

Travel AND Tour™

Volume: 14, Issue: May 2022

W O R L D

Destination Diary

Denmark

Travel Tendency

**Barefoot
Skiing**

Tech it

**AI SIGN
Language**

Meeting Points

MALAYSIA

06



24



06-Meeting Points: This article highlights **Malaysia** as a truly Asian MICE destination. Besides being a fascinating travel destination, this country also offers numerous options for business tourism, meetings and incentive travel.

13-Cover Story: Europe is a vibrant continent which is undergoing deep anxiety ever since its tourism sector has been restricted post COVID-19 and the Russia-Ukraine conflict. It features how **European tourism** is focusing on market-oriented strategy to regenerate revenue.

16-Travel Association : Here, you can get to know about Europe's tourism approach and how it is affected due to COVID-19 and Russo-Ukrainian War in an **exclusive interview with Eduardo Santander, Executive Director of the European Travel Commission.**

24-Special Feature: **Reed Flute Cave** is home to verdant reeds, birds, stone pillars, stalactites and a wonderland of colourful stone curtains inside this water-eroded cave.

45



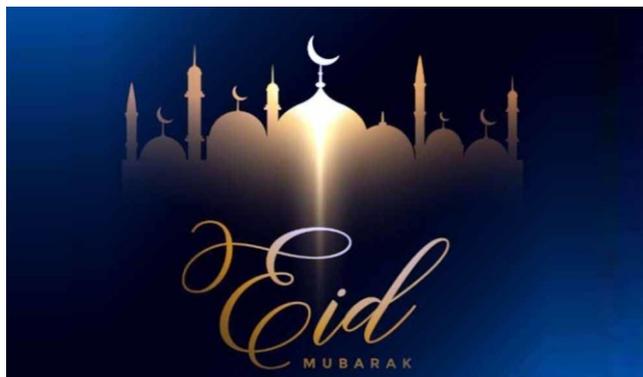
48



38-Destination Diary: Breath-taking landscapes, great traditions and a rich culture make **Denmark** one of the most sought-after travel destinations.

45-Tech It: This article highlights the importance of **AI Sign language for hearing-impaired railway passengers** that would provide written announcement on the display boards of the platform.

48-Travel Tendency: **Barefoot skiing** is one of the most intimidating and rewarding water sports prevalent today. This article is a beginner's guide and tips for a wonderful skiing experience.



Travel News: 28
Discussion: 31
New Faces: 43
World Festivals: 51

Show Highlight: 56
Show Review: 59
Calendar of Events: 63

Dear Readers,

Great news has come as Asia reopens its borders for international travellers after a long two years of pause. Cambodia, Vietnam, Thailand, Indonesia, Singapore and Malaysia open their doors to international travellers from the United States, Europe and India. If you consider travelling to Asia, this is the right time to plan for travel to these countries.

This edition gives you a definitive guideline on the business event hosting in Malaysia and how the country has coped with the pandemic phase. You can get to know about the Malaysian Convention & Exhibition Bureau, which has organized a total of 81 business events so far for the year 2022. In this issue, we discussed the European tourism scenario, as this beautiful continent has seen losses during pandemics. We took the insights of Mr Eduardo Santander, Executive Director of the European Travel Commission on how Europe is gearing its tourism business industry.

Also you get to know about restoring global meeting scenarios and incentive travel options in MICE and the event industry. Get a detailed picture of how the hospitality industry gears to generate more revenue in supporting the country's travel sector.

Editor-In-Chief
Mr. Anup Kumar Keshan

Editorial Desk





THE Leisure Show

SPORTS ♦ RESORTS

DID YOU KNOW THAT 76% OF VISITORS ATTEND THE LEISURE SHOW TO EXPLORE NEWLY LAUNCHED PRODUCTS?

MEET WITH KEY SUPPLIERS FROM ACROSS THE LEISURE INDUSTRY SHOWCASING THE LATEST IN INNOVATIONS AND TECHNOLOGIES.



CO-LOCATED WITH



INDEX



WORKSPACE

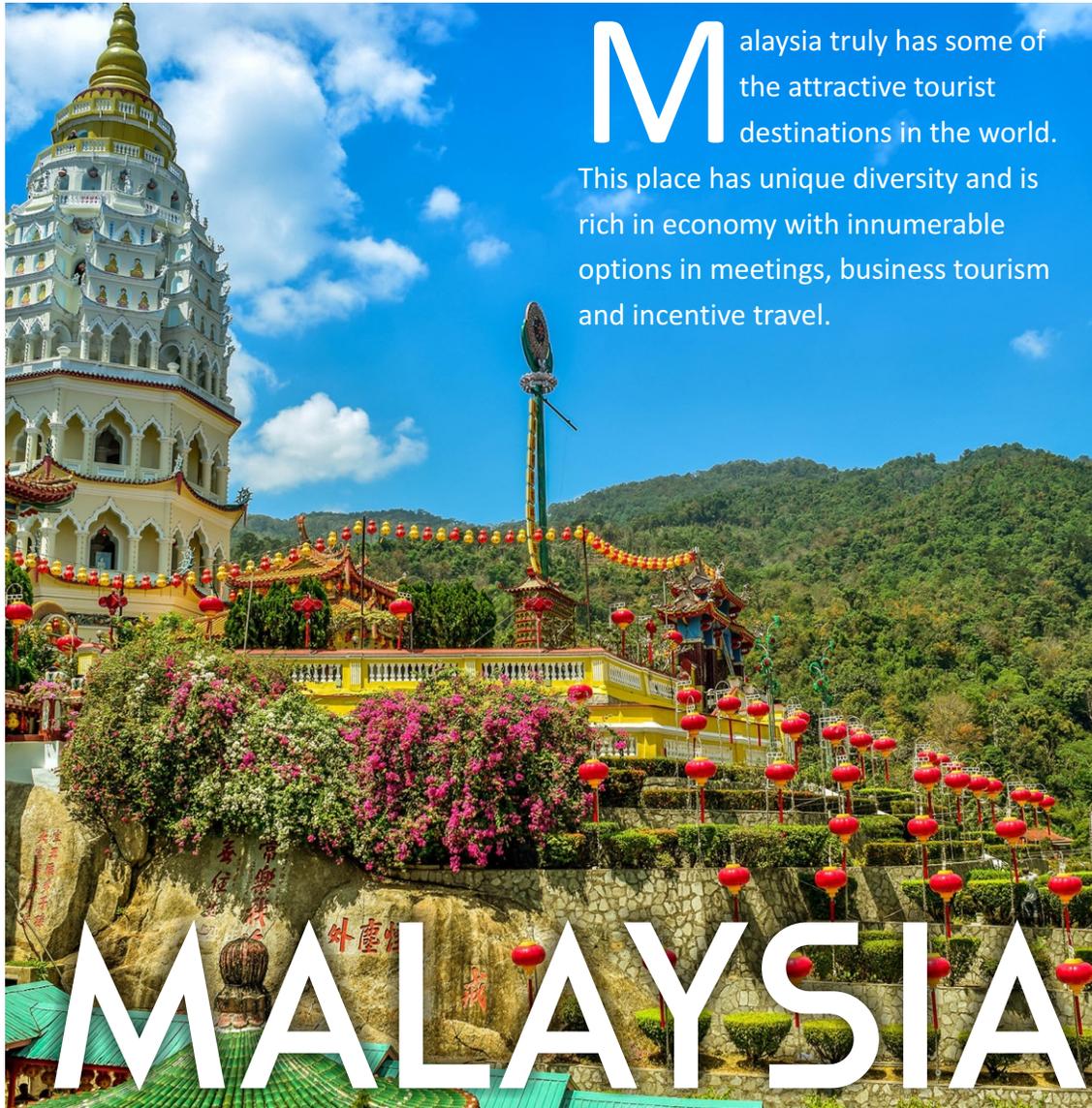


**24-26
MAY 2022
DUBAI WORLD
TRADE CENTRE
11AM TO 7PM DAILY**

**REGISTER ONLINE
FOR FREE ENTRY**
register.thehotelshow.com

TO GET IN TOUCH:
+971 4 438 0355
dubai@thehotelshow.com
www.thehotelshow.com

#THELEISURESHOW
ORGANISED BY:
dmg events



Malaysia truly has some of the attractive tourist destinations in the world.

