Dear Readers,

Following nearly two years of battle with the deadly coronavirus pandemic, the world has finally decided to restart tourism industry while maintaining safety and learning to live with the virus. Travellers from all around the world are seeking new tourism opportunities and looking out for unique destinations to begin their post-pandemic travel plans.

In this edition, we explore several interesting tourism destinations across the globe. Our Cover Story features Chateau de Versailles, often considered as the national treasure of Paris and one of the most popular heritage sites in the world. The palace contains major historical memories from the Medieval to the Modern Age.

Similarly, our Destination Diary covers Stonehenge, the oldest historical landmark of Britain that currently serves as a major tourist destination and stands as an important archaeological site in the country. Our Special Feature highlights Matmata, a cave town in Tunisia that now stands as a unique tourist attraction and attracts visitors from around the globe.

Meanwhile, our Meetings Point has explored London as a potential destination for meetings, events and conventions in England with a focus on its MICE opportunities. We have also highlighted some of the best Christmas markets in the world in our Travel Tendency. With Christmas around the corner, TTW helps travellers to visit some of the top markets ahead of the festive season. Lastly, our Tech Talk has discussed about the role of augmented reality in revolutionising the travel and tourism industry.

Editor-In-Chief
Mr. Anup Kumar Keshan
06- Meeting Points: England's rich and magnificent capital, London, has long been deemed as one of the most popular tourism destinations in the world. Besides its many tourism attractions, London is also home to several convention centres and meetings venue. Take a look at the MICE facilities of the city.

18- Cover Story: Château de Versailles is an epitome of majestic splendour of French regal years. Now, this medieval dream castle is serving as a major tourist attraction in the country.

13- Destination Diary: The Stonehenge is considered to be one of the most prominent landmarks in Britain. It is also the oldest historical site of the country and currently stands as a popular tourist destination. Read on to know more about Britain's cultural icon.

23- Interview Zone: In an exclusive interview, Simone Semprini, CEO and Co-founder of Tour Scanner, talks about the major changes in the travel and tourism industry in the post-pandemic world and discusses the role of technology in the sector.
28- **Special Feature:** The small hamlet of Matmata is unique for its troglodyte caves that were once home to the local Berber population. Travel And Tour World gives an engaging overview of this beautiful destination.

33- **Travel Tendency:** During Christmas, beautifully decked markets all over the world teem with crazy shoppers who want to soak up the vibe of the festival. This month's edition comes up with some of the world's oldest and most popular Christmas Markets.

42- **Tech It:** Augmented Reality has now become an integral part of the tourism sector. As the technology is rapidly evolving over the years, take a look at the role it is playing to revolutionise the travel and tourism industry.

Travel News: 26  
New Faces: 40  
World Festivals: 46

Show Highlight: 50  
Calendar of Events: 53
ITB CHINA 2021: VIRTUALLY EXTENDED

www.itb-china.com

PHYSICAL:
24 - 26 Nov · Shanghai

VIRTUAL:
8 Nov - 31 Dec

Partner Hotel:
WYNDHAM
HOTELS & RESORTS

Co-Host:
TravelDaily

Organizer:
Messe Berlin Shanghai
London has always been one of the most alluring tourist spots in the world!

The capital's rich and magnificent history, the Royal Family, the mesmerising art and culture and the modern vibe are worth mentioning. The picturesque beauty and grandeur of the castles and museums are some of the best landmarks in England. With top tourist sites and captivating things to do, London is one of the most visited cities and a coveted destination.

Apart from being a major city for tourists and travellers, London is home to several important meeting points and convention centres. If you need a venue large enough for accommodating more business delegates, London has an array of choices.

Being England's largest city, London is also the country's economic, transportation and cultural centre.

**Versatile Convention Venues**

London offers a myriad of versatile and comfortable centres for hosting successful and hassle-free events.

**Central Hall Westminster**

Central Hall Westminster is a primary venue for hosting meetings, seminars and other business events. The venue includes nine spacious meeting rooms of varying sizes. They also have ten syndicate rooms that can supplement any space as and when needed. Each room is equipped with all facilities required for a meeting, including IT infrastructure and audio-visual facilities. They also offer an extensive selection of catering options in all rooms.
BMA House London

Nestled in the heart of London, BMA House's grandeur and massive infrastructure invite business minds from around the globe. With a capacity to accommodate 10 to 320 attendees, the venue is a much-desired location for meetings. Located in Bloomsbury, BMA House is well-connected with all parts of the city by smooth transportation network. Every hall is equipped with audio-visual facilities, a portable production loop, Wi-Fi and wired broadband, state-of-the-art PA system and many more impeccable facilities. The Paget room or the conference room is a hidden gem of the BMA House with access to the outdoor courtyard. The BMA House has been serving attendees and people from different countries for decades.
Kensington Conference and Events Centre

Situated in Kensington High Street, the conference centre attracts clients globally. It hosts a variety of events from international conferences and meetings to fairs, exhibitions and dinner dances as well. Event managers can hire the Great Hall with exemplary seating capacity, along with two foyers and four breakout rooms. The convention centre is considered as one of the best in the city.

