

Travel AND Tour™

Volume:13, Issue: October 2021

W O R L D

Meeting Points

Perth

Western Australia's
Premier Meeting Destination

Destination Diary

Corcovado National Park



Dear Readers,

The pandemic has created a massive impact in socio-economical areas. Now, we all are preparing to kick-start the tourism business. Last month, we all celebrated “World Tourism Day”, as a day designated to focus on “Tourism for Inclusive Growth”.

This edition follows the footprints of inclusive growth of community and rural areas. Our Cover Story highlights volunteer tourism in the global tourism industry. This encourages people to travel with a cause, which you can call an act of social responsibility. In this issue, you can also read to know about south-west Costa Rica’s natural hidden gem, Corcovado National Park. Located in Osa Peninsula, this biosphere reserve allures tourists with scarlet macaws, tapirs, jaguars and squirrel monkeys. This area is also a paradise for professional hikers. If you are willing to live a wild experience and feel nature, Corcovado waits for you. We cultivate also meetings and events industry. This issue covers Perth, one of the most popular MICE destinations where nature and urban life exist in true harmony. This city has luxurious meeting venues and state-of-art hotels for perfect meetings or trade shows. While discussing business events and meetings, technology plays a pivotal role. For this, we list some tips and tricks to make your virtual event engaging.

When you think of “fall” foliage and general scenery, your mind probably jumps to New England. But there are some places where you can enjoy the places and festivals as well. So we list some of the popular Halloween festival destinations, where you can find festivities and extravaganza. Also, you can get to know about the secrets of London’s underground tunnel which offers an otherworldly ambience.

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Perth

Western Australia's Premier Meeting Destination

Perth is the capital and largest city of Western Australia and the fourth-most populous region in Australia. Home to several historic sites and public buildings, the city has been ranked as one of the most liveable cities in the world. Over the years, the capital has aimed to establish a strong MICE prospect centring around its vibrant business district. Business Events Perth (*formerly known as Perth Convention Bureau*) continues to work towards attracting domestic and international travellers. It has also been promoting the venue as a premium corporate event destination.

TOP MEETING & CONVENTION VENUES

Considered as one of the largest convention centres in Western Australia, the Perth Convention and Exhibition Centre consists of 16,000 sq. m. of total floor space. It contains six pavilions, 23 meeting rooms, a 2,500 sq.ft. theatre room and several other ballrooms. The centre can accommodate up to 5,000 individuals and is equipped with state-of-the-art event facilities. It was initially built with the aim of attracting business travellers to Perth in order to support the city's tourism and hospitality industry. Perth Convention and Exhibition Centre welcomes nearly 900,000 visitors every year and host around 600 events annually. It is ideal for organising meetings, conferences, exhibitions, trade shows and similar other corporate events.

In 2020, Perth was classified as a beta global city by Globalization and World Cities Research Network.

Perth Convention and Exhibition Centre



Crown Events and Conference Centre



Located inside the luxurious Crown Perth Resort, the Crown Events and Conference Centre is a new and sophisticated convention venue in the city. The centre allows guests to host meetings, conferences, exhibitions, seminars and incentives in picturesque riverside setting. It consists of 21 event rooms that can accommodate up to 3000 guests. The conference centre comes with a combination of three different accommodation venues with nearly 1200 living rooms.

Point Walter Recreation and Conference Centre

The Point Walter Recreation and Conference Centre is located in Bicton, a riverside suburb in Perth. Situated just 20 minutes' drive from the Perth Central Business District, the venue is ideal for hosting meetings and conferences. It can accommodate between 10 and 200 people through a series of different flexible layouts. The Graham Russell Conference Room can accommodate 60 individuals in theatre seating. The conference hall also comes with two smaller seminar rooms that can be used for small intimate meetings.

Similarly, the Pelican Function Room can accommodate up to 160 people in theatre style. The Cygnet Dining Room can hold up to 200 people in theatre seating. Both the conference rooms serve as important meetings or events facility in the venue.

BEST ACCOMODATIONS



The Ritz-Carlton Perth

The Ritz-Carlton Perth is one of the finest convention hotels in the city. Situated near the Perth Convention and Exhibition Centre, the hotel offers more than 21,500 sq. ft. of meetings and events space. Each meeting room provides stunning views of the cityscape and comes with state-of-the-art audiovisual facilities. The hotel also gives 5-star accommodation facilities with its elegant rooms and suites for business and leisure travellers alike.

Hyatt Regency Perth

Standing on the picturesque Swan River, Hyatt Regency is considered to be one of the best hotels with meeting facilities in the city. Besides providing luxurious and comfortable stays, the hotel consists of a purpose-built 3000 sq. m. of event space including 16 meeting rooms, two ballrooms and private dining spaces. It is perfectly suited for MICE travellers who can enjoy lavish accommodation facility as well as organise corporate events at the venue.

Pan Pacific Perth

Located at the heart of the central business district, Pan Pacific Perth is one of the most ideal hotels for corporate travellers. It offers great accommodation services as well as meeting facilities. The hotel is capable of hosting everything from intimate business meetings to large conferences.



Getting There



Perth is well-connected to different parts of the world by Perth Airport. All scheduled international and domestic flights arrive and depart from the venue. The city can also be reached through waterways. All ships dock at Fremantle with several global cruise ships calling into the Fremantle Passenger Terminal. The capital also has the Indian Pacific trans-continental railway that runs to Sydney and is considered one of the best train journeys in the world.

Besides offering numerous tourism opportunities, Perth has also established a strong MICE scene. The central business district is brimming with MICE facilities and serves as one of Australia's ideal venue to organize meetings and events.

Corcovado National Park

**A Unique Camping Destination
in the Osa Peninsula**

The very idea of camping brings forth images of sprawling deserts, woodlands and mountainous terrains in our minds. Changing times and advent of new destinations have opened up several distinct regions of the world that serve as great camping sites.

Located in Costa Rica's South Pacific region of the Osa Peninsula, the Corcovado National Park hails as one of the world's most unique camping destinations.

Set in the backdrop of idyllic seafront, pristine beaches, cascading waterfalls and dense rainforests, the park offers a visual treat to nature lovers. Corcovado is rightfully helmed as the “the most biologically intense place on Earth” for its rich and unique biodiversity.

Flora and Fauna

The park is home to over 5% of the world's fauna spanning across an area of 163 sq. miles which makes it an ideal destination for wildlife sighting. The unique flora of Corcovado comprises of 13 major ecosystems and the only remaining wet forest of the Pacific Coast of Central America. It is said, that Corcovado National Park contains the entire ecosystem of insects existing between Panama and Mexico.



The park shelters a vast collection of rich wildlife like all four species of monkeys (including the highly endangered Red-Backed Squirrel Monkey), 40 species of frogs, 28 species of lizards, above 100 species of butterflies and more than 400 species of birds.



Corcovado Attractions

The remote, wet and rugged expanse of the Corcovado National Park offers backpackers an experience of a lifetime. There are no paved paths inside the park which makes it ideal for jungle hiking especially for adventure buffs. Amicable trails lead tourists to the lush camping areas near the ranger stations.

There are five ranger stations with two camping areas nestled amidst deserted beaches, gorgeous waterfalls and amazing seascape views. One can enjoy the raw adventure of staying inside rustic camping refuges and watch wild animals from close proximity.



Hidden Gems

If you are looking for a wild and rustic vacation, hop over to Golfe Dulce and enter the Piedras Blancas National Park where you will be fascinated by some of the pristine rainforest beaches of Costa Rica. You can also stay at one of the eco-lodges at the flipside of Piedras Blancas with stunning views of Golfo Dulce.

Piedras Blancas National Park

Piedras Blancas National Park is a sister park of Corcovado, located on the other side of Golfo Dulce. Once a part of Corcovado, the Piedras National Park now stands as a distinct tourist attraction. Therefore, tourists can enjoy two remote rainforest park experiences during their Corcovado National Park expedition.



