exciting Experience

Berlin has more to offer than its new cultural city centre. From the city centre, many paths lead to the outskirts and a stunning array of green spaces, beautiful parks, gardens, forests, and bathing lakes. In the neighborhoods of Berlin's 12 boroughs, you can discover a wealth of architectural and cultural treasures, including 440 galleries, 180 museums and no less than three UNESCO World Heritage Sites.

Berlin allures tourists with exciting experiences for all ages. This city is one of the most family-friendly cities in Europe. Berlin offers so much to enjoy – including over 1,850 playgrounds, Germany's largest trampoline hall, Europe's most modern planetarium and a zoo with the most varied species anywhere in the world!

TOURIST DELIGHTS

Humboldt Forum : Humboldt Forum is a museum of non-European art on the Museum Island, Berlin. Named in honour of the Prussian scholars, Wilhelm and Alexander von Humboldt, it combines the rebuilt baroque façades of the former Royal Palace and the modern interior designed by Franco Stella.

Neue Nationalgalerie at the Kulturforum : Neue Nationalgalerie at the Kulturforum is a museum for modern art in Berlin, with its main focus on the early 20th century. It is part of the National Gallery of the Berlin State Museums. The museum building and its sculpture gardens were designed by Ludwig Mies van der Rohe and it was opened in 1968.



German Spy Museum: German Spy Museum in Berlin gives a unique insight into the gloom of espionage right where the Wall once divided the city. The visitors are welcome to use the most recent multimedia-based technology to detect the bizarre and sneaky methods of agents and secret services.

Potsdamer Platz : Potsdamer Platz is the most striking example of urban renewal that turned Berlin into the "New Berlin" in the 1990s although it is not typically a square. The area today consists of three developments known as the Daimler City (1998), the Sony Centre (2000) and the Beisheim Centre (2004), which literally transformed the dormant wasteland where the Berlin Wall stood between east and west Berlin until 1989.

Transportation: The U5 metro line in the heart of Berlin now has a new section connecting Berlin's many cultural attractions between Alexanderplatz and the Brandenburg Gate. With three new stations, the line offers a convenient and exciting way to experience the city.

The new international Berlin airport (BER) is also now open, a positive signal for improved international connections at a time that's so challenging for tourism and congress industry. As a modern hub for air traffic, the BER will connect Berlin in future with all Europe's main hub airports.



China chalks out new 5-yr plan to boost culture, tourism

China's Ministry of Culture and Tourism has released the 14th five-year plan for the development of various sectors, laying out the overall requirements, development goals, major tasks and measures for the 2021-2025 period. The plan sets out the major tasks of developing culture and tourism, including advancing social civility; establishing artistic creation systems for a new era; improving the protection, inheritance and utility of cultural heritage; and enhancing the modern tourism system. The Ministry will continue to upgrade the structure of the cultural industry and promote the employment of new technologies and digitisation.