IET London, Savoy Place

IET London, Savoy Place takes pride in hosting various events, from meetings and conferences to product launches, fashion shows and exhibitions. You can witness the magic of different events under one roof. The staffs here are amicable and extremely professional.
Excel London
Excel London is another prominent convention centre in the city for hosting international meetings, events and conferences. The property hosts several world-class events in its flexible space of 100,000 sq.m. It offers impeccable services and great facilities for clients and international attendees.
Home to such beautiful and enticing sites, it is no surprise that London is on the bucket list of many. Whether it is taking a stroll and staring at the natural beauty, exploring the history and culture or dining at some of the best restaurants, there is a lot you can do when in the city.

**Hyde Park**
An escape into the wilderness of nature, Hyde Park is the best park in London.

**Westminster**
It is considered the political hub of London, including the famous Big Ben and the Houses of Parliament.

**London Eye**
A trip to the city isn't complete without visually embracing the majestic beauty of the London Eye. It is a humongous wheel offering a mesmerising view of the city.

**Piccadilly Circus and Trafalgar Square**
It is among the top landmarks to visit when in London. It is where you can take an evening stroll and witness what the square offers to its visitors.

**Buckingham Palace**
Buckingham Palace is home to the Royal Family. It serves as both the office and London residence of Her Majesty The Queen. The visitors can tour 19 State Rooms, which form the heart of the Palace. These rooms are decorated with some of the greatest treasures from the Royal Collection. This collection includes the paintings by Rembrandt, Rubens and Canaletto.
Would you miss a chance to explore the grandeur of the Buckingham Palace when in London?
A comfortable and luxurious stay is a pre-requisite for a memorable trip. London is home to some of the best hotels in the country.

**Mandarin Oriental Hyde Park, London**
the politeness of the staff and the goodness of a comfortable stay make this property a favourite of tourists. The Mandarin Oriental is stunning with its contemporary interiors and an iconic exterior.

**Artist Residence London**
Located in South London, the Artist Residence is among the top hotels of your choice. The rooms have tall ceilings and charming interiors which will give you a tinge of elegance.

**Brown's Hotel**
The Brown's Hotel has all the cachet of London's five-star hotels with a slightly less formal tone. The interior is sure to allure you with its exquisite charisma.

With the modern yet charming vibe and its rich history and economical significance, London is an ever-emerging destination for the travel and meeting industry.
Considered to be one of the most prominent landmarks in the U.K., Stonehenge is a prehistoric monument located on Salisbury Plain in Wiltshire, England. It is also one of Britain's oldest historical landmarks and stands as an icon of British culture. It even serves as a cemetery and is an important archaeological site.

Over the centuries, Stonehenge has developed into a popular tourist venue in England and currently attracts numerous tourists every year.
A Look into Stonehenge
Stonehenge consists of an outer circular ring made up of vertical sarsens (a silicified sandstone boulder) standing stones, each around 13 ft. high, 7ft. wide and approximately 25 tons weight. The vertical stones are connected by horizontal lintel stones on top. The interior portion of the monument consists of smaller bluestones creating two megalithic structures and two larger vertical sarsens (a silicified sandstone boulder) joined by one lintel. All the stones are set within the middle of what is regarded as the densest complex of Neolithic and Bronze Age monuments in England, including several hundred burial mounds.

Stonehenge and its neighbouring area were declared as UNESCO World Heritage site in 1986.

A Walk through the History
Archaeologists believe that the Stonehenge was built in six stages between 3000 and 1520 BCE, during the transition from the Neolithic Period (New Stone Age) to the Bronze Age. The circular earth bank and ditch surrounding the landmark consist of the earliest phase of the monument. The area dates back to nearly 3100 BC.

According to radiocarbon dating, the first bluestones inside the ring were raised between 2400 and 2200 BC, although they are likely to be present at the site as early as 3000 BC.

The prehistoric stone circle is unique because of its artificially shaped sarsen stones arranged in post-and-lintel formation and because of the remote origin of its smaller bluestones. Studies suggest that the name of the monument has been derived from the Saxon stan-hengen, meaning “stone hanging” or “gallows.”
Stonehenge is considered as a masterpiece of ancient engineering that was constructed using simple tools and primitive technologies even before the advent of metals and wheels. The first monument at Stonehenge was constructed after digging a ditch with simple antler tools. Chalk was piled up to make an inner and outer bank and ring of 56 timber or stone posts that were placed within the ditch. The monument was used as a cemetery for several hundred years. The site was later transformed around 2500 BC with central stone settings. Workers raised enormous *sarsen* stones and smaller bluestones to form a unique monument. The *sarsen* stones are a type of silcrete rock, often found naturally across southern England.

Meanwhile, the smaller bluestones mostly came from the Preseli Hills in south-west Wales. These stones were erected in an arc of double stoneholes and later rearranged into their current arrangement of outer circle and inner horse shoe. As per latest laser survey, different stone-working methods were used to make the final monument. Researchers opine that weights may have been used keep the stone upright before securely packing these with rubble. Stonehenge is possibly a collective effort of hundreds of workers who carefully crafted the monument.
As the monument is aligned to the Sun, some say that it was built to observe the Sun and Moon for working out the farming calendar. Several researchers cite that the site was dedicated to the world of the ancestors, separated from the world of the living or used a healing centre.