Cano Island

Tucked away 10 miles off the coast of the Osa Peninsula, Cano Island is a hidden gem of Corcovado and is certainly worth a visit. Sunken rock formations and wealth of diverse aquatic creatures make Cano a popular site for snorkelling and diving. You can spot fifteen different coral species, colourful fishes, manta rays, sharks and other endangered creatures off the island coast. There are quite a number of eco-friendly lodges that arrange day excursions for tourists.

What's So Special?

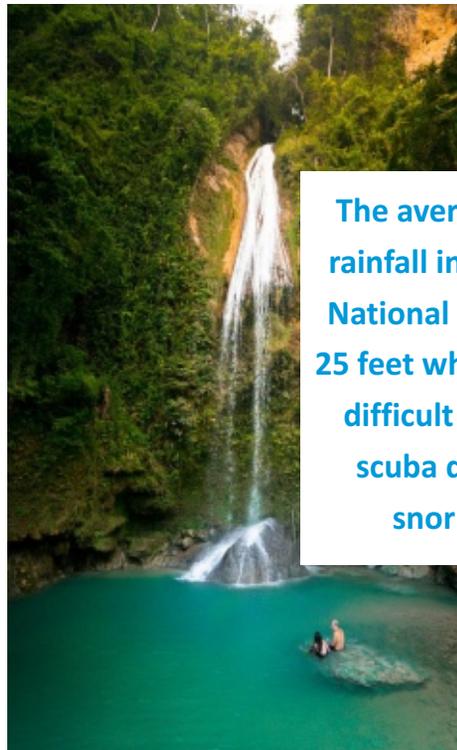
There are no distinct roads in the Corcovado National Park. Once you enter its precincts, you have to explore the region on foot which is a thrilling adventure for wildlife enthusiasts.

Corcovado stands as *'the crowning jewel'* amidst Costa Rica's expansive biological reserves and national parks. It is the third largest park in Costa Rica which you can visit only with an authorised guide. Provision of rustic lodging makes this park an ideal spot for enjoying the true essence of camping.

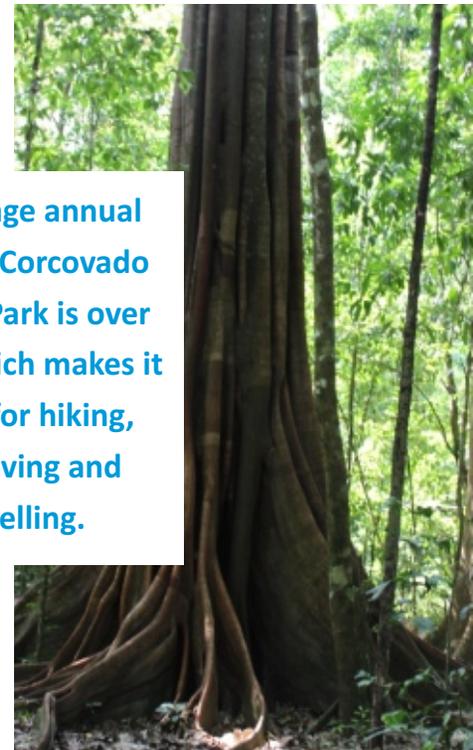


Best Time to Visit

The best time to visit Corcovado National Park is during summer, i.e. from January through April. During these months, there is little or no rainfall and nature is at its best for sightseeing and indulging in adventure activities. During the green season, i.e. from May through August, there are often afternoon showers but tourists get best value for accommodation as lodges significantly drop their prices. September and October receive maximum rainfall due to which some lodges are temporarily closed around Osa Peninsula.



The average annual rainfall in Corcovado National Park is over 25 feet which makes it difficult for hiking, scuba diving and snorkelling.



Where to Stay?

There are several eco-friendly lodges and boutique hotels in and around the Osa Peninsula near the town of Puerto Jimenez or Drake Bay. All places of accommodation in Corcovado National Park are built within unspoiled natural settings that cater to the needs of a nature lover.

Things to Remember

- ✦ Carry zip lock bags for holding your wet clothes or mud-soaked shoes.
- ✦ Riptides are common in Corcovado. So, it is advisable that you check with the rangers before swimming in unknown waters.
- ✦ Beach hiking in Corcovado is usually undertaken in scorching heat. Make sure your health permits such exhaustion.
- ✦ Pack your baggage keeping in mind the weight limit for flying.



Things to Carry

- ✦ Important documents
- ✦ ID proof(s)
- ✦ A pair of hiking or waterproof shoes
- ✦ Changing clothes
- ✦ At least 3 pairs of underwear
- ✦ A headlamp
- ✦ Bug spray/mosquito repellent
- ✦ Sunscreen lotion
- ✦ Camera
- ✦ Water bottle
- ✦ Hat
- ✦ At least 3 pairs of sweat absorbing tops
- ✦ Binoculars
- ✦ Towel





In a Nutshell

Visiting Corcovado National Park requires perfect planning and thorough knowledge of the region. Visitors should be aware of all the pros and cons of the park. Once you are well-informed, it is time to explore one of the most exotic rainforests of the world.



FACE to FACE

Hyatt Regency Phnom Penh



In an exclusive interview with Travel And Tour World, **Herman Kemp, General Manager at Hyatt Regency Phnom Penh** explains how the newest hotel is ready to welcome its guests. He also shares his opinion and experiences with our readers about their goals and future plans in the hospitality industry.



Travel And Tour World: Tell us about the property Hyatt Regency Phnom Penh.

Herman Kemp: Hyatt Regency Phnom Penh officially opened in January 2021, marking the first Hyatt hotel in the Cambodian capital. Located in the heart of Phnom Penh's cultural and business district of Doun Penh, the colonial-meets-contemporary property has 247 guestrooms including 43 residential-style suites.

Designed by Singapore-based SCDA Architects, the hotel's centerpiece is a beautiful French heritage villa, known as the Colonial House, which serves as the entrance and lobby. Meanwhile, the interiors of the hotel reflect Cambodia's unique history, seamlessly blending Khmer architectural accents, French colonial influences, and specially-commissioned artworks by contemporary Cambodian artist, FONKi. Guests can choose between five dining venues including The Attic, an old world speakeasy-style bar located in the rafters of the old Colonial House, as well as a stunning indoor-outdoor open-plan dining concept called FiveFive Rooftop Restaurant & Bar, where diners can enjoy Instagram-worthy views of the city skyline alongside fresh, sustainable seafood and lively DJ performances.

Hyatt Regency Phnom Penh has nine multi-functional meeting suites, including the Regency Ballroom, which can accommodate up to 490 guests and is equipped with the only built-in full-colour LED screen in the city. Additionally, the hotel boasts a spectacular outdoor pool, a 24-hour gym (with personal trainers on request) as well as a spa, called Jivapita Spa, where guests can book a range of relaxing post-flight recovery treatments including bespoke facials and massages.



Travel And Tour World: As Cambodia is set to open for international travellers, what are the safety measurements you have taken to make a secured stay?

Herman Kemp: We delayed our opening due to COVID-19 and the impact the pandemic has had on Cambodia. This delay has positively impacted us by allowing additional time to put in enhanced hygiene and guest safety measures from the start, ensuring guests feel safe when dining and staying with us.

Hyatt Regency Phnom Penh is committed to ensuring the highest level of health and safety compliance – we are the first and only hotel in Cambodia to be awarded Global Biorisk Advisory Council (GBAC) STAR accreditation. We've also built upon Hyatt's Global Care and Cleanliness Commitment to provide a safe environment from our guests. Examples include mandatory face coverings for staff and guests in all indoor public areas, temperature checks, socially-distanced seating arrangements in meeting rooms, F&B outlets and recreational facilities, a contactless check-in and check-out service, digital menus, as well as regularly updated health and safety training protocols for staff. Guests will also be given complimentary personal protective equipment kits containing premium masks, alcohol wipes and other comfort supplies upon arrival.

Travel And Tour World: What are the marketing strategies to promote Hyatt Regency Phnom Penh?