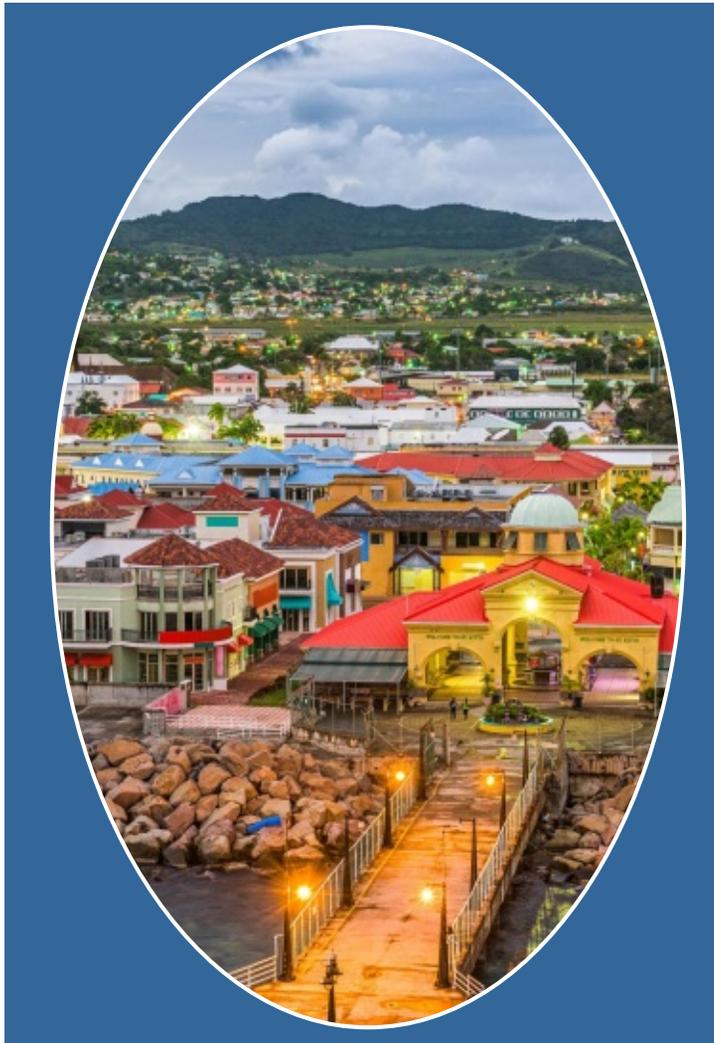
Azerbaijan re-writes its domestic tourism strategy

In a usual year, domestic tourism accounts for 54 percent of the overall travel economy for Azerbaijan. When coronavirus hit the country, the international borders were closed, for inbound travelers, domestic tourism became crucial like never before.

Azerbaijan Tourism Board in 2020 introduced the new campaign, “Macera Yaxındadır” — translating to “Adventure is Near”. It tried to give confidence to the Azerbaijanis to discover the rich and diverse offerings of their country, from the prehistoric petroglyphs of Gobustan and the Sheki Khans' Palace, to hiking in the Caucasus Mountains and the ever-burning patches of Yanardag.

St. Kitts and Nevis open its border to vaccinated travellers

St. Kitts and Nevis has changed its entry guidelines for travelers. Now the country allow only fully vaccinated travelers, effective May 29, according to Prime Minister Timothy Harris . There is no timeline as to how long this regulation will be in effect. The country changed its entry regulations due to a cluster of 16 cases of Covid-19. The first case was reported on May 19 and involved a national with no travel history. A curfew from 11 p.m. to 5 a.m. daily took effect on May 25 for 14 days.



Radisson Blu Hotel, Bucharest unveils remarkable transformation

Radisson Blu Hotel, Bucharest's extensive transformation includes a brand-new redesigned lobby and a revamped inner garden with a dedicated dining and pool area, welcoming guests to a completely new, elegant, and sophisticated ambiance inspiring unforgettable experiences with every stay. The new arrival concept offers guests increased indoor and outdoor premium seating, a welcoming lobby bar, a blossoming garden, a relaxing pool area, and new, state-of-the-art indoor and outdoor bars to create the perfect private dining and special events. Other new key characteristics of the hotel include five on-site restaurants, three bars, an indoor and outdoor pool, as well as eleven high-quality meeting spaces suitable for up to 650 guests in reception-style.

Gardens are one of nature's best creations. It stands as the personal canvas of the universe coloured with a palette of natural green trees and vibrant blooming flowers. The world is home to numerous such gardens that also serve as one of the most popular places of tourist interest today. Besides attracting tourists, some gardens are important places of flora and fauna conservation. Read on this article to know about some of the most magnificent gardens in the world.

*World's
Most
Magnificent
Gardens*

Claude Monet's Garden

(GIVERNY, FRANCE)

Considered to be one of the finest gardens in the world, Claude Monet's Garden is located in the Giverny commune of France. Designed by the renowned French impressionist painter Claude Monet, this garden presents a grand view with trees and flowers. The garden is divided into two parts, a flower garden known as Clos Normand and a Japanese-style water garden. The vibrant garden with its climbing roses, water lilies, wisteria, pond and bridges also inspired many of Monet's famous paintings.