It remains unknown to the day if stone was used by the Druids or Celtic priests but modern-day Druids gather there every year to hail the midsummer sunrise. The summer solstice is also celebrated there by huge crowds of visitors.

**Popular Beliefs**

There have been varied theories regarding the purpose of Stonehenge but none of the theories is backed by definite evidence. Mike Parker Pearson, leader of the Stonehenge Riverside Project, opined that Stonehenge appears to have been associated with burial from the earliest period of its existence. Many believe that it was a religious site and an expression of power and wealth of chieftains, aristocrats and priests who constructed the structure. Several such priests were probably buried in the numerous barrows close to the landmark.
Uncovering Stonehenge: A delight for tourists

Following years of excavations, research, studies and theories, the Stonehenge has now developed into a popular tourist attraction. It currently receives 800,000 tourists each year. During peak period, the number also rises to one million and there are about 9000 tourists on a daily average. As the most architecturally striking prehistoric stone in the world, the monument leaves tourists in-awe with its various myths and mysteries. Travellers often consider a visit to Stonehenge an experience of a lifetime as it allows them to witness an extraordinary piece of architecture. Tourists can also visit the Stonehenge Visitors Centre and Exhibition to see some of the specimens of this archaeological site. The centre is home to hundreds of artefacts found near the landmark holding high archaeological value. Tourists can also enjoy the Stonehenge exhibition that allows them to see models and ancient objects. These displays depict the history of Stonehenge using audio-visual displays created with advanced technology for a real-time experience.

Getting There

There are no direct trains from London. By train, you will need to travel from Waterloo Station to Salisbury, a town 14 km away from this site. Take a cab and then choose official Stonehenge Tour Bus to the site.

The Stonehenge that the world sees today is often considered incomplete, with many of its original sarsens and bluestones being broken and taken away by medieval Roman invaders. However, the monument still stands as an icon of British history and a remarkable venue for present-day travellers.
To experience the royal heritage in France, Château de Versailles, is a prime place to visit. Known as the national treasure of the country, this palatial building carries memories of major historical events from medieval to modern era. It is one of the most famous world heritage monuments. The traces the architectural style of 17th and 18th centuries and comprises of: Royal Apartments, Hall of Mirrors, Chapel, Royal Opera and Museum of the History of France.

Just 20 kms away from Paris, the town of Versailles is world-famous for its palace, Château de Versailles. The palace is a real masterpiece of classic European architecture that has inspired the engineers and sculptors around the world.
The city Versailles offers many other opportunities to visitors along its streets and avenues. Built in the 17\textsuperscript{th} century, the royal town has kept much substantiation of its past as illustrated by the numerous mansions and picturesque palaces, the spectacular Saint-Louis district and the churches nearby, such as the Notre-Dame church and the Saint-Louis cathedral. The city centre is particularly attractive with its shops, restaurants, bistros, cafés and its renowned market, which takes place every Tuesday, Friday and Sunday mornings on the Marché Notre-Dame Square.

One of the greatest achievements in 17\textsuperscript{th} century French art and architecture, Château de Versailles contains astounding 2,300 rooms, with over 100 bearing witness to the generous opulence of the former royal residence and another 100 displaying the remarkable collection of medieval and late medieval era paintings and sculptures of the Museum of French History, created by Louis-Philippe in 1837.

In addition to Château de Versailles, the kings built more intimate spaces in an attempt to gain some brief respite from courtly etiquette. The Grand Trianon is an imposing colonnaded structure of pink marble opening into a central courtyard. Here the Hall of Mirrors is chiefly inspiring, at 73 metres long with 357 mirrors, where courtiers and well-known guests were received at the time of Louis XIV.
The neo-Classical **Petit Trianon** was a home at the heart of the gardens offering even more privacy, which was eventually given as a gift to Marie Antoinette in 1774. Marie Antoinette went on to build the Queen's Hamlet, a model village inspired by the pastoral architecture of Normandy and primarily used for educating her children — although her performing passions were indulged at the Queen's Theatre, inaugurated in 1780, the only building to stand fully intact and unchanged since 18th century.

**Versailles' famous garden** was designed by André Le Nôtre. It is also the largest museum of outdoor sculptures in the world. There you can find more than 221 plantation works, dominated by great figures from Greco-Roman mythology.
Besides the prestigious Palace of Versailles and its wonderful park, you should not miss visiting the **King's Kitchen Garden (Potager du Roi)** in the palace grounds, the **Grand Stables** built by Jules Hardouin-Mansart, and the **Lambinet museum** for its collections of paintings, sculptures, ceramics and period furniture.

**This royal park** is decorated with statues, fountains, water parterres and outstanding buildings such as the Grand Trianon and Petit Trianon, the Temple de l'Amour and the Hamlet of Queen Marie-Antoinette.
The Royal Opera opened its doors in 2009 after two years of reconstruction works. Now, the King’s table has been fully restored and is now reopen to the public.