This place has unique diversity and is rich in economy with innumerable options in meetings, business tourism and incentive travel.

MALAYSIA

“

TRULY ASIAN MICE DESTINATION

The business events industry which has been compliant with rules and standards when organising their in-person event will be able to inculcate high standard of hygiene and safety in their future activities. After all, many of the venues have also invested into this technological advancement to support the ever-increasing demand of hybrid event which we believe would be the next trend in doing business.

Dato' Sri Abdul Khani Daud, Chief Executive Officer of Malaysia Convention & Exhibition Bureau



ESTABLISHMENT OF MALAYSIA CONVENTION & EXHIBITION BUREAU

MyCEB was established in 2009 by the Ministry of Tourism, Arts and Culture Malaysia to strengthen Malaysia's business tourism brand and position for the international business events market. MyCEB's goal is to improve its rankings as an international meeting destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

MALAYSIA CONVENTION & EXHIBITION BUREAU (MYCEB) IN 2022



Malaysia Convention & Exhibition Bureau is the leading business event bureau in the country, which has organised a total of 81 business events so far for the year 2022. It welcomed around 113,700 delegates to Malaysia, contributing to a total of RM834 million to Malaysian economy.

Malaysia Convention & Exhibition Bureau has also successfully secured more than 2,600 events, bringing in more than 1.3 million international delegates which translated to RM17 billion estimated economic impact from the year 2010 up to the year 2020.



BORDER REOPENING IN MALAYSIA

The reopening of Malaysia's border to international visitors, especially the business events industry, will allow economic activities to rejuvenate in its entire spectrum from businesses, investments, conferences, and exhibitions. In this regard, MyCEB and the business events industry support the Majlis Pemulihan Negara (MPN) statement that the government should set a definite timeline for the reopening of the country's borders to restore economic activities, including trade, industry, investment and tourism.



“This year, we welcome MPN's statement on borders reopening because Malaysia will play host to numerous international and regional business events. Allowing international delegates to attend these activities will certainly benefit not only the organisers but also the industry and the nation. The government's earlier initiative such as the Langkawi International Tourism Travel Bubble and the Singapore-Malaysia Vaccinated Travel Lane (VTL) has proven that the country can move towards careful reopening.”



TOP-NOTCH CONVENTION CENTRES

Mid Valley Exhibition Centre Mid Valley Megamall

It is a popular destination for many exhibitors and visitors from Malaysia and abroad. The Mid Valley Exhibition Center (MVEC) attracts thousands of visitors daily. Setup in the year 2001, the MVEC is centrally located within the Mid Valley Megamall, which is the country's most coveted shopping mall.

Putra World Trade Centre

A popular choice for organising some of the most high-profile regional and international events, conventions, meetings, trade-shows, weddings concerts and exhibitions in Kuala Lumpur; the Putra World Trade Centre (PWTC) is a highly recognised events centre. It is centrally located and is known for its specialised services world-class facilities and great event space.

MATRADE Exhibition and Convention Centre (MECC)

Recognised as Malaysia's preeminent exhibition venue, the Matrade Exhibition & Convention Center (MECC) is a prominent centre in Kuala Lumpur. Purposely built, the MECC is a 24-storey building that comprises outdoor exhibition area, 8 function rooms, podium, Tower Block, amphitheater and 3 exhibition halls.

Kuala Lumpur Convention Centre: Kuala Lumpur Convention Centre (KLCC) has carved a niche for itself as the best name in the exhibition industry for conducting high-profile shows, exhibitions, events and conferences. A modern and contemporary facility, the sophisticated building comprises of 2 auditoriums with an exhibition area of 12310 m².





THINGS TO DO AFTER A HECTIC SCHEDULE

Eat Roti Canai : Malaysian food is awesome in taste. The food has a combination of different types of flavours like Chinese, Thai, and Malay. You must try roti canai, which is a bread eaten with a spicy curry. This dining option can be tried with cheap Malaysia tour package.

Re-discovering Streets of Malacca: It will take back to you in an earlier time when people had so much time, and life was at a comfortable pace. You can take bicycles on rent and explore Malacca. Old theme building and narrow road will surely make you fall in love.

Exploring Petronas Twin Towers

These towers require no introduction and these massive twin towers are a must-see in every list. To enjoy a great view, here you can cross the connecting bridge between these two giant towers.





INITIATIVES TAKEN MYCEB TO BOOST MICE TOURISM



In order to reset the economy and generate revenue for the country, Malaysia Convention & Exhibition Bureau (MyCEB) has strengthened all of its domestic campaigns and initiatives. They ensure that the executed campaigns are in line with Ministry of Tourism, Arts and Culture Malaysia to help tourism industry players continue their survival amid the COVID-19 pandemic.

The *Meet in Malaysia* campaign deserves a special mentioning among its several initiatives. The **'Meet in Malaysia'** Campaign encompasses three simultaneous initiatives entitled **'Let's Meet Tomorrow'**, **'Let's Meet Locally'** and the recently launched, **'Let's Meet Now'** programme.

MyCEB focuses on supporting industry partners through initiatives such as Meet in Malaysia and they focus on homegrown and local events with the aim that these activities will get international leads in the future. MyCEB continuously strive to draw in international organisers. They have been innovative in coming up with new business models and initiatives. And they have gone beyond just business events activities.

European Tourism

Focusing on Market-Oriented Strategy

EUROPEAN TRAVEL COMMISSION



We believe, there is enormous potential for European travel in the global market. One of our core mandates is promoting 'Destination Europe' globally to a variety of different audiences. Europe is so varied that it appeals to a wide range of interest-driven communities.

Eduardo Santander, Executive Director, European Travel Commission

Europe is a vibrant continent and has its own season. Geographically divided into three distinct regions—Western Europe, Central Europe, and Eastern Europe—each of them has its own special appeal.

But right now, Europe tourism is passing through a phase of deep concern as the Russo-Ukrainian conflict has intensified. After COVID-19, travelling in Europe has become restricted for both inbound and outbound travellers. In this article, you can see how Europe is struggling to regenerate tourism revenue as COVID-19 and war play a hard hit to the industry.

Impacts of Russia-Ukraine

WAR

Tourism accounts for approximately 10 percent of gross domestic product in Europe and provides 33 million jobs in travel sector. Its steady recovery on a global scale has slowed down after the Russia-Ukrainian war but it hasn't stopped completely as it had when the pandemic first hit. Pent-up demand for European travel is helping to mitigate a harsher blow from the Russo-Ukrainian war, as passengers are adapting to uncertainty and are still eager for trips to Western Europe.

Intra-regional travel demand is growing steadily and has boosted up the travel and its allied sector in resilience during Easter and summer travel season. Transatlantic travel seems to be picking up pace.

Russia invaded Ukraine and brought new international bookings in airline, travel and hotel to a grinding halt especially in Russia, Belarus and Ukraine. In the first week of the war alone, the airline bookings within Europe fell by 23 percent and transatlantic bookings to European countries fell by 13 percent, according to the travel data company, ForwardKeys.



“

Although the industry is learning to live with COVID-19, new challenges and uncertainties face it due to the fallout from Russia's military invasion of Ukraine. The sharp spike in energy prices because of the crisis will directly affect the costs of transportation and tourism services, while also putting a dampener on consumer sentiment. In addition, hotel rooms and vacant holiday rental properties are rightly being used in an effort to accommodate Ukrainian refugees.