Keukenhof Gardens

(LISSE, NETHERLANDS)

Another most popular garden, the Keukenhof Gardens is also one of the largest flower gardens in the world. Also known as "The Garden of Europe," the venue is home to numerous varieties of tulips, daffodils, hyacinths and lilies. Opened back in 1950, the park covers an area of 31 hectares. Each year nearly 7 million tulip bulbs are planted in the garden. The garden is mostly open during March-May every year as it is the best time to see the flowers in full bloom. The garden has numerous sculptures and artwork and also hosts the world's largest lily show.



(PATTAYA, THAILAND)

One of the most popular gardens in Asia, the Nong Nooch Tropical Botanical Garden is situated in Pattaya, Thailand. The garden spreads across 500 acres of land and is one of the major tourist attractions in the country. It features the largest number of flowering plants in the country with more than 600 local species including palms, bonsais, orchids, ferns, cactuses, among others. The garden also boasts the largest variety of palm trees and is home to the endangered cycad plants. In fact, the garden has its own Cycad Gene Bank and acts a major scientific centre dedicated to cycads conservations. *The garden also works as a theme park and allows visitors to enjoy bicycle rides, elephant rides and even boat paddling.*

Nong Nooch Tropical Botanical Garden



Villa D'Este

(TIVOLI, ITALY)



One of the most unique gardens in the world, the Villa D'Este gardens is situated within the 16th century mansion Villa D'Este near Tivoli. The garden is an ideal example of Italian Renaissance and has been marked as an UNESCO World Heritage Site. The garden is home to nearly 500 fountains.. The most popular landmark of the garden is The Organ Fountain, a fountain-turned-water device that produces trumpet like music and plays Renaissance music. The terraced garden also features baroque-style architecture with sculptures accompanying every water body.

Kew Royal Botanic Gardens

(LONDON, UK)

Stretching across 326 acres of land, the Kew Royal Botanic Gardens is located in Southwest London. The garden has the largest mycological and botanical collection in the world. Established back in 1840, the garden is home to nearly 50,000 species of living plants as well as seeds and fungi. It consists of a herbarium with more than 8 million preserved plant and fungi specimens, which is also one of the largest in the world. In addition to plants, the garden also has Victorian glasshouses, art galleries and several climatic zones.



Butchart Gardens

(CANADA, BRITISH COLUMBIA)

Marked as the National Historic Site of Canada, the Butchart Gardens is located in Brentwood Bay of British Columbia. Home to nearly 900 species of plants, part of the garden used to be a limestone quarry. The garden was created in 1912 by Jenny Butchart to fill an abandoned pit. It is now recognised as one of the most popular gardens in the world. The garden is divided into a rose garden, an Italian garden and a Japanese garden. It consists of an Italian pond filled with flowers, Japanese maples and more than 2500 rose bushes.



(CAPE TOWN, SOUTH AFRICA)

Kirstenbosch National Botanical Gardens

The Kirstenbosch National Botanical Gardens is regarded as one of the top botanical gardens in the world. Situated at the base of Table Mountain in Cape Town, the garden spreads across 1,300 acres of land. The garden highlights the conservation of a large variety of South African flora and consists of a large conservatory savanna, karoo, fynbos and more than 7000 species of Protea flowers. It is also famous of the Tree Canopy Walkway, a raise bridge placed atop the treetops.



Le Jardin Majorelle

(MARRAKECH, MOROCCO)



Known as one of the top tourist destinations in Morocco, the Le Jardin Marjorelle garden is nothing short of art. Curated by French painter Jacques Majorelle, the garden was created over a span of 40 years. The garden has been named after the deep cobalt blue colours of its buildings, known as **“Majorelle Blue”**. Besides the striking blue architecture, the garden also comprises of palms, cacti, fountains as well as a Berber Museum. Around 1980, the garden was bought and renovated by French fashion designer, Yves Saint Laurent. Hence, it is also known as the Yves Saint Laurent Garden.