The Château de Versailles has a new welcome and information area for visitors, where all entrance tickets have been grouped together. You can also opt for guided tour. This area is located in the first building (aile des Ministres sud) located on the ramp on the left after passing the main gate.

This grand, historic, real-life castle is one of the original mega-mansions in France. Château de Versailles and park were designated a World Heritage Site by UNESCO in 1979 for its importance as the centre of power, art and science in France.
In an exclusive interview with Travel And Tour World, Simone Semprini, CEO and Co-Founder of Tour Scanner, talks about the major changes in the travel and tourism industry in the post-pandemic world and discusses the role of technology in the sector.

Tour Scanner is the world's largest, free-to-use search engine for tour and travel activities. It enables anyone, anywhere, to find a tour of interest in their chosen location at the best price and also functions as a tourism statistics and price comparison organisation.
Simone Semprini: Considering the high risk of COVID-19 transmission in indoor spaces, people now prefer more outdoor destinations and activities. They may want to travel more but restrictions and safety requirements have made it complicated. Many people don’t plan in advance, as restrictions are changing often. As a result, domestic travel has increased, which helps promote local destinations and activities.

Travel And Tour World: Has the role of travel technology become more prominent in the post-pandemic world? If yes, why do you think so?

Simone Semprini: Yes, there are technologies that have become more prominent, such as the booking systems that allow online booking. Thermometers, touchless payment devices, thermal cameras, QR codes and the like have played a role as well. Technology has helped to manage the crisis and monitor or reduce the spread of the virus.

Travel And Tour World: What is the role of travel technology in facilitating safe reopening of tourism after COVID-19?

Simone Semprini: The technology is the key for a safe reopening. From digital reservations to touchless payments to temperature monitoring, all these tools help to reduce the spread of the virus. Moreover, we can say that the vaccines are a result of technology as well.

Travel And Tour World: What key changes can be noticed in the travel and tourism industry post the second wave of COVID-19 pandemic?
Simone Semprini: Although for domestic tourism it looks like we are in a post-pandemic context, we are not yet there globally. There are “travel bubbles” like in the European Union at the moment. However, most international travel is still reduced: people can travel, but not everywhere. I think that when restrictions are lifted, the global tourism landscape will look very similar to pre-pandemic. People will prefer to visit exotic places, experience new cultures, language and food, attend events, and meet new people. But for now, most travellers tend to rediscover their country and the outdoors.

Travel And Tour World: What are the most prominent trends seen in post-pandemic travellers?

Simone Semprini: At Tour Scanner, we needed to adapt to a different environment. When there was a full lockdown, it was impossible to sell anything, but as soon as tourism reopened, even with some restrictions, there were opportunities. We were quite good at catching some opportunities, for example, the change in people's preference from indoor to outdoor activities.

Travel And Tour World: Share something about the main focus areas of Tour Scanner. Did the organization have any key takeaways from the pandemic?

Simone Semprini: Lastly, what are some of the expected travel trends for 2022?

Simone Semprini: Assuming that vaccination helps to contain the pandemic considerably:
- People will not be worried about choosing city attractions and indoor activities.
- There will be a boost of festivals, concerts, musical performances, and other in-person events.
- People will consider joining group activities, tours, and day trips, which can be more cost-effective and convenient.
New Zealand calls-off 'Zero COVID' strategy

New Zealand recently decided to call off its long-standing COVID-19 elimination or 'Zero-COVID' strategy amid the challenging delta variant outbreak. On October 4, Prime Minister Jacinda Ardern said her aim was never to record zero cases but to stamp out the virus effectively. Authorities mentioned that the country will now focus on increasing vaccination rates and learn to live with the virus as it is incredibly difficult to report zero COVID cases with the latest outbreak of the delta. The Prime Minister also said that, with the active vaccination rollout, New Zealand can change the way it planned to deal with the virus outbreak.

Australia will reopen borders in November

Australia has decided to reopen its international borders from November, allowing vaccinated citizens to enjoy their long-awaited freedoms. The country has had some of the world's strictest border rules since March 2020 even banning its own people from leaving the country. However, Prime Minister Scott Morrison announced that an 18-month ban on Australians travelling abroad will be lifted from next month, easing one of the toughest COVID-19 restrictions in the world. Reopening the international border for citizens and permanent residents will be linked to the establishment of home quarantine in Australia's eight states and territories, meaning that some parts of the country will reopen sooner than others.
UK drops travel advice against 32 countries
The UK recently dropped its previous advice against travel to 32 countries issued by the Foreign Office and decided to allow holidays in places like Fiji and Malaysia, among others. It was also announced that insurance firms will now cover travel to the countries while restrictions from more destinations will be lifted in the next few days. However, the government also said it can still re-implement the travel rules on “exceptional circumstances”, for example, if there is a domestic outbreak of COVID. Under latest rules, the government have also scrapped the pre-arrival tests for vaccinated Brits and called-off the traffic light system for a simpler go and no-go list. The current amber and green lists have been merged into one COVID safe list while a COVID unsafe list have been published to show countries where red list rules continue to remain.