Countries depending on tourism

Spain, Greece, Italy and Croatia are heavily dependent on tourism and they had hoped to start the travel season early to make up for the lost revenue from the pandemic. The worst-hit destinations are those in proximity to Ukraine, including Poland, Bulgaria, Croatia, Estonia and Hungary, which saw a decrease in bookings between 30 to 50 percent, according to ForwardKeys. Many internally acclaimed travel operators in these countries are swept up in efforts to help refugees fleeing Russian forces, unable to contemplate what impact the war might have on their livelihoods.



Before war COVID-19 gives a hard hit



The European tourism was hit particularly hard by the COVID-19 pandemic. With the restrictions imposed by lockdown, people started opting for travelling around their homes and neighbourhoods rather than around the world. But now there are signs that tourist numbers are starting to recover as limitations on movement have eased. There was a 27% rise in nights spent at EU tourist accommodations in 2021, according to Eurostat, the statistical office of the EU. This took the total to 1.8 billion, although this was still 37% less than what it was in 2019, before COVID-19. Greece, Spain and Croatia saw the biggest rises in visitors last year, with the number of nights spent at tourist accommodations jumping by more than 70%. Trips to Austria, Latvia and Slovakia fell, but by less than 18%.

Travel and tourism sector is the world's third-biggest export sector, according to the World Tourism Organization (UNWTO). Because of COVID-19 and Russian-Ukrainian War, tourism industry lost out on more than \$1 trillion of export revenues in 2021. It predicts that the tourism industry will recover gradually in 2022.



TRAVEL ASSOCIATION

Europe has recorded a 62% decrease in international tourists' arrivals in the year 2021. In the current tourism scenario, Europe hoped to see the slight increase in tourism, but Russia-Ukraine Conflict sees a deep down in travel and tourism industry. European Travel Commission (ETC) predicts that the international tourist arrivals from India, USA and other Asian and African Countries to be just 20% below pre-pandemic levels in 2022, in spite of numerous challenges still facing the sector.

In an exclusive interview with Travel And Tour World, **Eduardo Santander, Executive Director of the European Travel Commission (ETC)** shares how Europe is recovering its MICE and business tourism business.

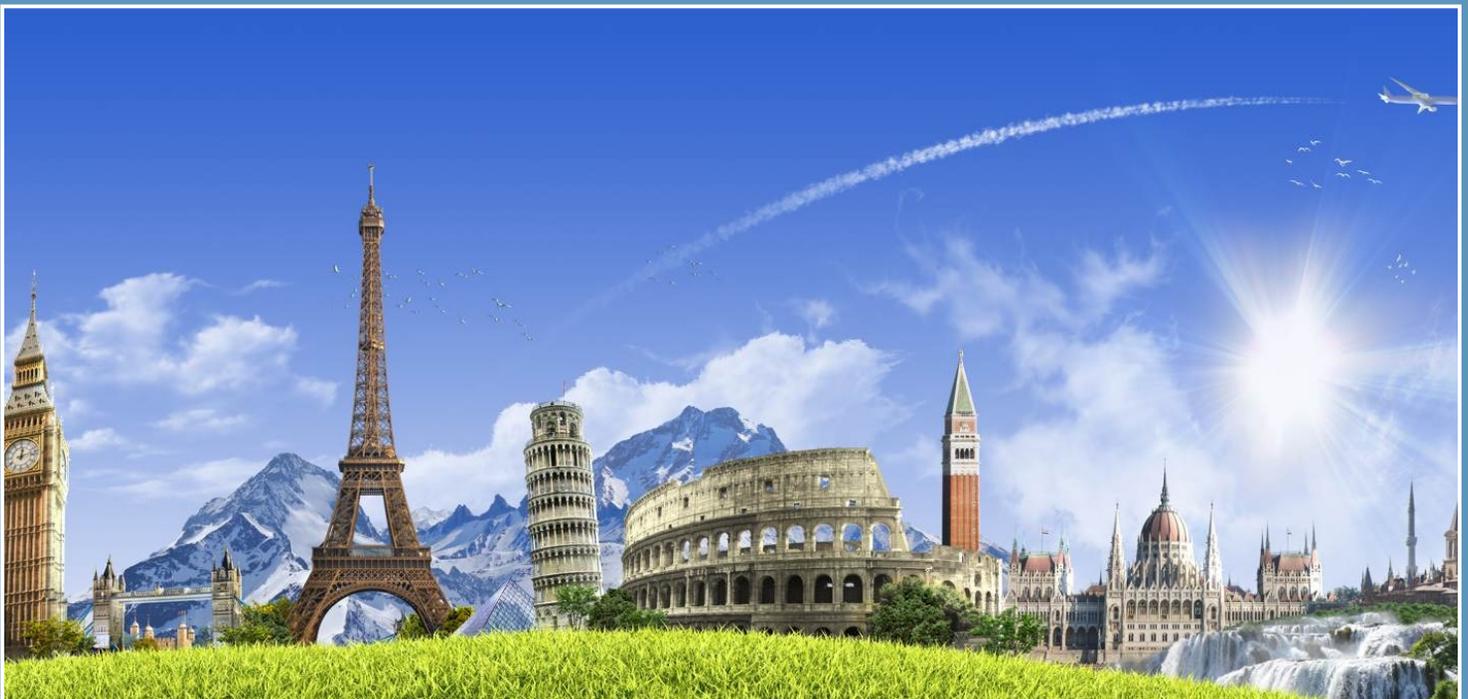
**EUROPEAN
TRAVEL
COMMISSION**



Travel And Tour World: How the European travel, tourism and MICE industry is going in the midst of the devastation of COVID-19?

Eduardo Santander: The industry has demonstrated remarkable resilience and is well on its way to recovery. However, this won't happen overnight. Our most recent research predicts that domestic visitor nights at European destinations are expected to return to 2019 volumes in 2022, and intra-regional visitor nights are expected to recover by 2024. Unfortunately, the predictions for overseas travel are less optimistic, at least, in the short to mid-term. Visitor nights from long-haul source markets are not expected to return to 2019 volumes until 2025.

Although the industry is learning to live with COVID-19, new challenges and uncertainties face it due to the fallout from Russia's military invasion of Ukraine. The sharp spike in energy prices because of the crisis will directly affect the costs of transportation and tourism services, while also putting a dampener on consumer sentiment. In addition, hotel rooms and vacant holiday rental properties are rightly being used in efforts to accommodate Ukrainian refugees. As the crisis rolls on, the full impact on the European travel industry remains to be seen. However, the latest numbers from ForwardKeys indicate that intra-regional travel demand and the bounce-back of transatlantic travel is holding steady for the moment.



Travel And Tour World: How much potential do you think for European travel in global travel market? Tell us elaborately.

Eduardo Santander: European Travel Commission (ETC) believes there is enormous potential for European travel in the global market. One of our core mandates is promoting 'Destination Europe' globally to a variety of different audiences. Europe is so varied that it appeals to a wide range of interest-driven communities.

European Travel Commission (ETC) routinely monitors the travel sentiment other markets have towards Europe. Although COVID-19 is still a deterrent for many long-haul travellers, sentiment is continuing to improve across the globe. There is a greater appetite than this time last year.

However, as outlined previously recovery will not be instantaneous.

Travel And Tour World: How European Travel Commission is working with tourism, aviation, hospitality and convention bureau to promote Europe as the most loved destination?

Eduardo Santander: European Travel Commission (ETC) works closely with European DMOs and industry partners to raise awareness of the extraordinary variety of travel experiences in Europe. Over the past two years, our marketing campaigns have mostly focused on helping the

industry recover from, and adjust to, COVID-19. For instance, our Open up to Europe campaign in partnership with European Union and over 30 destinations and travel brands, was rolled out across Europe as restrictions were eased. This multi-channel digital campaign was designed to reassure potential tourists that destinations and tourism businesses in Europe had implemented all the necessary health and safety protocols and were ready to welcome visitors again. As part of the campaign, ETC and our partners developed the microsite "*OpenUpToEurope*" website which was a one-stop-shop for travelers last summer.