Herman Kemp: We're currently running a number of special events and promotions including an "Office With A View" package, which should appeal to the workation crowd, as well as a kids program for families. Additionally, our hotel is pretty active on social media platform.

Travel And Tour World: What type of guests Hyatt Regency Phnom Penh wants to welcome?

Herman Kemp: Hyatt Regency Phnom Penh aims to attract both business travellers and leisure guests, including families, as well as local Cambodians who are looking to try new F&B experiences.



Travel And Tour World: What are the countries in your target list that you want to promote?

Herman Kemp: We are excited to welcome guests from all around the world, including visitors from China, Hong Kong, Taiwan, Singapore and South Korea.

Travel And Tour World: Can you please tell us if any one stay at Hyatt Regency Phnom Penh, then what important landmarks or tourist attraction, they visit?

Herman Kemp: Hyatt Regency Phnom Penh is located in the heart of Phnom Penh's cultural and business district of Doun Penh and within a short walking distance to a number of well-known landmarks and tourist attractions such as the Royal Palace, National Museum as well as the city's fabled riverside.



VOLUNTEER TOURISM

TRAVELLING FOR A CAUSE

Volunteer tourism, also known as volunteerism, is one of the contemporary forms of tourism. It has become an increasingly popular travel trend over the past few years. It involves travelling for a noble cause while contributing to societal benefit.





What is Volunteer Tourism?

Volunteer tourism is where an individual undertakes voluntary work while travelling. Volunteer tourists usually travel to underdeveloped or developing countries and work towards helping the needy locale. These tourists mostly address poverty, poor healthcare facility, educational problems and societal-community issues prevalent in their destinations during their stay.

Impression

The concept of volunteer tourism has been designed to meet certain requirements of a particular group of individuals who are otherwise deprived of those essential needs. There are many welfare and non-profit organisations around the world that raise funds to send selected travellers for volunteer tourism programmes.

Social Responsibility

Volunteer tourists travel to discharge their duties towards society and to get a chance to experience a working holiday. Travellers looking for meaningful experiences while travelling often take up such projects. They invest their time and use their skills to contribute towards a good cause. Volunteer tourism gives travellers a chance to help people in the places they visit.

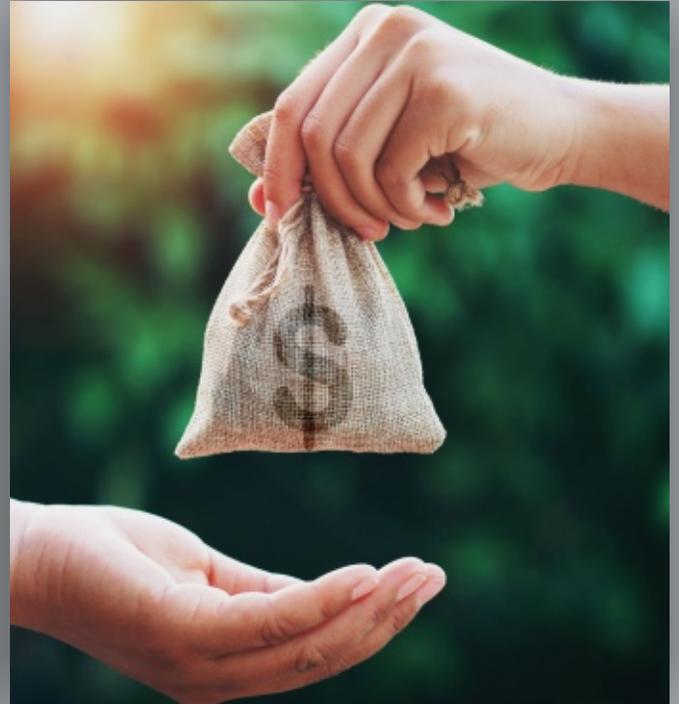


Types of Volunteer Tourism

Volunteer tourism falls under the umbrella of '*niche tourism*', as per experts. However, several scholars and researchers have argued that it stands in the broader macro niche market due to the wide array of opportunities it offers.

Categories

There are several categories of volunteer tourism that modern day travellers can undertake to contribute towards the well being of the society when they travel.



Community Service: This type of volunteer tourism involves providing basic needs like food, shelter and employment. Travellers meet the locals in need and gather information about their requirements. Following the research, they work for the welfare and development of the community.

Philanthropy: This involves taking care of the welfare of the people by contributing funds for humanitarian causes. It is an act of selfless service.



Service Learning: Volunteer tourists often take an educational approach towards community services. They study and analyse community needs and help the people living in the places they visit. Many tourists also provide educational trainings to local children in underdeveloped or developing destinations.

Nature Conservation: Volunteer tourism also deals with nature conservation. Not only does it include the conservation of flora and fauna but also the maintenance of social, socio-economic and ethical issues. Volunteerism in biodiversity and other natural resource management programmes is extremely popular in the hills.

Animal Conservation: Another category that has gained importance in volunteer tourism is animal conservation. This provides an incredible opportunity for the volunteers, especially wildlife tourism enthusiasts to have wonderful travel experience as well as help local wildlife. These volunteers often work to create awareness about the negative effects of human activities on nature and wildlife. They also educate other tourists about endangered animals.



Waste Minimalism: This is a practice followed by volunteer travellers who intend to reduce the amount of waste produced while travelling. These travellers often focus on '3R's and educate fellow tourists as well as local people to **Recycle, Reuse and Reserve**. While travelling, volunteer tourists can set an example by using reusable containers, eco-friendly toiletries and public transports.

Benefits of Volunteer Tourism

- It gives people the chance to contribute to the greater good of society and community
- It provides volunteer tourists the chance to work while travelling
- It also helps travellers to enhance and develop their cultural understandings
- It helps in bringing several social and community issues in underdeveloped destinations to limelight
- It helps to sustain local economy and can even connect local community to the world

Things to Keep In Mind

- Volunteers should be well-informed about the destination they are travelling to and well-researched about the challenges.
- Communication is the key to facilitate the process of volunteer tourism. Volunteers should communicate well with the locals.
- Most volunteer tourism work involves short-term commitment that often fails to deal with the entire crisis. Therefore, volunteers should make sure their work has a long-term impact.
- It is important that volunteer tourism is carried out while ensuring that locals continue to maintain their jobs.

With proper research and execution, volunteer tourism has immense scope and opportunities for the future. It is also a great way to blend tourism and volunteering and to facilitate travelling while contributing to a good cause.



Beijing announces the opening of Universal Studio's first theme park

Beijing opens Universal Studio's first theme park which complements the studio's other two theme parks in Japan and Singapore. The park which has been under construction since 2016 received a strong backing from Beijing authorities.

It features experiences similar to that of Americans. It includes Harry Potter and the Jurassic Park. It also features the minions from the "Despicable Me" movie. This is the third largest theme park in Asia of the Universal Studio.



Commercial flights across the EU rises with recovery of Greece



Although there has been a rise in commercial flights across the EU this summer, this is still lower than what it was before the pandemic.

In the 27-country federation, commercial flights increased by 72.8% in July and 47.6% in August. However, these figures are one-third of what they were just before COVID-19 pandemic.

Greece experienced the best improvement in tourism industry after their commercial flights went down just 7% in August.

The country is followed by Romania and Croatia whose commercial flights went down by 18% and 21.5 % respectively. This is in comparison to what it was two years ago.

Massive wildfire outbreak shuts down Sequoia National Park

Sequoia National Park was recently closed for its visitors after a massive wildfire broke out in the rugged terrain of California's Sierra Nevada. There were actually two major forest fires that were advancing towards the direction of the Giant Forest. It is home to more than 2,000 giant sequoia trees including the General Sherman Tree which is the largest tree on this planet by volume.

Mark Ruggiero, Fire Information Officer for Sequoia and Kings Canyon National Park said that although there is no imminent threat to the park but that is a potential. Giant sequoias are associated with the tall, slender redwoods that grow along the Northern Californian coast. Both are equally susceptible to fire.