US to reopen borders for vaccinated travellers in November
The US has decided to reopen its borders for fully-vaccinated travellers from 33 countries, starting November 8. The White House said that the move marked a significant relaxation of the country’s coronavirus travel restrictions. White House Assistant Press Secretary Kevin Munoz said in a statement that the announcement and date applies to both international air travel and land travel and the policy is guided by public health, stringent, and consistent. Several officials also said that people entering the US would be questioned about their vaccination status by Customs and Border Protection as part of the admissions process. Passengers arriving in the country will be expected to present a negative coronavirus test, taken in the 72 hours before their journey. It was also announced that there would be no quarantine required for visitors entering the country.
Best known for its underground cave or troglodyte structures, the small settlement of Matmata retains Tunisia's national spirit. Impressive underground homes that were once built to provide shelter to the local Berber population from intense heat, now serve as a unique tourist destination. This region experienced frequent invasions throughout history forcing the Berbers to retreat to the plateau where they built a settlement in the course of time. Villages across Tunisia are located on a sandstone shelf that can be easily excavated with hand tools but sturdy enough to serve as a home to settlers down the centuries. Berbers have dug homes in a similar way for thousands of years in the mountainside and later in the plains of Matmata.
The region also houses white mausoleums that are perched atop hilltops, overlooking the nearby valleys and offering a breathtaking view of the moonscape. The ‘troglodyte’ homes also have a fair claim to fame for being featured as Luke Skywalker’s childhood home in the film Star Wars. A trip to the beautiful desert land of Tunisia is never complete without visiting the amazing cave town of Matmata.
Houses of Matmata

Visiting a cave house of Matmata is an amazing experience in itself. The underground houses are situated on both sides of the road. A cluster of houses circumscribe a central courtyard area and are connected to other courtyards in the pattern of a labyrinth. The courtyard hails as an important part of a cave house as it is the place for family get-togethers and doing chores. The entrance room of a cave house leads to the other parts of the home through a series of tunnels. White entrance arches feature the image of a fish and a palm which is considered sacred according to popular belief. The interior of the cave homes are painted with lime wash to reflect as much light from the surroundings as possible. Rooms of these houses are designated for sleeping, cooking, eating or meeting as in any other house. Some of the underground rooms have also been converted into hotels.
What's unique?
Matmata Plateau lies next to a narrow corridor which is the only land path between Libya and Tunisia. Matmata is also known for its historical and religious monuments and production of olive oil which is a staple of local economy.

Things to do
- Matmata is an interesting place for those who are keen on African culture. New tourists can go round the place on a guided tour while experienced travellers can go on their own to explore the destination.
- Buy souvenirs and collectibles as symbols of Matmata's rich culture and heritage.
- Pick up the local aromatic herbs, spices, honey and thyme that are freshly produced in this region.
- Spend a night at the Skywalker House and take a photo at the observation deck of Matmata.

Out of the ordinary
History has it that the first Berber houses were established in this region during the Roman era. During the time of the French colonisation, these cave houses served as hiding places for the resistance fighters.
How to Reach?

Tourists usually visit the cave town of Matmata in large groups. One of the most convenient modes of transportation is by renting a car, albeit a costly option.

From Tunis, trains are available that ply to Gabes directly. From there you can take a “louage” and reach your destination. Buses are available from Bab Alioua Station up to Gabes. From there you need to take a “louage” as for the train. From any coastal area or the capital of Tunisia, you can reach Sfax and then continue travelling by road for 45 km to New Matmata. Right behind this, is the traditional Matmata.

The quaint hamlet of Matmata preserves the national spirit of Tunisia in its untainted form. Whether it is about visiting the 'troglodyte' homes, exploring the mystic Berber heritage or witnessing dramatic moonscape, this hidden gem of south Tunisia is an amazing travel destination for travellers of all tastes.
Christmas is the time when the markets around the world deck up in rows of glittering lights, cobblestone streets teem with enthusiastic buyers, aroma of cakes and mulled wine fill up the air and the locals are high on celebration.

Christmas markets are a great place to soak up the real vibe of the gala festival. Whether you want to binge on some gingerbread or buy some souvenir or just go for a casual stroll, these markets ideally serve all your wishes and needs. Here are some of the oldest and most popular Christmas Markets across the globe that can well be placed in your bucket list for this festive season.
Charming stalls and small huts set in long rows underneath the Gothic-style cathedral of Duomo make the marketplace of Milan a popular tourist attraction. As with most piazzas, Piazza Duomo is bordered by historic buildings with stunning architecture. While taking in the classy vibe of the city, one cannot shy from buying Yuletide souvenirs or Italian cheese before capping off a day of sightseeing.

How to reach?
It takes about 5 minutes to reach Piazza del Duomo from Milano Centrale Station. The distance between the two places is about 3 km. Trams ply between the two places at regular intervals.
**Duomo di Milano**: Standing as the symbol of Milan, Duomo di Milano is one of the most iconic cathedrals in Italy and Europe. Besides being an artistic monument, the cathedral is a revered place of worship for believers. It is located at a distance of 4.7 km from Piazza Duomo.

**Piazza del Mercanti**: Located between Piazza del Duomo and Piazza Cordusio, the place still retains its medieval charm. It once used to be Milan's commercial and administrative centre. During the 13th century, there were six entry points to this square with each entry point being associated with a specific trade. It is located at a distance of 300 m from Piazza Duomo Market.