Travel And Tour World: In which travel events, you think for the promotion of European Travel Commission as a culture, leisure and business tourism destination?

Eduardo Santander: Our current marketing strategy mostly focuses on online B2C and B2B activities. Nevertheless, we have a presence at selected in-person trade events. For instance, we took part in ITB China 2021 which allowed ETC to maintain close ties with Chinese agents and buyers and to learn more about trends and changes in consumer behaviour in China. ETC believes it is crucial to intensify dialogue with Chinese partners on our common journey towards the recovery of tourism.

Travel And Tour World: What can be done to strengthen human resources in local tourism sectors or community culture sector in European nations?

Eduardo Santander: While the pandemic has impacted workers everywhere, the effect on hospitality staff and those working in the travel and tourism sector has been especially pronounced. Many customer-facing roles were among the first to be hit by lockdown and were largely unsuited to remote working. Sadly, as a result, many left the industry creating challenges for local tourism sectors across Europe.

ETC recognizes that re-skilling and up-skilling is now essential if staff is to be retained. Skills such as enhanced digital literacy will be essential to strengthen the future readiness of the sector's workforce and help overcome the issue of talent shortages. It is important that training addresses both current and anticipated needs. Beyond upskilling, the sector must focus on improving the perception of travel and tourism as a career choice. Central to this is highlighting career growth opportunities within the sector.

Travel And Tour World: What are the challenges European Travel Commission faced in COVID-19 variant Omicron times?

Eduardo Santander: Aided by vaccine rollouts, travel and tourism sectors made encouraging strides in 2021 with positive uptick in traveller intentions and a bounce back in numbers this past summer and autumn. However, the impact of the Omicron variant at the tail end of last year served as a powerful reminder of the uncertainty created by the pandemic.

As more and more restrictions were brought in, travel to and across Europe once again became increasingly difficult for tourists. Omicron aside, we shouldn't dismiss the other factors that have also weighed on tourism recovery such as the confusion around the colour-coded EU travel system applied differently across European destinations.

Overall, gaining control over the pandemic, global tourism recovery is now dependent on the removal of travel restrictions, especially for international travel.



Travel And Tour World: How European Travel Commission is working with government to make Europe Tourism best in the world?

Eduardo Santander: As the path to recovery elongates, there is a greater role for ETC and our member NTOs in assisting governments across Europe in the creation of policies that prioritise the tourism sector. To support our member destinations, we at ETC are currently working on developing ETC Strategy 2030. The upcoming strategy will define how the organisation and its members can contribute to the green and digital transition of European tourism in the coming years and better support the sector's recovery following the impacts of the pandemic.

We're also planning how our marketing strategies can better promote more sustainable and eco-friendly tourism in Europe for travelers from all around the world.

Travel And Tour World: What is the target market you want to promote Europe as business, leisure, incentive travel, events and meeting tourism destinations?

Eduardo Santander: Our current marketing strategy 'Horizon 2022' was developed prior to the pandemic and has even more relevancy now. With this strategy we are building a distinctive image of Europe as a travel destination in long-haul markets

to secure regional dispersion. The primary goal of the strategy is to transition towards a global thematic approach to promoting Destination Europe. ETC knows there's more to Europe than famous cities and landmarks. Travellers are attracted to its unique products and experiences too. They are prepared to go off the beaten path and travel off-season to have an experience tailored to their individuality. We target outdoor lovers, city life enthusiasts, and seekers of history and ancestry stories to highlight that Destination Europe is first and foremost as a collection of meaningful experiences that connect with people's passions.

Travel And Tour World: What are your plans to restart European tourism industry in post COVID-19 era?

Eduardo Santander: As already mentioned, we're now working on a new strategy for 2030 to define how ETC and its members can contribute to the green and digital transition of European tourism. However, 2022 must be a year of action not only for European Travel Commission (ETC) but all relevant stakeholders. European Union institutions, national authorities, destinations, and the private industry have an opportunity to build back better by working together to reimaging and create a more sustainable, digital, conscious, and resilient European tourism sector. We must set ambitious

goals and craft plans that challenge the status quo. ETC and our 34-member National Tourism Organisations also strongly welcome the EU Transition Pathway for Tourism as part of the new Industrial Strategy in Europe. European NTOs, as key national tourism players, should have a major role in its implementation in the coming years.

Travel And Tour World: Share with us about the planning and marketing strategies of European Travel Commission for 2022-2023 tourism?

Eduardo Santander: In addition to progressing the 'Horizon 2022' strategy, European Travel Commission (ETC) will continue to support European destinations and the industry to recover from the impact of the pandemic. This involves using our influence to advocate for a coordinated and ordered reopening of destinations and outbound markets, monitoring performance of the sector and providing up-to-date market insights and reporting on travel sentiments.

Travel And Tour World: In your opinion, how will the global travel and tourism industry evolve in the future years?

Eduardo Santander: Although we've outlined many of the challenges facing the global travel and tourism industry, it isn't all doom and gloom. One positive of the pandemic is the space it has given

the industry to reflect on how best to modernize and evolve.

Key opportunities for the industry to evolve for the better include:

➤ Making European tourism more sustainable:

Destinations and travel organizations should be seeking to develop measures and policies that facilitate more natural, social and economic sustainability in the travel and tourism industry.

➤ Utilising large pent-up demand: People from regions that experience very heavy travel restrictions are chomping at the bit to travel again. For instance, the Asia and Pacific region is only just reopening for outbound travel in 2022. Destination Europe must be savvy in targeting those who haven't had as much opportunity to travel in recent years and capitalize on their enthusiasm to embrace adventure again.

➤ Making the most of domestic travel: Although focus should be put into the recovery of long-haul travel, it would be remiss to neglect the newfound enthusiasm for domestic travel among Europeans. There is an opportunity to shine a spotlight on sustainable short-haul trips made by train that will be more affordable for many in light of the increase in the cost of living.

➔ **Preventing over-tourism:** During the pandemic, many destinations prone to over-tourism had the chance to recalibrate and see first-hand the benefits of more sustainable visitor rates. To maintain this, energy should be put into encouraging tourists to go off the beaten track to second-tier cities. This will help avoid overcrowding in already popular destinations and allow other destinations to shine. In tandem with this, there is the opportunity to develop all-year-round tourism experiences and products to better balance tourism seasonality.

➔ **Resilience building:** The pandemic has demonstrated the importance of not only crisis management but forecasting risks. The travel and tourism sector must utilise the experience gained by destinations in managing tourism alongside a pandemic. It must reflect on the lessons learnt from restart and recovery strategies and the use of digital tools to develop plans designed to mitigate future risks.

Travel And Tour World: As COVID-19 variant Omicron has devastated the travel and its related industry, it becomes a hindrance for employment generation. Can you please tell us how this can be minimised and develop towards better and bright future?

Eduardo Santander: As outlined previously, travel

and tourism has work to do in terms of attracting people to careers in the industry.

The implementation of policies and initiatives, ranging from the facilitation of labour mobility and remote work (where feasible) would be very beneficial.

Governments should also be playing a role, where possible. Financial incentives such as tax relief and the provision of government subsidies could be very helpful for attracting and retaining staff.

Overall, the success of these policies will require multi-stakeholder collaboration, including from both the public and private sectors.

Travel And Tour World: How European Travel Commission is working for sustainability and responsible approach?

Eduardo Santander: ETC believes that the key to a better and brighter future is sustainability. Together with our national members, we have transitioned from a solely market-focused strategy to one with sustainable tourism at its core. As such, our research agenda has pivoted to focus on sustainability.