UK's green list countries invite tourists



The United Kingdom started a traffic light system in May which featured its green and amber listed countries. It updated its red listed countries also. Each colour has its own rules in regard to testing and quarantining. Travellers need to get one test done before going to green listed countries like Germany, New Zealand et al. also, they need to get one PCR test on or before their second day of arrival in the UK. Even if the traveller is not fully vaccinated, they need not quarantine themselves unless they test positive. Boris Johnson, Prime Minister of the UK, said that the green list would soon be cancelled and something simpler would be brought in.



spookiest Halloween festivals in the world



unravel your
scary side



When it comes to Halloween Festivals, enthusiasm and vivacity reach a different height. There is something about Halloween that creates an atmosphere of celebrations and enjoyment; it becomes a bona fide lifestyle, a night of revelry.

Halloween, also known as Hallow's Eye and Saint's Eye, is more than merely preparing spooky and uncanny costumes. Almost every continent in the world has its traditions of celebrating the festival with pomp and grandeur.



The other kids stare
like I'm some kind of
freak-



The Halloween party is
not till next week.....

“Halloween Party” by Kenn Nesbitt



Let's walk



Day of the Dead **mexico**

The Halloween festival, also known as Dia de Los Muertos, is a day of great importance to Mexicans. The locals believe that people reunite with their ancestors on the day of the festival.

The festivities continue across the country, while the Mexico City hosts a parade. The iconic display of skulls and skeletons has made the festival popular across the world.



UNESCO has recognised the Day of the Dead as an Intangible Cultural Heritage of Humanity.



Derry Halloween **northern ireland**



The Derry Halloween is considered one of the largest festivals in the world. The festival is celebrated for over eight days, with more than 100,000 visitors and 1,400 performers. There are parades, fireworks, music, performances and much more than imagination. The idea of life and after-life and the world of spirit of the dead overrun the town. This place is undoubtedly the must-visit place during Halloween.

village Halloween parade new york

New York celebrates Halloween like no other cities of the world. Its annual festival celebration includes over 50 bands, dancers, artists and New Yorkers in unusual costumes. Local people marching through the streets wearing Halloween costumes have become the highlight of the festival. Village Halloween Parade is a great occasion to come together to celebrate the *“spooktacular”* festival in the city that never sleeps.



the voodoo music new orleans

The very mention of Voodoo runs a chill down the spine! Halloween in New Orleans is one such spooky celebration that brings to light the fun side of the mysterious religion. People can be part of a lot of exciting activities like art installations, music events, a walk along the haunted house and much more. If you like good music, great food and a little bit of scare, the Voodoo Music Halloween Festival is a must-visit.

the london Dungeon

london

If you wish to experience your adventurous side and test your fright, the London Dungeon will provide the perfect opportunity. Known as one of the scariest Halloween celebrations worldwide, it takes visitors to a surreal universe. Here, you can witness the real experience of meeting villains, be it Jack the Ripper or Sweeney Todd, or witness traumatic incidents like the Black Plague.



Hungry ghost festival Hong kong

China's long Hungry Ghost Festival is all about spending the day with the souls of the dead that roams around the Earth. Locals organise several offerings and festivities to prevent the ghosts from any mischief. The Chui Chow community celebrates a similar festival in Hong Kong for three days. Visitors can find offerings and burning incenses for the spirits on the pavements.

pumpkinferno ottawa ontario

It is nothing new to see pumpkins with lights on Halloween nights. The Pumpkinferno is an award-winning festival celebrated in Ontario. The event displays over 7,000 handcrafted pumpkins glowing in a creepy way. Tourists can see dogs, dragons, astronauts, cars made out of the orange gourds in the festival.

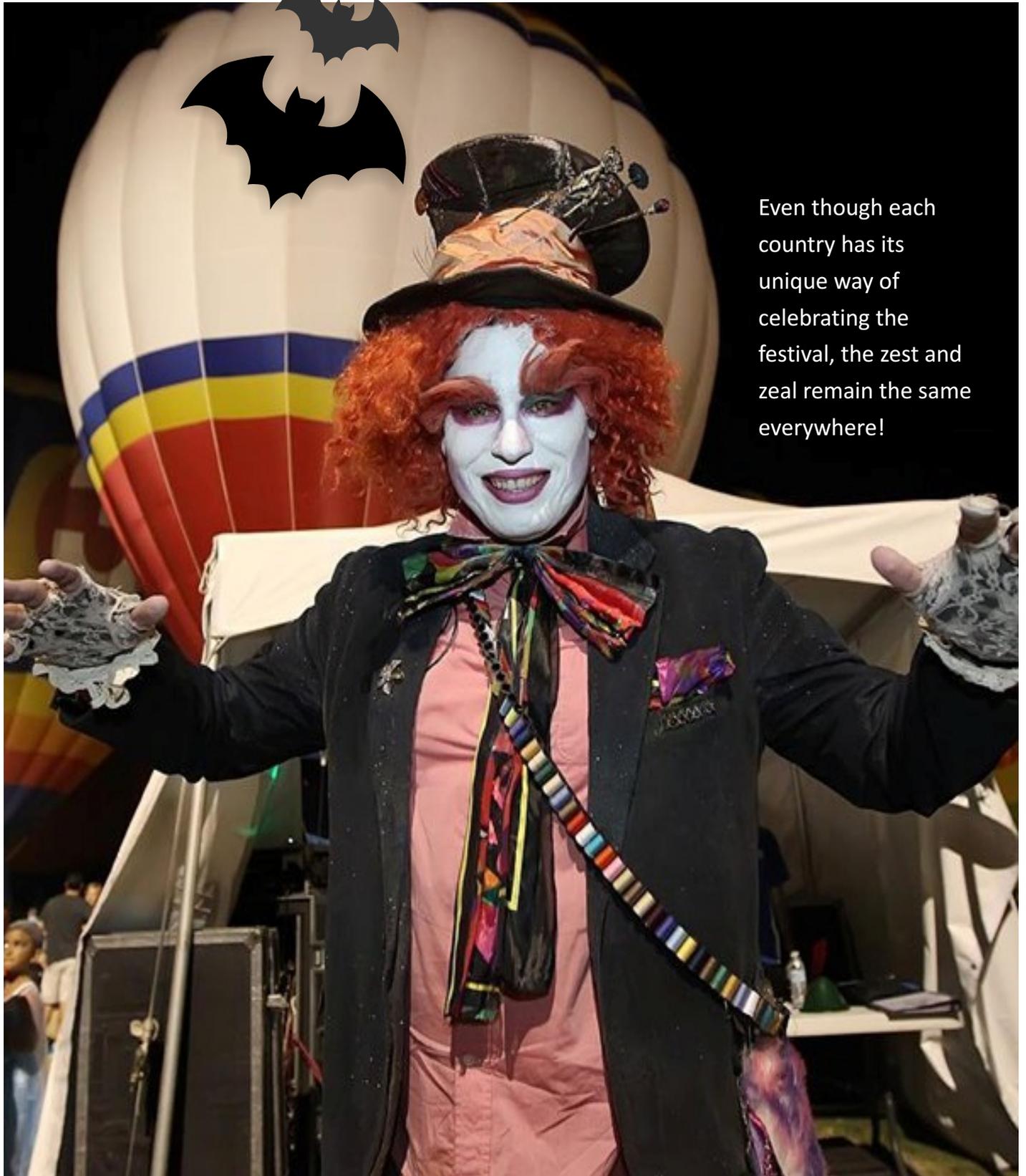
The Pumpkinferno is an award-winning festival celebrated in the country's capital.



spooktacular Hot air balloon festival arizona



Spooktacular in Scottsdale, Arizona, is not like the usual trick-or-treat event. Visitors can witness the magical experience of seeing approximately 20 hot air balloons passing over 4,000 pounds of candy. They can also watch the fireworks and weird costumes worn by people celebrating on the streets.



Even though each country has its unique way of celebrating the festival, the zest and zeal remain the same everywhere!



Scan the QR code for more information.