**Museo del Novecento Milano**: The 20th century museum in Milan offers spectacular views of the Duomo from its roof terrace. The museum is located in Palazzo dell'Arengario near Piazza del Duomo. It is at a distance of 81 m from Piazza Duomo.
With over 300 stalls and live performances to enliven your soul, Haarlem’s traditional Christmas Market is one of the largest of its kinds in entire Netherlands. Hundreds of stalls are mostly weaved through the Grote Market area making it difficult to even stride during the festive time. Melodious Christmas carols and aroma of cakes, waffles and other delicacies fill the city air.

How to reach?
Haarlem is easily accessible by public transport. It takes about 20 minutes by train or car from Amsterdam to Haarlem. An extra intercity runs from Amsterdam to Haarlem every Friday and Saturday night.
**Town Hall Haarlem**: The central square of this building dates back to The Middle Ages but the distinctive façade was built between 1602 and 1604. Paintings and relics depicting Haarlem's rich cultural past are found inside the museum. It is located about 94m from Grote Market.

**De Adrian Windmill**: Along the banks of the Spaarne River, the idyllic setting of the De Adrian Windmill makes it an important tourist attraction in Haarlem. In a guided 1 hour's tour, visitors can see the windmill from inside and know about the history of windmills in Netherlands. It is located about 1.9 km from Grote Market.

**Archeologisch Museum Haarlem**: The Archaeological Museum located in the basement of a century-old building of the Grote Market is a truly hidden gem of Haarlem. A visit around the museum allows visitors to get a brief insight into the 6,000-year-old Haarlem history. It is located about 5 m from Grote market.
The oldest shopping market in Germany was founded as a one-day market in 1434. Visitors can enjoy shopping from about 250 stalls spread across the market area. The annual attractions of Dresden Striezelmarkt are the 45 ft. tall Christmas tree and the 'stollen' - a creamy fruitcake made of candied and dried fruits and with sugar icing. During the festive season, visitors can feast on glazed apples and mulled wine.

**How to reach?**
Dresden International Airport operates regular to and fro flights from various continents of the world. Trains, buses and taxis from the airport to Dresden Striezelmarkt are easily accessible.
**Green vault**: Opened in 1759, Green Vault takes fair pride in holding the largest collection of treasures in Europe and different exhibits from the Baroque to Classicism periods. The Historic Green Vault and the New Green Vault are the two exhibitions of the museum. It is located at a distance of 1.5 km from Dresden Striezelmarkt.

**Semper Opera House**: One of the oldest opera houses in Germany, the Semper Opera House has hosted premiers of the works of Carl Maria von Weber, Richard Strauss and Richard Wagner. The ostentatious Renaissance-style building hosts live jazz, ballet and operas that attract large number of spectators. It is at a distance of 1.4 km from Dresden Striezelmarkt.

**Dresden Royal Palace**: The Royal Palace stands as an important cultural centre and a seat for former kings and electors whose history dates back to the 15th century. After being completely destroyed by the bombing in 1945, the palace has been restored to its former splendour. It is about 1.5 km from Dresden Striezelmarkt.
New Faces

Cristina Scott

Thom Geshay

Patrick Pollak

Lalitnaupari Varte
**Cristina Scott appointed of Financial Services at CWT**
Cristina Scott has been appointed as the Head of Financial Services at CWT, the Business-to-Business-for-Employees (B2B4E) travel management platform, effectively immediately. Based in Southlake, Texas, Cristina will report to Nick Vournakis, Head of the CWT Global Customer Group. Prior to her appointment, Cristina was Vice President of Global Operations at CWT Meetings & Events, the award-winning global corporate meetings & events management service.

**Radisson Blu Hotel & Spa, Nashik appoints Laltlanpari Varte as the Director of Spa & Wellness**
Radisson Blu Hotel & Spa, Nashik announces the appointment of Ms. Laltlanpari Varte as the Director of Spa & Wellness. She will implement hand-crafted signature spa and recreational experiences at the hotel's exquisite spa, salon and fitness center which also houses an internationally acclaimed ASB squash court. Her expertise in spa, salon and wellness functions coupled with a deep insight into personal fitness and natural living principles, gives her an edge in luxury wellness programs and experiences.

**Thom Geshay appointed CEO & President at Davidson Hospitality Group**
Thom Geshay has been promoted to Chief Executive Officer & President at Davidson Hospitality Group, effective January 1, 2022. Only the fifth CEO & President in the esteemed hospitality management company's nearly 50-year history, Geshay succeeds John Belden, Davidson's longest-serving CEO, who will remain actively engaged as Executive Chairman, as well as a member of Davidson's Board of Directors.