Our latest publication on the topic is a Handbook on Encouraging Sustainable Tourism Practices. This guide explains how national and local tourism organisations can encourage stakeholders at every level to build sustainable tourism practices into

their everyday operations. It also contains valuable case studies from worldwide entities and destinations that have successfully forged more economically, socially, and environmentally viable tourism practices over the past years. Last year we also published a handbook on Sustainable Tourism Implementation, which is an ultimate roadmap for European NTOs and DMOs on how to tackle every step on a journey towards sustainable transformation.

Travel And Tour World: Despite the challenging end to 2021 and COVID-19 travel restrictions, travel prospects across Europe shows more elasticity, with signs of optimism for the early 2022 summer months. Can you please share with us about the statistics in terms of hotel bookings, travel expenditure and tourist arrivals both in inbound and outbound travel market?

Eduardo Santander: Throughout the COVID-19 crisis, ETC has been conducting regular surveys to evaluate European's sentiment towards travel. Our latest data gathered this winter shows that more than half (61%) of Europeans remain optimistic about travelling by June 2022.

Outbound travel within Europe remains the most popular choice among 50.3% of Europeans. France (7.1%) and Spain (7.0%) are the top destinations to date, while Italy (6.3%), Germany (4.6%) and Greece (4.6%) follow.

Air travel remains the most common mode of transportation (43.6%), while one in three (31%) Europeans also intend to travel by private car. Regarding accommodation, Europeans favour hotel/ resorts chains (26.5%) and independent hotels (23.4%).

Travel And Tour World: Tell us about the 2022-2023 tourism seasons and the expectation.

Eduardo Santander: ETC expects travellers to compensate for lost travel with longer stays. The intention to stay longer and spend more while at their chosen destination is another positive trend amongst travellers.

Our latest intra-EU survey also shows that this correlates to a growing desire for trips in early summer. Preference for journeys of over 10 nights surges by 38% compared to the previous survey, while the share of travellers planning to spend more than 2.000 euros grows by 31%, specifically among those with travel plans in May or June 2022.

Domestic travel is going through a golden era, so we predict continued demand here. We also expect both visitors and tourism professionals to aspire to a greener horizon, mainly through the reduction of carbon impact and a better-balanced development.



Reed Flute Cave

Nature's Unspoiled Beauty

Reed Flute Cave is known as the “Palace of Natural Arts” as it is home to verdant reeds growing outside the cave. According to a common belief, the reeds at the cave's mouth can be made into flutes.

A wonderland of stalactites, stone pillars, birds, animals and stone curtains in brilliant colours and shapes thrives inside this water-eroded cave.

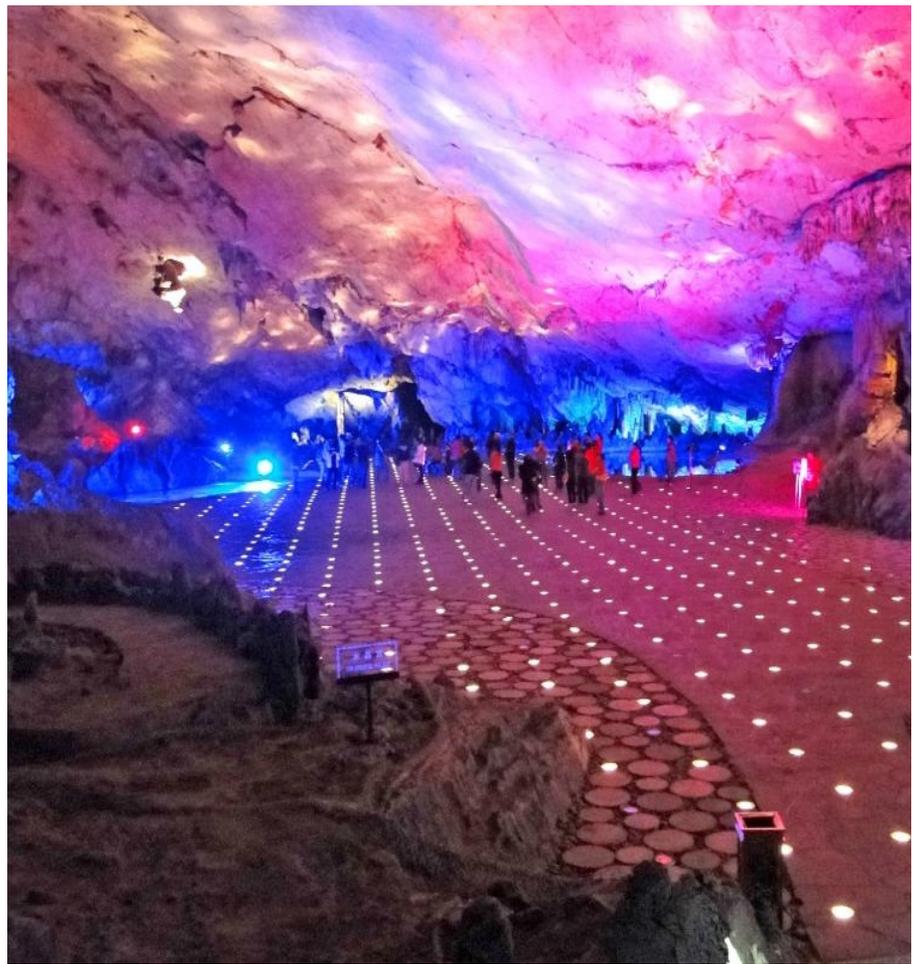
Tucked in the northwest of Guilin in southern China, this 240-metre long cave offers a visual treat to the tourists with rainbow lights and dazzling array of massive natural formations as they walk through the serried stone pillars.

The interior of Reed Flute Cave is a sight that cannot be found anywhere else on the Earth. The unique formations have names as per their appearance and some are said to bear a resemblance to mythological or even modern structures like the Statue of Liberty.

There are about 77 ink inscriptions on the cave wall are said to be travelogues and poems derived from the Tang Dynasty (618 – 907). These inscriptions made the cave a popular tourist site at that time.

How Was Reed Flute Cave Formed?

Various stalagmites, stalactites, stone flags and stone pillars that have been formed since millions of years make the Reed Flute Cave. According to an old Chinese saying, **“the consistent water can drop through the stone”**. But, in Reed Flute Cave, it is found that consistent water forms a stone and as long as water drops, stalactites keep growing.



What to See?

There is a spectacular collection of stone pillars, stalactites and rock formations inside the Reed Flute Cave which is a sight to behold! These amazing rock formations are created by carbonate deposition. One such formation looks like the Statue of Liberty and each rock has been conferred a poetic name by the local Chinese people.

Some of the noteworthy attractions in the Reed Flute Cave are the Lion Rock and Sunrise, Crystal Palace, Pines in the Snow, Ancient Inscriptions and Sky-Scraping Twin.

Go sightseeing



Flying Phoenix Bridge (Pinyin: Feiluan Qiao)

The first thing to grab one's attention before entering Reed Flutes Cave is a stone bridge, the Flying Phoenix Bridge which is located at the intersection of the Peach Blossom River and the Reed Flute Road. According to the chronicles discovered, the history of the bridge dates back to the Song Dynasty (1228-1233) AD. The bridge with its idyllic setting makes a great spot for nature photography.