2021年(第九届)成都国际旅游展

9th Chengdu International Tourism Expo 2021

Century City New International Convention & Exhibition Center

CHENGDU

CHINA 2021.11.05-07

EXHIBITION AREA

Provincial Departments and Municipal Bureaus of Culture and Tourism

International Exhibition Area

Museum, Cultural Creation & Intangible Cultural Heritage

Rural Tour & Homestay

Education & Study Tour

Health Wellness & Sports Tourism

Smart & Digital Tourism

Tourism Service Provider & OTA Platform

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Chengdu Culture, Radio and TV, Press and Publication Bureau

Chengdu Municipal Bureau of Exposition

PARTNERS

Sichuan Provincial Tourism Association

Sichuan Travel Agency Association

Chengdu Travel Agency Association

Middle Creativity (Beijing) Cultural Development Co., Ltd.

BolognaFiere China

CHENGDU



Espying into Dungeon

Inside London Underground Tunnels

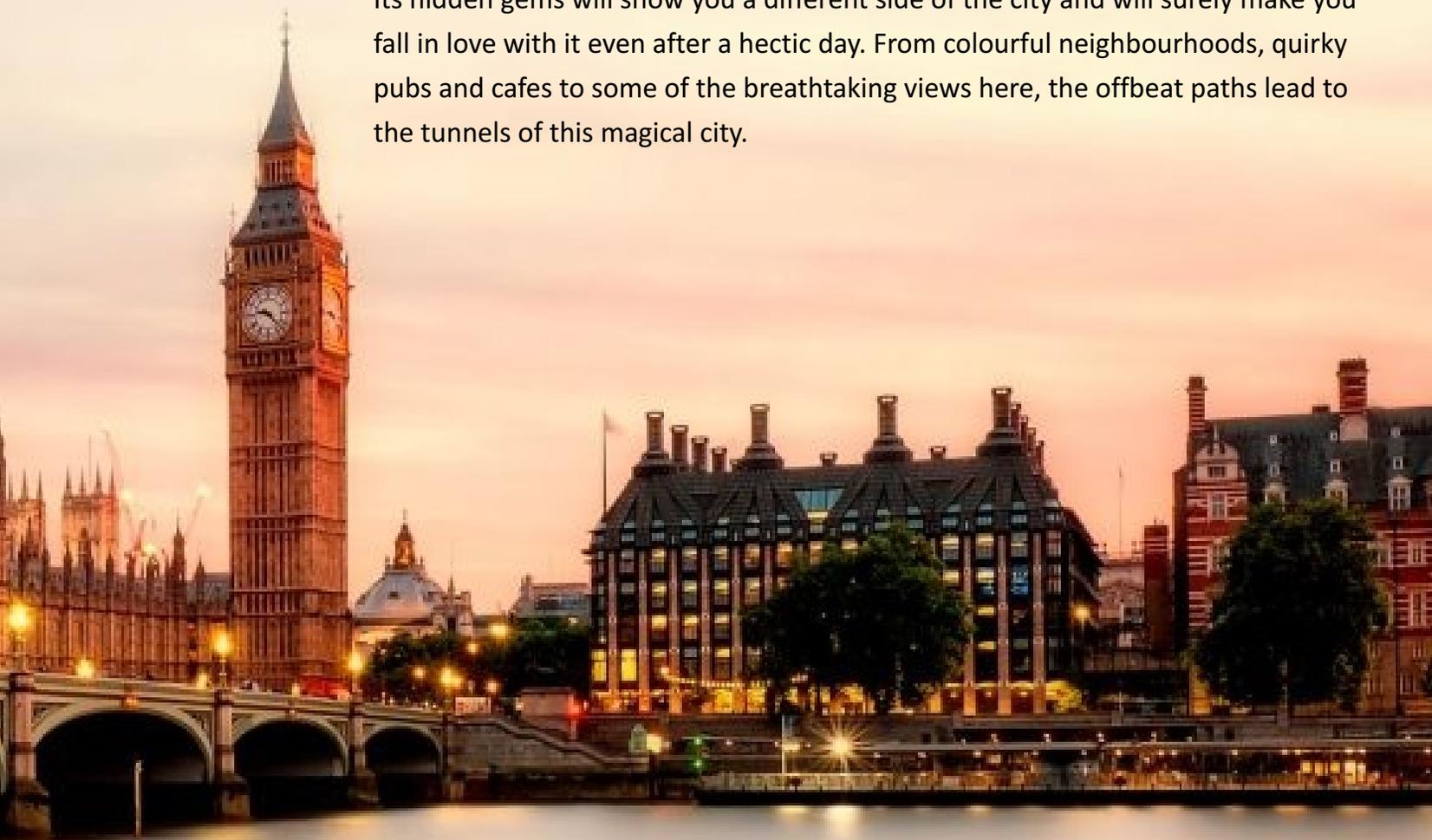
London is a little wonder. Britain's only capital city has a vibrant arts and entertainment scene. 50 years after the Beatles, the country's music scene still rocks.



People who have never been to the city can talk about the major landmarks that make London famous. Almost every traveller has heard of the London Eye, Big Ben, Tower Bridge or the Buckingham Palace, but if you are seeking the unusual or want to discover the other side of the city, then this article will help you.

An Incredible City

London becomes unbelievably amazing as a city when it comes to its secret spots. Its hidden gems will show you a different side of the city and will surely make you fall in love with it even after a hectic day. From colourful neighbourhoods, quirky pubs and cafes to some of the breathtaking views here, the offbeat paths lead to the tunnels of this magical city.