**Four Seasons Hotel Toronto welcomes newly appointed General Manager Patrick Pollak**
Four Seasons Hotel Toronto introduces Patrick Pollak as General Manager as he ushers the Hotel into its exciting new chapter. Pollak joins the brand's global flagship property from Four Seasons Hotel Guangzhou and brings an impressive 25-year tenure with Four Seasons.
Augmented Reality and tourism sector are inextricably linked together. If you have already tried using the IKEA app to decorate your home or the L’Oreal mobile application to try different hair colours and hairstyles, Augmented Reality, also known as virtual reality, has then already invaded your life. In this world of digitalisation, Augmented Reality is evolving rapidly and finding its way into our lives and businesses.
Travel Industry and Augmented Reality

What do travellers look for when travelling? They look for an enthralling experience. Technologies like Augmented Reality are here to elevate customers' experience efficiently. The emergence of Augmented Reality has proved predominantly beneficial for all travel-based industries.

Imagine you've arrived in a city that is unfamiliar and you do not speak their language. How do you move forward? Well, with AR, you can turn on your maps and get the kind of guide you need for the trip, in any language you choose. That's how easy AR makes travelling and tourism for you!

How is Augmented Reality Changing The Face Of Tourism

Advertising and Marketing

Today, with the technological shift, everything is at the tip of your fingers. From booking hotels and flight tickets to paying for everything online, mobile apps have made our lives super convenient. Augmented Reality makes marketing even better by offering travellers a virtual tour of the hotel they choose for their trip. Such convenient access from mobile screens has made Augmented Reality a growing business.
Building Destinations

Sometimes as you scroll through your Instagram, you may find a virtual tour of a place you've longed for. Doesn't that make you crave for a holiday? Well, it is because Augmented Reality makes teleporting possible. You can now experience 3D models of places and experience travel through time from the comfort of your home. A LIVE centre theme park can be a suitable example.

Restaurants

Do you know that you can take an extensive look of a new restaurant, at its menu, portion size and ingredients with a 360-degree view? Augmented Reality makes it possible for you! For those who are a lot particular about their food, it is perfect to view in advance what the restaurant offers, that too, in 3D mode.

Tourist Attractions

A lot of landmarks and attractions in different places use the AR app to enhance the user experience. For instance, The Smithsonian's Skin and Bones app brings to you the live representation of extinct animals. Especially with historical buildings and heritage sites, you will get the best experience with Augmented Reality.
With the emergence and evolution of Augmented Reality, tourists have found it a lot useful in enhancing their traveling experience. Today, Augmented Reality has become an inseparable part of the travel and tour industry.

**Best Example Of Augmented Reality Apps**

**Apple Map:** Apple enables iOS 11 to have the new "Flyover" option to explore the destinations in 3D view. This feature enables users to witness the beauty of cities in 360-degree mode. This feature is well integrated with Apple Maps; therefore, it is simple to use and operate.

**App in the Air:** This app is best for booking the right flight for your trip. The app allows users to see their seats before booking and accordingly, book their desired seats.

**Wikitude:** Wikitude allows users to explore options with restaurants, stores and other attractions nearby. It is immensely beneficial and exciting for travellers to explore and use the application.
festivals are a great way to know the culture of a place, meet new people, spend quality time and experience local customs in a tangible way. Every year numerous festivals go on across the world that showcase the cultural and social significance of the places they are inherent to.

Diwali
4th November, India

Diwali, which means 'rows of light', signifies the festival of light in India. Houses, shops, buildings and even public places are lit with small earthen lamps called 'diyas' which earned the festival the coinage “deepavali” or “diwali”. People burn fireworks and exchange sweet with family and relatives. The festival of light marks the triumph of good over evil.
Guy Fawkes Day

The history of this popular festival in England dates back to 1605, which celebrates the failed assassination attempt of King James I by a group of Catholics including Guy Fawkes—hence the name of the festival. The festival is also known as Bonfire Night when residents set up bonfire in private gardens and organize parties. People wearing spooky outfit make merry in the party along with bonfire toffee and potatoes in the fire of the beacon.
This is a five days’ event showcasing some of the Marlborough’s most exotic flora. Visitors will have access to guided tours to the undiscovered nooks of the garden. Saturday Nights are exceptionally vibrant with Cocktail Party and Art Auction both held inside the garden precinct. A fete is held on Sundays featuring 200 stalls of garden oriented products, great food and other fare.
Ficksburg in South Africa is popularly known as the cherry capital of the world which hosts the annual cherry festival. It includes a series of events like Cherry Jazz Festival, the Cherry Bowls Tournament, workshops, live music and a series of activities.

20th November- 1st December
Ficksburg, South Africa
MEX America opens in a few weeks bringing with it a wide range of business opportunities, learning sessions and the chance for the industry to – finally - reconnect.

This travel-trade show, taking place November 09 – 11 in Las Vegas, has many new features and a learning program directly shaped by the pandemic with sessions on how to build positively towards a brighter future. The reunion for the business events industry is set to be extra special as IMEX America is celebrating its 10th edition as well as a new home, Mandalay Bay.

Nearly 3,000 hosted buyers are now confirmed from across North America and the rest of the world, plus many hundreds of attendee buyers – largely from the USA - all of whom are using IMEX America as a platform to kickstart business.

Business remains at the heart of the show and buyers can meet with global suppliers spanning all sectors of the industry.