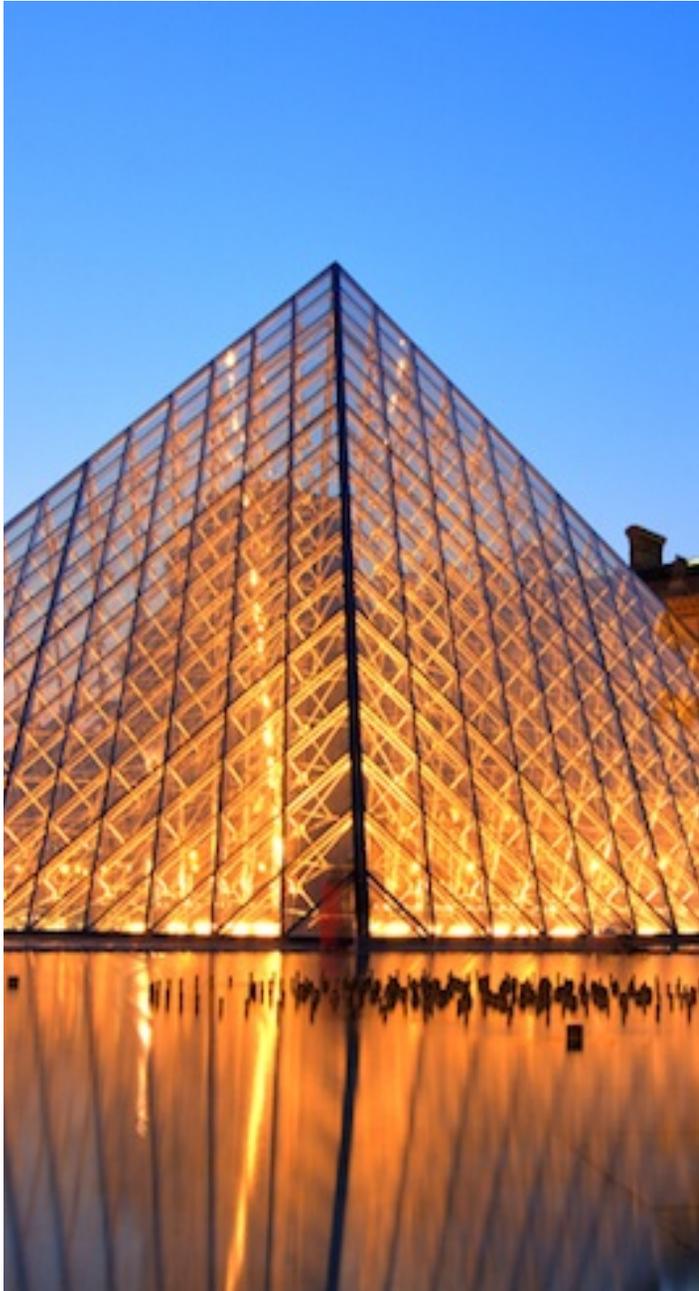
Travel Tendency

Right now, the world is slowly recovering from COVID-19 pandemic post the availability of vaccination. A lot of countries around the world, particularly the countries in Europe, are opening their doors for international tourists flying from other countries.



France

If you are fully vaccinated, then you can come to France. You can enter the country, if you have got one of the four EU-approved vaccines like Pfizer, AstraZeneca, Moderna or Johnson & Johnson. The borders of France have been reopened recently. The vaccinated visitors from outside Europe and a few green countries will still be asked for a negative PCR test no older than 72 hours, or a negative antigen test of no more than 48 hours



Eiffel Tower: The Eiffel Tower is a achievement of ingenuity as much as it is a famous landmark. This structure of 8,000 metallic parts was designed by Gustave Eiffel as a temporary exhibit for the World Fair of 1889.

Louvre Museum: Louvre ranks among the top European collections of fine arts. The collection owes its wealth to the contributions of various kings who lived in the Louvre.

Palace of Versailles : Versailles was designed to show off the glory of the French monarchy. Louis XIV transformed his father's small hunting lodge into an opulent palace with a sumptuous Baroque interior.