Peach Blossom River (Pinyin: Taohua Jiang)

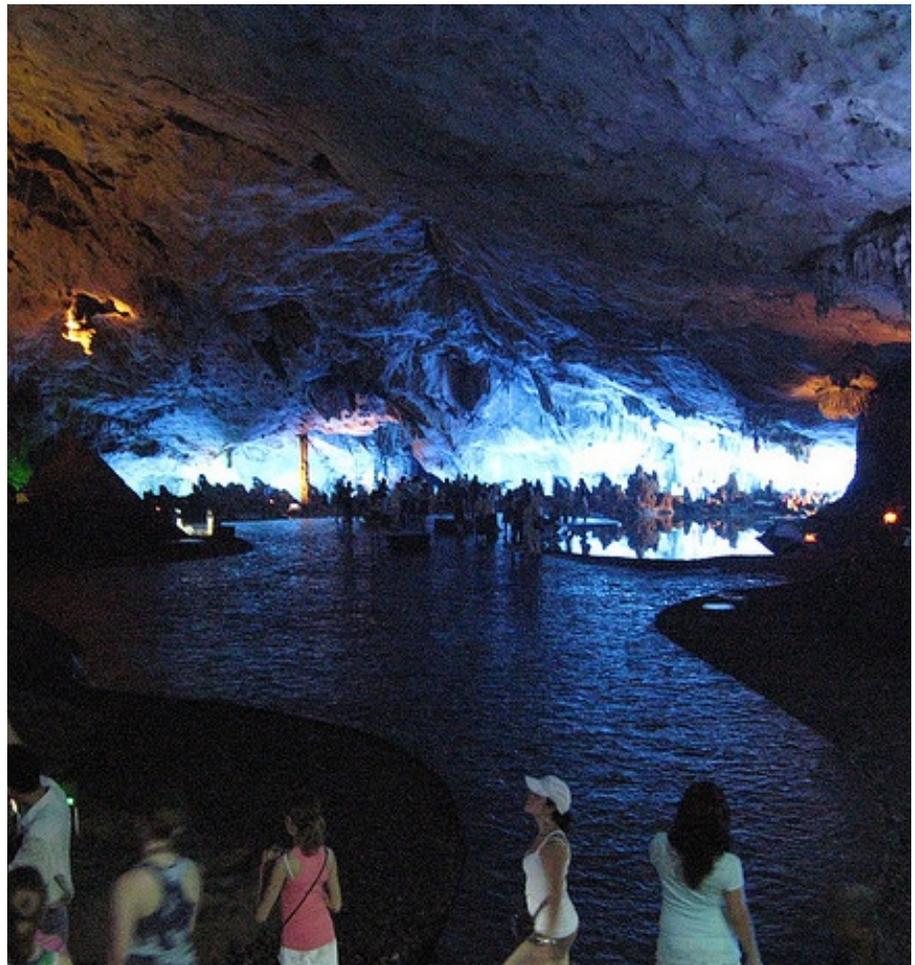
The Peach Blossom River originates from the Enmo Mountain and the Weiluo Hill to the northwest of Guilin. Most tourists driving up to the Reed Flute Cave will come across the singular beauty of peach blossoms, rolling mountains and seamless greenery around the basin of Guilin. The river flows gently through limestone under Flying Phoenix Bridge. Flaming oleanders brightly blooming in spring by the riverside sets a timeless moment for the beholders.

How to get There?

The Reed Flute Cave is located about 5 Km from downtown Guilin city and is easily accessible by public transports. Its distance from the railway station and the airport is about 8 and 28 kilometres respectively.

By car: For a hassle-free tour, tourists often book private tour packages that cover sightseeing, dining and transfer.

By bus: Shuttle buses ply between Guilin and Reed Flute Cave and take around 85 minutes for a complete journey.



When to visit?

The Reed Flute Cave is an idyllic fairyland for tourists almost round the year. The region abounds with peach and lotus flowers during summer and spring. During the rest of the year, the surrounding areas of the cave are clothed in greenery with forests of pine and willow trees in the mountainside regions.

Tips for to Consider While Travelling to Reed Flute Cave

- To avoid crowd, go early on a weekday.
- Bring an electric torch and wear sports shoes to enter the cave as the path may be slippery.
- For truly enjoying your visit, spare at least one or two hours.
- Photography is permitted, but the flash must be turned off. In order to take good photographs, make sure your camera has a high ISO level.
- If you purchase reed flutes outside the cave, be sure to bargain with vendors as the price they ask for may burn a hole in your pocket.



Czech Republic is 9th among the 10 most peaceful countries in the globe

When travelling and choosing a destination, apart from the offerings of the destination, one of the very important factors taken into consideration especially over the past few years has been safety. Whether the person is a family traveler, a solo traveler, a millennial, young adults or even an elderly traveler choosing a destination that is safe and peaceful is a priority.

The Global Peace Index (GPI) measures more than just the presence or absence of war. It captures the absence of violence or the fear of violence across three domains: Safety and Security, Ongoing Conflict, and Militarisation. Europe remains the most peaceful regions in the world and it is one of 3 regions to see an improvement in peacefulness on the 2021 GPI.

Events Industry Council (EIC) launches data collection for its Economic Significance Study

The Events Industry Council (EIC), the global voice of the business events industry, has launched the data collection phase of its landmark Economic Significance Study, in collaboration with Oxford Economics.

The Global Economic Significance of Business Events survey is open from 7 April to 25 June and aims to quantify the significant contribution made by the business events sector to the global economy. Survey respondents will receive 1 CE

towards their CMP or CMP-HC application or recertification requirements. The credit will be posted within 2 weeks of completing the survey. The ambitious Economic Significance Study comprises four insight streams to examine the global events industry's economic impact and, for the first time, quantify the cumulative losses experienced in 2020 due to the COVID-19 pandemic.





Thailand removes pre-travel COVID testing

The Tourism Authority of Thailand said the government has lifted its pre-travel Covid-19 testing requirement for international arrivals, effective April 1, and that all testing could be dropped by May 1. Vaccinated travellers can now enter Thailand without a pre-travel PCR test, but they must still test twice after arrival: a PCR test upon arrival and an antigen self-test on day five. Unvaccinated travelers must quarantine in an approved hotel for five days.

Vaccinated travellers need not get travel insurance

In a latest COVID-19 travel update, fully vaccinated

short-term visitors do not require travel insurance for entering Singapore or Malaysia via the land border from April 1, 2022. The announcement was made by Singapore's Ministry of Trade and Industry (MTI) on Wednesday following an update by the Immigration and Checkpoints Authority (ICA). As of now, short-term visitors need travel insurance to get inside Singapore. The insurance must have a minimum coverage of S\$30000. Likewise, travel insurance has been removed for short-term visitors who are completely vaccinated and travelling via the land borders at the Causeway and Second Link for Malaysia.

IFEMA MADRID leads the return of major professional congresses

After the long months of the pandemic, major international in-person congresses are back, and IFEMA MADRID is the main destination. The institution's venues will welcome more than 20,000 attendees to more than a dozen congresses during the first half of 2022. After the long months of pandemic, IFEMA MADRID is spearheading the return of in-person national and international congresses. More than 20,000 professionals from all over the world are expected to attend the twelve congresses to take place on the IFEMA MADRID Trade Fair Facilities and at the Palacio Municipal.

Melbourne gets A380s to attract more international travellers for tourism

The Andrews Labor Government is supporting more international flights to return to Melbourne, bringing more visitors to our state and creating more jobs. Emirates – one of the world's largest international airlines – will double its Dubai to Melbourne service to two daily A380 flights from 1 May, growing its total seats to over 375,000 a year to Victoria. The extra flights will create about 1000 new jobs in Victoria's aviation and tourism sectors and help strengthen trade links with major European economies and the United Arab Emirates (UAE).



DISCUSSION

Restoring Global Meeting and Incentive Travel



The COVID-19 pandemic created great havoc in meetings and incentive travel industry globally. Now this industry is working hard to move and regenerate revenue like before. The gradual spreading of coronavirus in 2020 and 2021 made a new and puzzling phenomenon in the business world, where businesses, and for a time the country's economy, had taken an abrupt but massive hit, instead of the lengthy but manageable loss we've seen in past economic downturns.