These include European destinations Austria, Belgium, the Czech Republic, Croatia, France, Germany, Greece, Italy, Ireland, Malta, the Netherlands, Portugal, Spain, Switzerland, Scandinavia and the UK. Australia, Korea, Japan, New Zealand and Singapore are among the Asia-Pacific countries confirmed along with Kenya, Morocco, Rwanda, South Africa from Africa. From Atlanta and Calgary to L.A and Vancouver, US and Canadian exhibitors are out in force. They join many Latin American destinations including Argentina, Brazil, Colombia, Costa Rica, Ecuador, Mexico and more.

All the major international hotel brands are attending plus many smaller, boutique hotels, and the number of technology suppliers grows by the day. Expect to see Cvent, EventsAIR, Hopin, Swapcard, RainFocus and MeetingPlay among others.
Purposeful & positive

Mindful that skillsets need updating after a challenging year, the IMEX team has created a comprehensive education program which shines a light on the future of the sector and how to build forwards positively. The free learning program at IMEX America launches with Smart Monday, powered by MPI, on November 8 which includes dedicated education for association, corporate and agency professionals. The education continues with a series of workshops, hot topic tables and seminars during the three days of the show – all designed to address different styles of learning. Sessions are organized into brand new tracks, including Creativity in communication; Diversity and accessibility; Innovation and tech; Business recovery, Contract negotiations, Personal branding and Sustainability.

The Hilton team discuss the best practices they embraced during the past year in Purposeful recovery - Tangible solutions for creating and activating events in a post-pandemic world. Marin Bright from Smart Meetings shares her 'post Covid success manual' covering broadcast production, contract essentials and communication strategies in Silver linings: Meeting professionals' lessons from the Covid era. The Maritz team will explore their learnings from the pandemic and detail how new technology offerings can support the events of the future in Disruption in a time of recovery: Maritz reinventing the event experience through innovative technology. How can we reimagine meetings and events through virtual experiences? That's the question Derrick Johnson asks in his session Mission critical: The future of experiences in a digital age with tips on how to engage 'digitally distracted' audiences. Blending the digital with the physical is the focus of Hybrid Events crossing the divide for shared physical and digital experiences. In this session, Dax Callner, Strategy Director at Smyle, shares actionable ideas on creating shared experiences and networking for participants who are joining online (URL) and in physical settings (IRL).
Diversity dialogues
The time has come to eradicate bias and embrace diversity – and the business events industry is in a great place to lead by example. Diversity, therefore, forms a core thread in the education, events and new features of IMEX America. She Means Business, a joint event by IMEX and tw magazine, supported by MPI, explores diversity, gender equality and female empowerment. When it comes to these issues, women and men often talk about each other, but not with each other. This is set to change in Ladies' choice: Conversations on diversity and gender equality where ASAE's Michelle Mason and consultant Courtney Stanley invite two men into a dialogue. There is also the opportunity to join small discussion groups with women who are trailblazers in their field. Ashly Balding, Associated Luxury Hotels International; Meg Fasy, EventsGIG; Tracy Stuckrath, thrive! meetings & events; Juliet Tripp, Chemical Watch and Human Biography's Nisha Kharé are set to share Leadership lessons from women leaders. Education sessions exploring other elements of diversity include Accommodating people with disabilities at in-person and virtual meetings and events and Putting in the work: Racial diversity in the events industry where Cheerful Twenty first's Elena Clowes details the findings of the agency's research paper on racial diversity. The new IMEX | EIC People & Planet Village on the show floor will champion sustainability, diversity, social impact and giving back. Partners include LGBTMPA; ECPAT USA; Tourism Diversity Matters; Meetings Industry Fund; Meetings Mean Business; SEARCH Foundation; Above & Beyond Foundation and Clean the World. KHL Group will also be inviting attendees to build a Clubhouse - a special play space for a sick child and her school mates.

Social events deliver sizzle & surprise
While the show remains the hub of business and learning, there are also many opportunities to connect outside of the show floor. Bespoke tours provide the lowdown on Las Vegas whether it's the finest food, mystery experiences or the inside track on two iconic venues: Caesar's Palace and Mandalay Bay. There's also a cause for celebration at evening events Site Nite taking place at the new Resorts World, MPI Foundation's signature Rendezvous event at Drais and the EIC Hall of Leaders at MGM Grand. Carina Bauer, CEO of the IMEX Group said that many people have called IMEX America the 'homecoming for the industry' and they can't wait to welcome back the community for what's set to be a very special reunion.
WTM London
Excel, London
wtm.com/london/en-gb.html

Imex America
Las Vegas
www.imexamerica.com

CITE 2021
Chengdu, China
cite-chengdu.com/en/about

Travel Innovation Summit
Seville-Fibes, Italy
tisglobalsummit.com/about-tis/

1-3
Nov 2021

8-9
Nov 2021
Virtual

5-7
Nov 2021

9-11
Nov 2021

10-12
Nov 2021
Travel and Tour World

www.travelandtourworld.com

TAP THE
TRAVEL AND TOUR WORLD APP

DESTINATION
JOURNEY
LUXURY CRUISE
AVIATION
HOSPITALITY
TECHNOLOGY
EVENTS
MICE

Promote Your Brand With Us...
pr@travelandtourworld.com