Côte d'Azur : The Côte d'Azur extends from Saint-Tropez to Menton near the border with Italy. Côte d'Azur translates to "Coast of Blue," a fitting name to describe the Mediterranean's mesmerizing cerulean waters.

Italy

While Italy is now allowing tourists only from the United States, the tourists need to self-isolate upon arrival for 10 days unless they arrive on the so-called COVID-tested flights. That means passengers are tested before and after the flight and must fill out documents about their whereabouts to facilitate contact tracing if required.



Colosseum: It is a huge amphitheater with a model for sports facilities right up to modern times. Built by Vespasian in AD 72 and enlarged by the addition of a fourth story by his son, Titus, it was a venue for public spectacles and shows - even mock sea battles.

Florence Duomo Santa Maria del Fiore : The Duomo Santa Maria del Fiore dominates the Florence skyline. The cathedral's bell tower stands close beside the cathedral in Piazza del Duomo, covered in the same patterned marble typical of Tuscan Romanesque architecture.

The Grand Canal :A gondola ride through the canals of Venice is a tradition that travellers have been enjoying for centuries. Venice is a city of islands and the canals have long been the city's main streets, connected by a labyrinth of narrow passageways.

Leaning Tower of Pisa: Leaning Tower of Pisa stands on the Piazza dei Miracoli, a setting it shares with the beautiful Romanesque Cathedral of Santa Maria Assunta and a round freestanding baptistery. Each of these features outstanding works of medieval stone carving.

Greece

Greece started opening its doors to visitors from China, United States and Britain. All visitors must provide a vaccination certificate or a negative PCR test and fill in a passenger locator form about their plans in Greece. This directive expires on June 14 but can be extended.



Acropolis : The Acropolis is a rocky mound rising in the heart of modern Athens, crowned by three magnificent temples dating from 5th century BC.

Santorini : Santorini is best known for the west coast cliff-top towns of Fira and Oia, which appear to hang over a deep, blue sea-filled caldera. Made up of typical Cycladic whitewashed cubic buildings, most of them have been converted into boutique hotels with infinity pools to accommodate more luxurious tourists.

Mykonos : Mykonos is noted for its chic boutique hotels, classy seafood restaurants and live music venues. Other attractions include Paraportiani and numerous sandy beaches along the island's south coast.



Spain

Spain welcomes vaccinated visitors from most countries, as well as European visitors who can prove they are not infected. Most other non-Europeans need an official vaccine certificate by a U.S. health authority.



Great Mosque of Cordoba : Cordoba mosque is one of the largest in the world and the finest achievement of Moorish architecture in Spain. Great Mosque ranks with the Alhambra in Granada as one of the two most splendid examples of Islamic art and architecture in Western Europe.

Prado and Paseo del Artes: Prado alone ranks with the world's top art museums for its rich collections. Add the Reina Sofia National Art Museum, the Thyssen-Bornemisza Museum and the CaixaForum- all these attractions are waiting for tourists.

San Lorenzo de El Escorial : San Lorenzo de El Escorial, was the summer home of Spain's kings. In 1563, work started here on a huge complex, which included a monastery, church, royal palace, mausoleum, library and museum, now serves as a major tourist attraction.

New Faces



Cadogan appointed Chris Hill as Executive Chef

The Cadogan, A Belmond Hotel has announced the appointment of new Executive Chef, Chris Hill. Within his new role, Hill will oversee operations at Adam Handling Chelsea restaurant and bar, Cadogan's by Adam Handling and the hotel's private and in-room dining. Chris Hill boasts a rich and diverse culinary background, including both classic cooking and modern techniques and has the expertise to deliver a luxury experience in all food and beverage departments of the hotel.



Vasileios Oikonomopoulos will come as the new General Manager of Mondrian Doha

Mondrian Doha, managed by leading international lifestyle hospitality group, sbe, announced the appointment of Vasileios Oikonomopoulos as the new General Manager of the hotel. Vasileios will oversee all the hotel's operations and lead the execution of the long-term strategy focused on diversifying Mondrian's offer and clientele, engage with the leadership team at Mondrian Doha to revive its partnership strategy, and reaffirm the property's positioning as one of the leading lifestyle hotels in the Middle East and globally.