But we can still look at the 2007-2008 Great Recessions for a small peek into the road to recovery and how meeting planners coped with the economic downturn. Here is a discussion about how the MICE industry is gradually progressing in the midst of Russia-Ukraine Conflict and post pandemic travel time.

NORMAL OR NEW NORMAL



**Marc von Arnim,
General Manager
Capella Sydney (Australia)**

The hospitality and hotel industry has suffered a lot during pandemic. This time, we have entered in “new normal”. Sanitizing, wearing mask and social distancing are our main criteria. Our lives have changed. The industry has closed for many days. Now, the industry leaders are hoping that the MICE tourism can regenerate more revenue towards the development of country.

“ The biggest question will be what is normal? All our lives have transformed and changed over the last 2 years. Australia has been in isolation from the rest of the world for a long time and we are now only seeing the border reopen to the world. The industry on a whole has been affected by the closures and we have seen a great deal of pain and suffering among our colleagues. However, we are all a very resilient group and I think we are now starting to see the light at the end of the tunnel, soon travelers will be returning to our shores.

Australia has always been a destination that is high on people's bucket list and I feel that we will see great demand for Australia. Capella Sydney will offer the most amazing curated stay; we will introduce travel experience to Sydney in a way that has not been done before.”



Marc von Arnim, General Manager Capella Sydney (Australia)

The entire Asia-Pacific region has suffered during the pandemic with restriction being placed across all areas. With borders opening up in numerous countries in the region we will start to see travel increases throughout this year. There is no better time to travel within Asia-Pacific with all hotels and tourism operators ready and waiting to show the best on offer.

Meetings and incentive travel has always been a great source of business for the entire region, I think now is as good a time as any to travel as most destinations have extensive measures in place to ensure safe travel for their clients. It is all about building confidence in the market and demonstrating that travel is safe and comfortable.



Ease of Restrictions

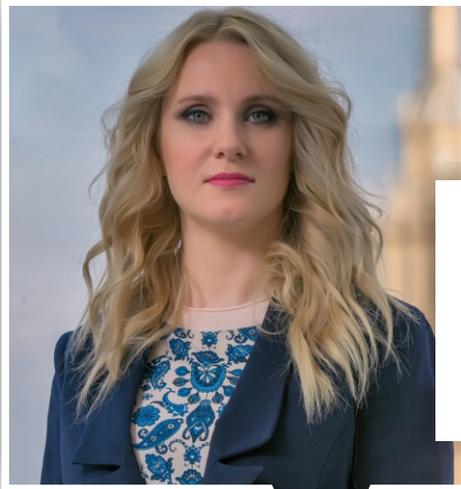


Maria Polkovnikova
Marketing Director of ITECA



“ The meetings and event industry has seen worse hit during pandemic. Maria Polkovnikova, Marketing Director of ITECA says while sharing her views on ITECA's marketing strategies post-pandemic and its future plans for boosting MICE tourism industry with Travel And Tour World, it is a complicated thing to organize any event or seminar or meetings in grand scale. “The event industry is one of the hardest hit during the pandemic, so we have been forced to reschedule many of our events and reduce the number of employees. Even after the easing of restrictions and obtaining official permission to hold exhibitions, it was not easy for us to resume our activities. But we managed it. Since ITECA did not stop working for a day, we regularly called up partners and colleagues, held small online events to resolve common issues. Additionally, we have updated all our resources and added information about the work of exhibitions in the post-pandemic period, but in general, the preparation process has not changed much. ”

Windows of Opportunity



**Daria Salamatova,
Head of the Department of Congress
Activities and Business Development,
World Trade Center (WTC) Moscow (Russia)**

“ In post COVID-19 time, MICE industry can see a window of many opportunities. New technological changes are made to host a secured and safe hybrid or on-site meetings or events. In 2019, the World Trade Center Moscow Congress Center partnered with the National Convention Bureau to attract international events to the venue, and secured long-term projects that in development through 2025. During the pandemic, most of the projects were halted, so we then decided to focus on the domestic market, and strengthen hybrid and online/virtual activities.

The Government of the Russian Federation has set a course to increase the share of the creative economy in the country's GDP, and the support and development of creative industries, cultural initiatives, business and event tourism throughout the regions of Russia. From these initiatives, the event industry will have serious potential for growth. I would like to note that currently, the market is unstable and develops in waves. All this is due to an increase of COVID-19 cases and the risk of additional restrictive measures in Moscow, transferring employees of large companies to remote work to minimise in-person contact.

”



**Daria Salamatova,
Head of the Department of Congress
Activities and Business Development,
World Trade Center (WTC) Moscow (Russia)**

“ The market immediately responds to cancellations of events, even if no new restrictions are implemented, and is actively discussed in mass media. To date, Moscow continues to have restrictions on the number of participants in mass events – such as enforcing that the occupancy of congress halls are limited to no more than 50% of the capacity, and that QR codes for proof of vaccination or a negative PCR test are required for visitors to events. There are also requirements to equip the venue with security measures. Taking into consideration the restrictions and partial occupancy of congress halls, customers are forced to look for more spacious halls than previously required.

As for the World Trade Center Moscow Congress Center, some months during the pandemic have turned out to be even more profitable than in 2019 as they presented “windows of opportunity” to resume projects, while some months were characterised by massive cancellations or postponements of events to later dates.

In 2022, the recovery of the MICE industry after COVID-19 is slow and according to forecasts by the AIPC, ICCA and RUEF, structural changes will occur over the next 2-3 years, and the industry will grow to pre-pandemic levels by 2025. ”

May 18-20, 2022

India Expo Mart
Greater Noida, Delhi NCR, India

**REBUILD YOUR TRAVEL BUSINESS
FACE TO FACE AT SATTE 2022**



Revive your Travel Business at SATTE 2022



Spread
Over
14,875
Sqmt



1000+
Exhibitors



20+
Countries



28 State
Tourism
Boards



Content
Driven
Conference



2000+
B2B Fixed
Meetings



Platform to
Network with
Travel Industry
Leaders

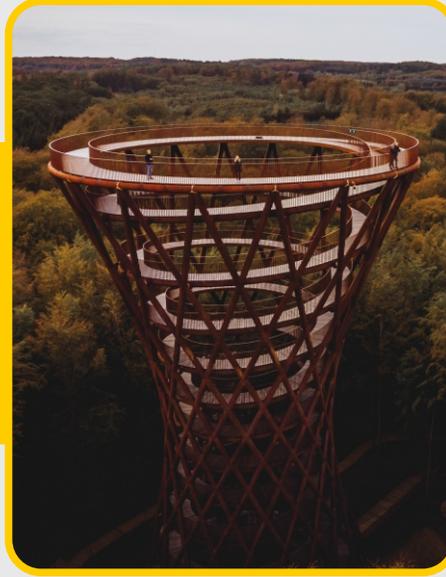


FOR VISIT REGISTER NOW:

BIJAL | M: +91 98678 06288 • UJWALA | M: +91 87796 24981 • SHILPA | M: +91 89769 62836

MEDIA PARTNER

Travel AND Tour
WORLD



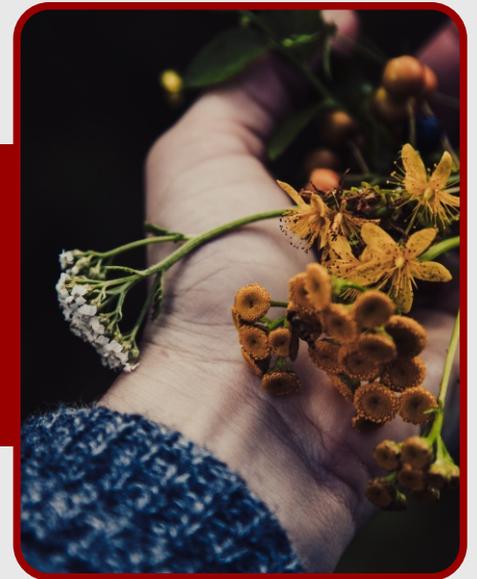
Exploring
Vibrant
Metropolis in
Scandinavia

Denmark

You must've often heard about the popularity of Denmark as a country. However, do you know what makes the destination so famous?