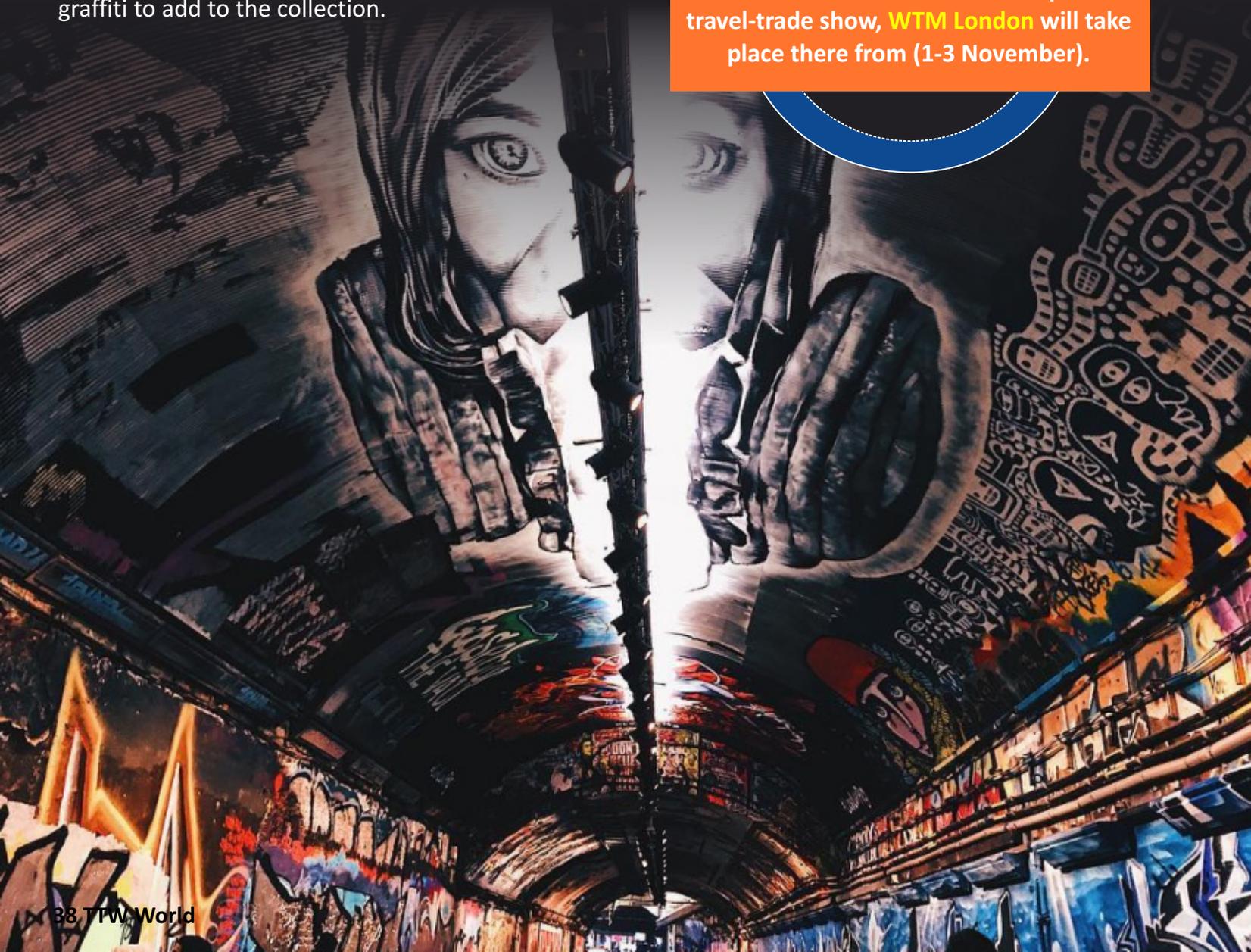


Inside Graffiti-Covered Tunnels

It is often hard to believe the existence of numerous underground tunnels in London. These tunnels are known as Vaults or Waterloo Vaults. It has now become one of the most fascinating spots that hide many dark secrets. Located at Leake Street at the backside of Waterloo Station, the Vaults allure with an awe-inspiring colourful graffiti tunnel. Surely some of the best venues for alternative lifestyle, the Vaults lead you to see London's street art and quirky things.

You can always see the graffiti artists repainting the walls to depict social messages. It is open to the public and can be visited at any time. You can even paint graffiti to add to the collection.

Leake Street is just a 31 minutes' drive from Excel London. The most auspicious travel-trade show, **WTM London** will take place there from (1-3 November).



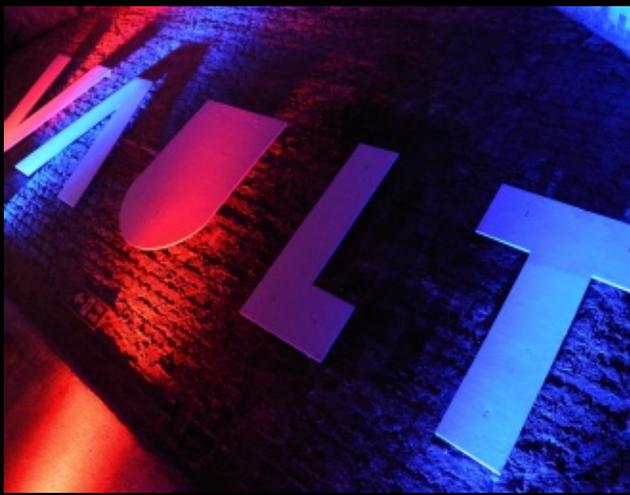
**Leake Street is where graffiti is not just tolerated,
but actively encouraged....**

Exploring darkness: **A Perfect Night Out**

Travelling into a labyrinth of dark tunnels beneath the city doesn't sound like the greatest night out. But with all the tunnels filled with theatre, comedy, dance, electric music and all kinds of immersive events, it will be an unusual story. Waterloo Vaults is now the abode of VAULT Festival. This is hidden deep beneath the Waterloo station, where the shrill noise of trains only adds to the underground atmosphere.



The VAULT is home to alternative arts. Its mission is to influence and connive, the embracing artists from all walks of life to come together and inspire others.



Waterloo Vaults

Waterloo Vaults is the city's dwelling place for crazy, weird and wonderful art scene. Imagine the Edinburgh Fringe - underground and with fewer bagpipes, you can get a sense of what happens down in the vaults. Amateur comedians, jazz musicians, new inventive theatres and immersive dining experiences are what tourists can expect at Waterloo Vaults. The network of rooms has seen some eccentric stuff over the years and here you can also get a chance to break away from formal boredom. Waterloo Vaults also offers a pub, named Vaulty Towers. The best time to visit Vaulty Towers is definitely on weekends.



NEW FACES



Liz Emmott

Liz Emmott is the new Director of Global Distribution and Business Solutions with Trainline Partner Solutions

Liz Emmott has been appointed as Director of Global Distribution and Business Solutions with Trainline Partner Solutions. In this newly created role, she will be responsible for leading the growth of Distribution and Business Solutions.



Dr. Debbie Kristiansen

ASM Global appoints Dr. Debbie Kristiansen as GM of Bahrain International Exhibition & Convention Centre

ASM Global has appointed experienced Middle East venue management and entertainment professional Dr. Debbie Kristiansen as General Manager of the new Bahrain International Exhibition & Convention Centre, due to open in 2022. The new Bahrain International Exhibition & Convention Centre is set to boost the Kingdom of Bahrain's position attracting future tourism investment and events to the region. With 95,000 sqm of exhibition space over 10 Halls, a 4,000-seat tiered auditorium, 95 meeting rooms, Royal & VIP Majlis and a 250-seat restaurant.



Anne Sayers

Sayers appointed State Tourism Secretary of Wisconsin

Gov. Tony Evers named Anne Sayers as the state tourism secretary, a post she's held as interim director since November. Sayers replaced Sara Meaney who resigned from the post amid speculation that Republicans were going to fire her. Sayers had been deputy secretary under Meaney since 2019 when Evers took office.



Bill Courtney

Bill Courtney appointed VP and Chief Financial Officer at CWT

Bill Courtney has been Executive Vice President and Chief Financial Officer of CWT, a business and MICE travel management company. Based in North Carolina, Courtney will report to Michelle McKinney Frymire, Chief Executive of CWT, and serve as a member of the executive leadership team.

Creative Tips and Tricks



Make Your Virtual Event More Engaging

Ever since the outbreak of the COVID-19 pandemic, the world has embraced the new virtual trend. From small startups to big businesses, every sector has embraced the new digital era. The virtual world is here to stay even after the pandemic is over. With major technological shift, virtual events have gained immense popularity in a short span of time.

With the rise in virtual events, there is an increasing need to develop creative and unique ideas to engage more and more audiences. In this article, we have compiled some great ideas that you can integrate into your next event to make it a big hit.

Ideas to Inspire

When it comes to virtual events, engagement is the key. You should be able to engage a massive audience to make your event successful. In the virtual world, engagement requires totally different tools and techniques compared to traditional events. Here are a few great ideas that can make your virtual event a success.

Pick Relevant Content

Relevance is an imperative factor when you are hosting online events. It is a useful tool to grab the attention of the right audience. Your audience will look for relevance in your content. Therefore, when you are planning your next online event, make sure you are able to connect with your audience through relevant content.

Choose the Platform Wisely

Ever since the emergence of the virtual world, there have been several online platforms that facilitate hosting of meetings and other events. However, before you plan for a virtual event, you need to make sure that you know the right platform for your audience that has been quite a hit before. You should also check if your platform has a great user base. There are different platforms for webinars, meetings and live streaming of films or videos. Therefore, you must be wise in choosing a platform that caters to your requirements.

Decide the Best Marketing Tricks

Marketing is the most crucial aspect of any event. However, the tactics used in marketing an online event differs from those used in an offline event. Nonetheless, the role played by marketing in attracting an audience is massive. What can be an option better than marketing your event on social media? With the growing trend of social media platforms, why look elsewhere to promote your business or events? Utilise the tool effectively to promote your virtual events.

Be Inclusive

If your event doesn't focus on inclusivity, it is less likely to draw in a great audience. This is something you need to plan ahead of your actual event. Nonetheless, making your event inclusive doesn't have to be that difficult. For example, if you hire speakers, choose ones from varied races, genders and backgrounds. You can also add subtitles to reach a far greater audience.

Integrating Personal Experiences

A lot of the audience is intrigued to know the personal life experiences of big entrepreneurs. For example, if it is a fashion event, the personal journeys and experiences of designers and models can sound exciting to the audience. It is especially true when everything is available at the click of a mouse; people love to hear stories from the comfort of their homes.