Fairmont appoints **Jacco van Teeffelen** as GM of Fairmont Winnipeg

Fairmont Hotels & Resorts has announced the appointment of Jacco van Teeffelen as General Manager of Fairmont Winnipeg in Winnipeg, MB. In his new position, Jacco van Teeffelen will lead the overall operations, performance, and strategic direction for Fairmont Winnipeg. Joining the Fairmont Winnipeg team following his most recent role as the Hotel Manager of Fairmont San Francisco, van Teeffelen brings over 15 years of progressive executive leadership experience within the hospitality industry to this role.



Chef **Maria** is the new chef of Hilton Dubai

Chef Maria has been appointed as the new Chef of Hilton Dubai. She brings over 10 years of culinary experience to the vibrant Trader Vic's restaurant at Hilton Dubai Jumeirah. A graduate of Universidad del Valle de Mexico, Maria holds a B.S in the Restaurant Management.



Contactless Technology Redefining Travel Industry

Contactless technology refers to facial recognition, cashless payments, tech-savvy check-in kiosks, mobile applications that do-away with any need for human contact have become game-changers in the travel industry. In a bid to acclimatise to thrive in the rush brought on by the pandemic, the travel industry has found hope in emerging technologies that seek to ease their burden.

Further, they also found that many organisations are redesigning the customer experience to meet this new demand. Organisations will have to focus on emerging technologies such as vocal interfaces, facial recognition, and mobile-based applications. While doing so, they will also have to address critical concerns over data privacy and security with fair and transparent policies.



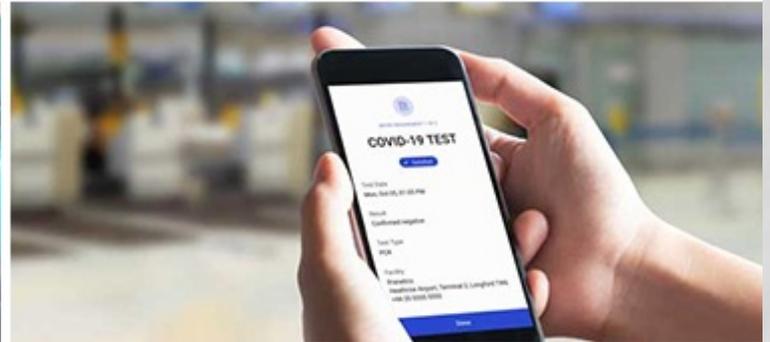
Hospitality Industry

The COVID-19 pandemic has brought hospitality industry to a near standstill with the prolonged lockdowns and strict travel restrictions throughout the world. As the COVID-19 wave is diminishing here are several countries right now in Europe have relaxed air travel restrictions, and airports and hotels are trying to re-build confidence in travellers. Against the backdrop, contactless technologies are proving to be a game-changer for

the hospitality industry.

The hotel industry is going to adopt multiple contactless solutions to help boost their revenue. The guests continue to become more tech-savvy and want to ensure that this technology enables them to battle the pandemic more effectively. About 47 per cent of consumers also revealed that they are more likely to order in-room service through a mobile app to place their order.





Airline industry

Most of the airports and airline companies have huge range to decrease physical touch-points and pivot to contactless technology. Biometrics, screening and scanning for temperature and vital signs, touchless bag drop will all become a part of the new normal for air travellers. An increasing number of solutions are emerging that efficiently utilise resources as airlines and airports struggle with funds.

A fully contactless self-service checkpoint may take a while to develop but checkpoint technologies are slowly enabling this concept to become a reality. The automated and contactless solutions will help airports recover from COVID-19 and create a competitive advantage in the long

term. Maintaining hygiene at checkpoints will become easier with UV-C light that can kill up to 99.9 per cent of disease-causing microorganisms found on trays. It will help reduce disease transmission significantly as passengers move through the security check. While all airports may not be able to adopt such a variety of technologies, they will have to select specifics based on their requirements.

The COVID-19 pandemic has made the world reimagine technology and its purpose in our lives and incorporating contactless technology into daily functioning will only serve to consistently benefit the travel industry.

INTERVIEW ZONE



In an exclusive interview with Travel And Tour World, **Danielle Curtis, Exhibition Director Middle East, Arabian Travel Market** shares how new travel technology and innovation help the hospitality and travel industry to move smoother in this post COVID world.

Travel And Tour World: How has Arabian Travel Market lined-up the event to promote tourism in post COVID-19 time?

Danielle Curtis: Reflecting the post-pandemic recovery, the theme of the show was 'A new dawn for travel and tourism', which has never been more relevant nor more important in these still very challenging times. This was a positive message, because we firmly believe that ATM 2021 will be a pivotal turning point for the region and this theme has been integrated into all parts of the show – it was our focus as we embark along the road to a sustainable recovery. Moreover, our conference programme highlighted the very latest 'COVID' news from around the world – vaccine rollouts, the current state of the industry and more importantly, what the future holds.

Travel And Tour World: What were the points you highlighted to upgrade the travel technology?

Danielle Curtis: Travel Forward was a new travel tech and hospitality innovation event we launched this year. The line-up we've assembled for the Travel Forward Theatre proved that senior execs from across the travel tech ecosystem were willing to travel and share their insights and expertise on how best to approach the first wave of post-pandemic travellers.

The event saw big name brands present live on-stage including Amadeus, Google, Facebook, TikTok, Skyscanner, Travelport, Expedia, Intelak among others, providing industry-leading insights about the latest technologies and trends that will

undoubtedly shape the future of travel and tourism.



Travel And Tour World: What is the role of technology in travel, tourism and meetings industry in “new normal”?

Danielle Curtis: There is no doubt the implementation of technology forms an integral part of the travel, tourism and meetings industry in 2021 and beyond. Technologies are changing the way we work and interact anywhere.

The use of online messaging tools and immersive technologies such as 3D virtual tours and other similar applications, as well as customised online booking platforms are vital in helping businesses in the travel & tourism industry stand out from their competitors.

Contactless technology also plays a special role in these sectors. Apps have become inseparable features of events in providing easier registration and offering impressive interactions and conversations both before, during and after the event. Virtual assistants, virtual and augmented reality, web casting, live streaming, tele-seminars and video conferencing have become essential meetings industry components.

Travel And Tour World : What were the steps you have taken to make the Arabian Travel Market more safer?

Danielle Curtis: To provide a safe, touchless and seamless experience for everyone, ATM has strictly adhered to the health and safety guidelines laid out by relevant government authorities. In addition to Reed Exhibitions' Global COVID-19 'Safety Shows' Health & Safety strategy, ATM worked closely with the team at the Dubai World Trade Centre and with our Global Operations team. A range of measures were put into place to ensure physical distancing whenever possible, as well as a number of enhanced cleaning regimes, in collaboration with the venue. As part of our check and balance regulations and manage any potential overcrowding, the number of people allowed on each stand was prominently

displayed to ensure density rules were met. All exhibitors used the Emperia application to scan visitor badges and capture valuable leads and in the venue, printed directional arrows were displayed on the aisles to manage two-way and one-way traffic appropriately.

Travel And Tour World: Elaborately tell us about the success of Arabian Travel Market and Arabian Travel Market Virtual.

Danielle Curtis: The success of both the in-person and the virtual ATM went beyond our expectations and we were delighted with the overall feedback and the results. The in-person event proved that personal interaction remains essential and invaluable, particularly in an industry like ours, as we adapt to life and business post-COVID-19.



World Festivals



Date:
July 2, 2021
Place:
Siena, Italy

Palio di Provenzano

The first of two annual bareback horse races in Siena, Palio di Provenzano attracts locals and visitors alike. Each of the ten riders hails from different districts, and attendees sport the colors of whomever they are supporting. The race, which has medieval origins, is held in the magnificent Piazza del Campo.