Collect Feedback

Feedback is among the essential components of making any event or meeting a success. Not only does it help you understand how your audience felt about the event, but it also enables you to work on your flaws. Organisers should always take advantage of the platform and seek advice and valuable feedback from their target audience and customers.

Set up Virtual Photo Booths

Everyone loves to be clicked, especially at events, and hence photo booths have gained immense popularity over the years. However, since the event world has taken a virtual turn, there has been a rise in virtual photo booths. Besides, virtual photo booths find their perfect place in any event. Images and virtual photos are a great way to engage, share and disseminate brand content. It is a great way to engage all your attendees by making a virtual mosaic of their pictures.



Excellent Virtual Events Ideas to Plan Next

There are many options available for you to plan your next big virtual event. For your convenience, here are a few unique virtual event options –

- Plan for an interactive and engaging workshop with your business expertise.
- Hosting or organizing an event with a leading influencer
- Organise a virtual trivia night
- Organise exhibitions or trade shows
- Run a questionnaire session discussing your business ideas



With the virtual world taking over, you have to find ways to cope with the new techniques of hosting events. You can simply do that by adopting unique and creative ways of interacting with the audience and engaging them to witness better and captivating content.

Global Hospitality Sector in New-Normal Time

The hospitality industry is a lucrative and competitive business. Now this industry is changing faster than ever before and it's nearly impossible to keep up with the entire hotel, travel and hotel management trends impacting in this dynamic business. In keeping a pace with the hospitality industry as a whole is a great way to ensure that the hospitality business delivers the kind of customer experience that the people want and expect. Right now, the priorities of customers have also changed due to COVID-19 pandemic. However, the year 2021 arrived with the COVID-19 vaccine and right now the industry is speeding up, leaving a huge possibility for world-wide resorts to come up with new tactics and strategies to attract tourists from around the world.

DISCUSSION

Ajit Shah

**F&B Angel Investor and Designated Partner
White Panda Hospitality**

“Post COVID-19 pandemic, there have been so many limitations and restrictions on travel and tourism, and there are limited places one can go to. Most people haven't moved out of their homes in the longest time to keep themselves and their families as safe as possible. The hospitality industry, which is used to be the largest revenue generating industry globally, is now under immense turmoil because of lack of customer movement, thus resulting in minimal revenue generation”.

The hospitality sector also sees a huge unemployment worldwide, because of the lack of money.

He explains about the world-wide job-loss, *“a lot of people have lost their jobs and closed their businesses due to lack of working capital. We have seen a shift from customers coming to a property for leisure, to service providers reaching out to the customer themselves. Moreover, during the pandemic, the billion-dollar wedding industry in which food and hospitality holds a major share, was immensely impacted during the peak wedding months. All corporate events have also been downsized.”*

We are now at the end of the year and right now the hospitality industry is ascending. We are in hope that in next year, we will see a massive boom in travel, airline and tourism sector. According to him, “during the upcoming wedding and festive season, I am confident the hospitality industry will see a rising curve that will be beyond anything we have seen in the past few years. With the coronavirus cases going down and more and more people getting vaccinated, the demand curve is going to go through the roof.”

He also explains about the challenges of the hospitality industry. *“The challenges in the hospitality industry are countless. These are unprecedented times, and every single person is having to adapt to the new normal. The major challenges to the industry include generating revenues and ensuring transportation of raw materials. Transporting raw materials across borders is one of the biggest obstacles since there are so many restrictions on import and exports due to the pandemic. There is a shortage of a lot of raw materials which are imported in our country. The fact that people are forced to remain in their current locations and*

are unable or unwilling to take the risk to move around has had a huge negative impact on the hospitality industry. Moreover, the industry's feeling of helplessness has been aggravated by the fact that the government has not offered much help to struggling restaurants, even though many other countries have treated restaurants as small businesses eligible for government emergency funds”.



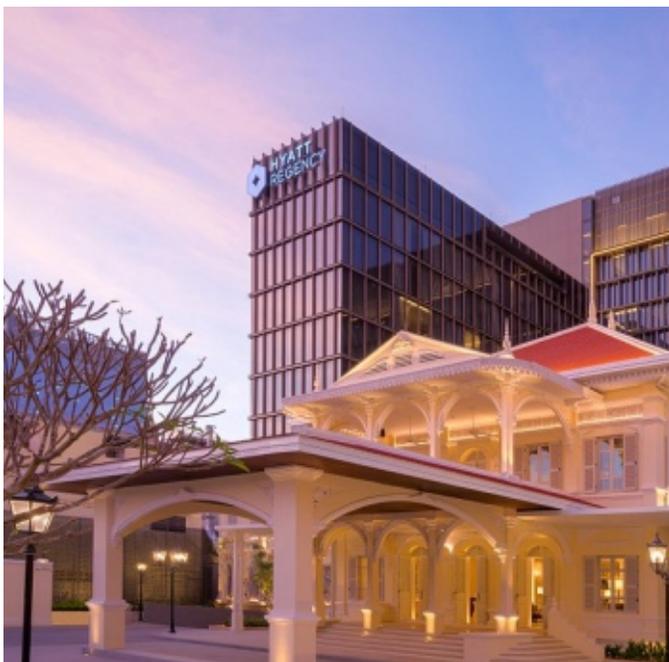


Herman Kemp

General Manager at Hyatt Regency Phnom Penh

The General Manager at Hyatt Regency Phnom Penh, Herman Kemp's view on recent changes in post pandemic hospitality industry, *"moving towards the new normal together with the rest of the world, the hotel industries are now adapting to what a new normal would be. This includes enhanced focus on hygiene standards, hybrid meeting facilities and investing on technologies that will cater for virtual meetings & events, as well as sustainability programme and wellness. These elements have been communicated proactively across hotel brands recently where hotels are aware what guests want and expecting whenever the travel resumes.*

While many people can't travel much over the years, the battle over mental health during previous lockdown or quarantine pushes hotel to set wellness program to ease stress and reviving the stress of the guests. This is very important to drive many guests to experience and once again believe to experience the hotel brands. The business will slowly return as the borders open, in our case the short haul market which is the ASEAN + 3 (Japan, China & Korea) that will be the income source of our recovery. Regional Asia marketing strategy is one of the key to focus growing tourism business that hugely impacted during the crisis."