Date:
July 3, 2021
Place:
Bumthang, Bhutan

Kurjey Lhakhang Festival

Tucked into the Shivalik Himalayas, in the valley of Chokhor, the local villagers gather in the grounds of Kurjey Temple to mark the day Guru Rinpoche was born. The festival is set against a backdrop of giant hanging tapestries, in front of which red-robed monks perform ceremonies and masked dancers perform Bhutanese folkloric tales.



Date:
July 4, 2021
Place:
**United States of
America**

Independence Day

This American national holiday is celebrated among family and friends, and all major cities pull out all the stops to present a grand old time. It is a day of family celebrations with picnics and barbecues, showing a great deal of emphasis on the American tradition of political freedom. The activities associated with the day include watermelon or hotdog eating competitions and sporting events, such as baseball games, three-legged races, swimming activities and tug-of-war games.



Date:
July 11 – 13, 2021
Place:
Austria

World Body Painting Festival

This annual festival and competition highlight a medium that is almost as old as humans themselves: body painting! The participants from around the world will descend upon Klagenfurt, Austria to compete in 12 categories that include airbrushing and special effects.



Date:
July 27 to Aug. 3 2021
Place:
Vancouver, USA

The Celebration of Light

One of the city's signature summer events, The Celebration of Light lit up the sky over English Bay for three nights at the end of July. There are three countries compete each year to wow Vancouver crowds, choreographing their spectacular displays to music as they're launched off a floating barge in the bay. Chrysanthemums, peonies and horsetails explode above the city, with a mighty crack that bounces of the mountains.

CALENDAR OF EVENTS

ILTM ASIA PACIFIC

20-22 July

Virtual

iltm.com/asia-pacific



Universal Tourism Exhibition

20th -22nd July & 27th -29th July

Kunming & Zhengzhou , China

china-ute.com/en/



RDA EXPO GMBH

27th -28th July

Barcelona

rda-expo.de/en/cologne



ITE Hong Kong International Travel Expo

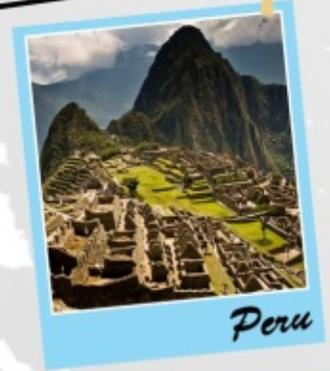
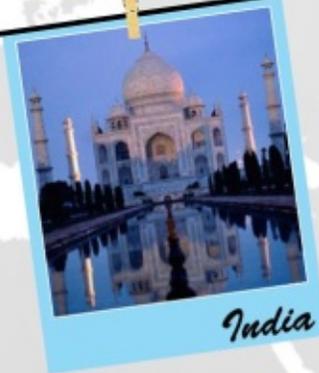
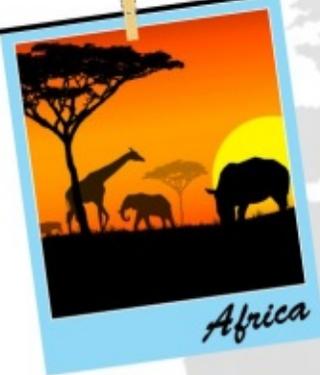
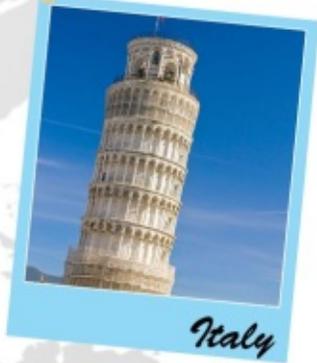
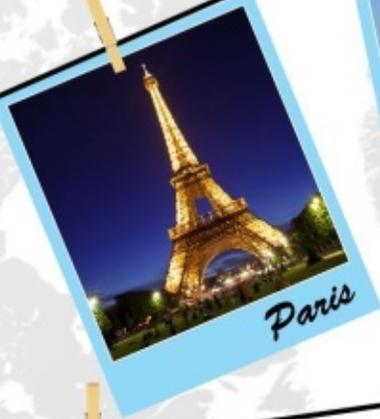
29th-30th July

HKCEC Hall, Hong Kong

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