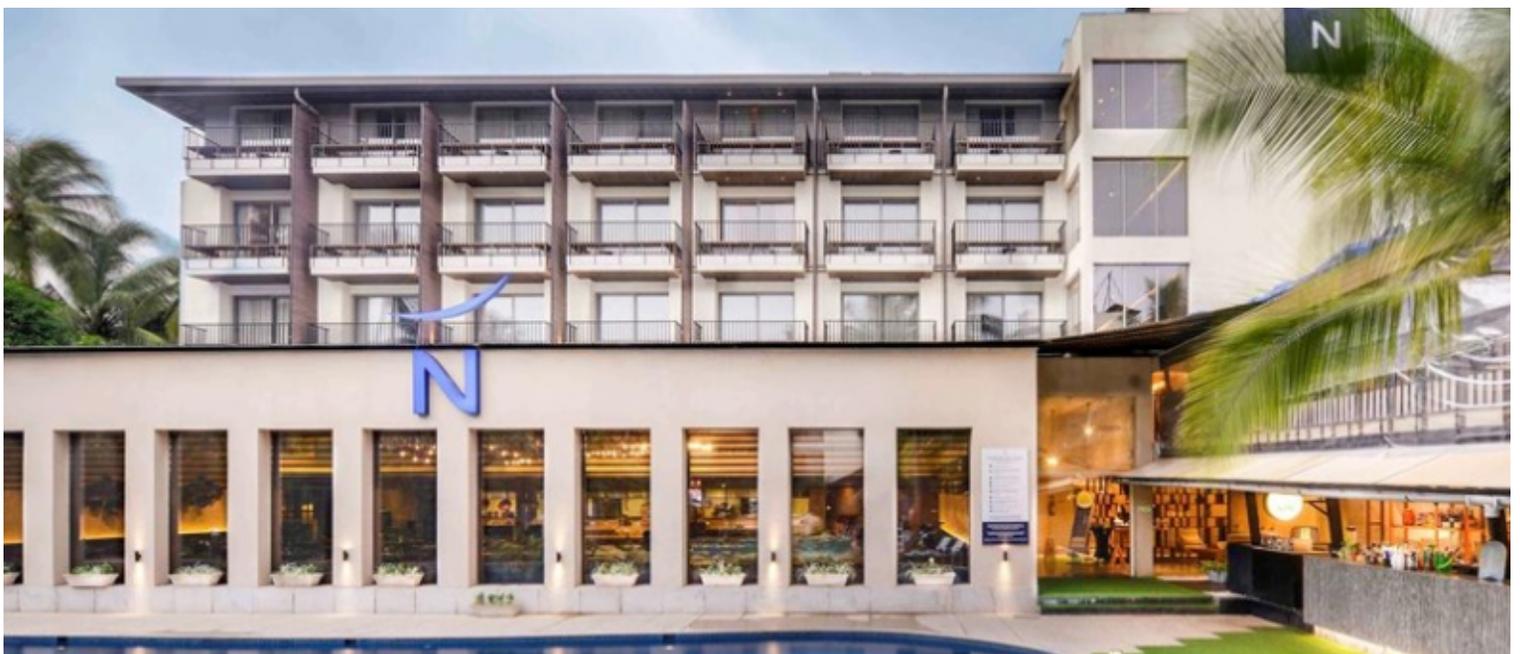




Dennis D'Costa General Manager, Novotel Goa

The viewpoint of Dennis D'Costa, General Manager, Novotel Goa Dona Sylvania on current trends in the global hotel and MICE industry.

"The hospitality industry is quickly getting back to its feet and has adapted quickly to the changing environment, There is a focus on smaller events due to current safety protocols, and hence resorts are creating unique individually crafted meeting and festive wedding experiences which would have a lasting memory in the guest's mind."





WORLD FESTIVALS

We celebrate fun and exciting events from late September to November. Around the world, different countries portray their culture through these diverse festivals. Check out these festivals and see which one of these celebrations grab your interest.



**1 – 31 October 2021
Salem, Massachusetts**

Known for its 17th century witch hunt, Salem, still celebrates the spirit of mysticism and magic with the annual Festival of the Dead. Visitors explore the mysteries of death, grim customs and infamous history of witchcraft through adventurous events that takes place at The Salem Psychic Fair and Witches' Market and The Official Salem Witches' Halloween Ball.



The Festival of the Dead



21 – 31 October 2021
Key West, Florida

Fantasy Fest is a 10-day long adult street party that was initially started by locals to bring visitors to the otherwise quaint city of Key West. The festival is now considered to be the wildest extravaganza in the city. People from across the globe take part in animated street parades wearing colourful costumes.

Fantasy Fest



23 – 24 October 2021
Lae, Papua New Guinea

Celebrated as the most exciting annual festival in Lae, Morobe Show exhibits the tradition and diversity of the region. Locals wear traditional costumes with face paints, feathers and spears to walk in the parades. Visitors can also watch exhibitions, motorcycle stunts, rodeo events and traditional beauty pageants.

Morobe Show Festival



31 October 2021
Canada, U.S.

Halloween is one of the most popular festivals celebrated in many countries across the world. It is believed that the festival was introduced to mark the end of summer and beginning of winter. People in the bygone days believed that ghosts of the dead returned to earth on All Hallows' Eve. The festival is celebrated through several activities like trick-or-treating, pumpkin carving, costume parties, balls, galas and bonfires.



Halloween Festival



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EVENTS CALENDAR 2021-22

Chennai 18, 19 Oct 2021	Bengaluru 22, 23 Oct 2021	Delhi 26, 27 Oct 2021	Mumbai 29, 30 Oct 2021	Ahmedabad 12, 13 Nov 2021
Pune 26,27,28 Nov 2021	Hyderabad 03,04,05 Dec 2021	Kochi 27,28,29 Jan 2022	Kolkata 04,05,06 Mar 2022	

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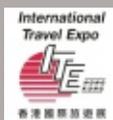


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JUNE 9-12, 2022



ITE Hong Kong 2022

**Venue
HKCEC Hall 1, Hong Kong**



SHOW HIGHLIGHT

The annual ITE Hong Kong - Held successfully in July 2021 with some 30000 trade and public visitors and more overseas exhibitors than from locally, ITE which Hong Kong's only travel fair, will next be held from June 9 to 12, 2022!

Hong Kong as market is big (2019 outbound spending totaled US\$26.9 billion and world's 12th largest) and safe (confirmed cases now total fewer than 12100)! It is also part of China's Greater Bay Area with GDP of US\$1.67 trillion in 2020, as compared to Canada with GDP of US\$1.60 trillion which ranked world's 9th largest economy! What's more! The online survey which received 4514 replies from ITE2021 public visitors found strong pent up travel demand as 60% respondents maintain or increase travel spending in coming year; Over 80% paying more for safer holiday and after restrictions lifted 21% will travel abroad within 1 month and cumulatively 69% within 6 months.

Thus, Hong Kong a priority source market to countries re-opening borders to foreign tourists and ITE 2022, which incorporates the 36th ITE (Leisure) and the 17th ITE MICE, a timely and proven platform!



First held over 30 years ago is the city's only travel fair, it was held successfully in 2019 despite protest marches, canceled in 2020 due to pandemics and held as scheduled amid closed borders in July 2021, quality upheld, well attended by 2544 (11613*) trade and 27106 (73665*) public visitors! Of its 103 (675*) exhibitors 64% (85%*) from outside Hong Kong, and some pavilions like China (mainland), Glamorous Camping and Taiwan, attractively decorated! There were 3D photo spots, vehicle display, and regular zoom meetings between speakers overseas and visitors etc., and some of the 50 seminars held onsite some of which live-streamed on Facebook. Based on successful experiences this year, ITE2022 can offer international exhibitors / advertisers services like zoom seminar pre-show or during ITE to interact with visitors in exhibition halls; onsite seminars which can be live-streamed; broadcast video in dedicated seminar sessions; ad panel or shelf-help photo corner etc. Also TKS the organizer will facilitate exhibitors to work with their local office or agent to control number of staff sent from abroad etc.

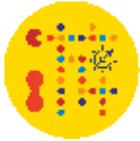
Again, ITE 2022 will be eligible for the Convention & Exhibition subsidy by the Hong Kong SAR Government which TKS will share it with exhibitors who confirm and pay on or before 30 December, 2021 can enjoy 20% discount on space rental and 10% discount thereafter.

Calendar of Events

**G&A Zhongshan
International Games &
Amusement Fair 2021**

Zhongshan, China
zsgaf.com

10-12 Oct 2021



G&A ZCFE

World Routes

Milan Italy
routesonline.com/events/
212/world-routes-2021/

10-12 Oct Physical,
18- 20 Oct 2021(Virtual)



TTG Incontri

Rimini, Italy
en.ttgexpo.it/

13-15 Oct 2021



**6th China Low Cost
Carriers Summit 2021**

Shanghai, China
summitasia.cn/En/
Aviation

21 Oct 2021



**Hotel Investment
Conference Asia Pacific**

Singapore
burba.com/hicap

28 Oct 2021



ITB Asia

Virtual
itb-asia.com/

25-29 Oct 2021





23 - 28 November 2021

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Sponsored by ENIT



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BITESP 2021 from 23 to 28 November on a Digital Platform

www.bitesp.it

Bitesp 2021 is the digital exhibition completely dedicated to experiential tourism; an important event for the promotion and commercial development of incoming and outgoing operators. Operators can participate in the event as Exhibitors, Suppliers or Visitors. To access to the platform you need to register.

Digital Tourism Exhibition



Workshop Videoconferenze



Virtual Stand



Video Contest



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