Denmark is a fascinating country with great history and traditions. The country is known for its breathtaking landscapes and has a rich culture.

Denmark is home to the capital city of Copenhagen, a vibrant metropolis with a unique blend of modern architecture and old-world charm.



World's Fashion Capital

Copenhagen is a great base from which to explore the country and is the starting point for a trip to the Danish islands of Zealand and Funen. It is often referred to as the "*Fashion capital of the world*" due to the numerous world-famous designers and brands headquartered here.

Every traveller must stop venue

The first stop for many travellers on their way to or from the Nordic region, Denmark is a veritable wonderland of castles, natural beauty, majestic architecture, and sweeping forests. The country's size and variety of landscapes make it an ideal place to discover the area's many charms.



Places to Stay

NH Collection Copenhagen: The hotel has an elegant interior that blends modern Scandinavian design with classic Danish furniture. Every room has a stunning view of the water, and most rooms have their own small balcony.

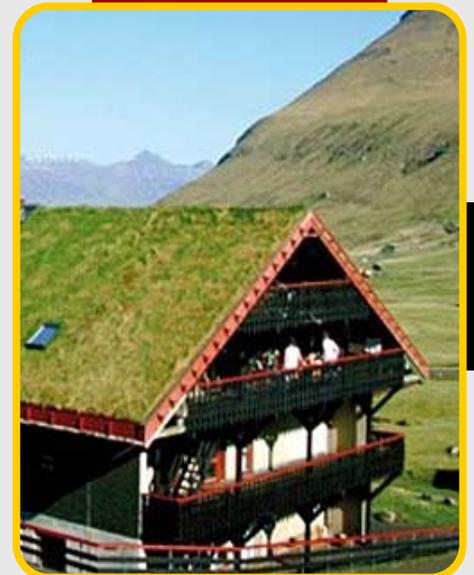
The highlight of the hotel is the roof terrace, which has stunning views of the harbor and is the perfect place to watch the sun set over the water. The hotel is also very close to the best shopping street in Copenhagen.

Gjáargarður Guesthouse: Gjáargarður Guesthouse is a wonderful place to stay in the capital of the Faroe Islands. It is located on the outskirts of Tórshavn, a quaint fishing village and the capital of the Faroe Islands.

The house is located on a small hill with amazing views of the Atlantic Ocean. The house is very warm and welcoming and the hospitality is beyond compare. So you can enjoy a leisurely walk to find the best bargains.

Nimb Hotel: Nimb Hotel, located in Copenhagen, Denmark, is a spectacularly-designed hotel that offers something for everyone. It's a fairy-tale-like hotel with a whimsical theme that's perfect for those with kids or a love of amusement parks.

The hotel is also located steps from the city's main attractions, making it an excellent choice for travellers looking for a central location. Each guest room at Nimb Hotel is stylishly-designed and appointed with modern conveniences, including a flat-screen TV, private bathroom with a shower, and luxurious bedding.



Exploring the World of Vikings

Here, you can learn more about what makes Denmark so special. If you are in Denmark, willing to make the most of the country, here are the best things to do and see –

Tivoli Gardens, Copenhagen

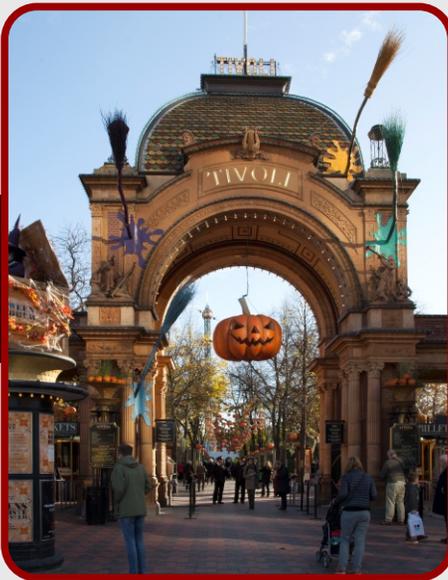
Copenhagen is a city that loves to play, and nowhere is that more apparent than at Tivoli. The world-famous amusement park first opened its doors in 1843, and in the intervening years, has been the inspiration for the world's biggest theme parks, including Disney. Today, Tivoli continues to delight visitors of all ages with a host of rides, games, and beautiful gardens. It's the perfect place to spend a carefree day, whatever the weather.

National Museum of Denmark, Copenhagen

The National Museum of Denmark, located on the Copenhagen waterfront, is the country's largest museum. It showcases an impressive collection of Danish artifacts, including a 2,000 year-old sun chariot, Danish porcelain and silver, and Romanesque and Gothic church trimmings. The museum also houses a large collection of Danish paintings and photographs, and artwork by some of the country's most noted artists. The exhibits are rotated regularly to provide visitors with a variety of experiences.

Christiansborg Palace, Copenhagen

Copenhagen, the vibrant Danish capital, is a collage of cobbled streets and baroque buildings. Rising from the center of the city like a crown is Christiansborg, the complex that has been the home of the Danish Parliament for the past 165 years. Today, it is home to the offices of the Prime Parliament, the Prime Minister, and the Supreme Court. With its redbrick walls and majestic spires, Christiansborg is the beating heart of Denmark.





LEGO House, Billund

The LEGO House is a family-focused attraction that offers something for everyone. Those who don't want to spend a lot of money on their vacation can visit The LEGO House without paying an admission fee. The best part is that visitors can spend as much time as they want to explore the exhibits, which means the whole family can have fun together. The great thing about the LEGO House is that it appeals to all ages.

Skagen Beaches

When people think of Denmark, they often picture a charming country of cobblestone streets and fairy-tale castles. But the small Scandinavian nation also boasts 5,000 miles of coastline, which makes it an ideal destination for beach lovers. For those who want to take advantage of all that sand and surf, Skagen is the place to be. The small fishing village, which is just a short drive from the capital city of Copenhagen, is known for its wide, white-sand beaches and clear blue water.

Therefore, if you wish to explore the beauty of Denmark, here are a few best things to do and explore.

NEW FACES



D&D London announces new senior appointments across Head Office and South Place Hotel

D&D London has announced the appointment of **Michael Clark as Operations Director at D&D London** as well as two new senior team members at South Place Hotel, **Michael James Parker as General Manager** and **Cynthia Coomb as Food & Beverage Director**. The recent appointments signal an exciting new chapter for D&D London and will reaffirm South Place Hotel's position as one of London's most exciting hotels. Parker and Coomb plan an extensive refresh of the hotel's diverse F&B operations, which include the Michelin-starred Angler restaurant. In becoming Operations Director at D&D London, Michael Clark celebrates his return to the group, having started his career as Restaurant Manager at Coq d'Argent before going on to become General Manager at Sartoria then Le Pont de la Tour. Clark brings a wealth of knowledge from his time spent at Sketch and Swan at The Globe, and most recently as Operations Director for The Ivy Collection. South Place Hotel, D&D London's

first hotel located between Moorgate and Liverpool Street, will now be overseen by Michael James Parker. Parker's near-30-year career has seen him gain extensive experience in hotel operations and management across the UK, China and Southeast Asia.



Interglobe Aviation appoints Gaurav Negi as new CFO

Interglobe Aviation on March 29 announced **Gaurav Negi has been appointed as its new chief financial officer (CFO)**. The appointment comes a day after its incumbent CFO Jiten Chopra resigned from his post.

The decision to pick Negi as the next CFO was taken at the board meeting called by Interglobe earlier in the day. His appointment will come into effect immediately, the IndiGo parent firm said.



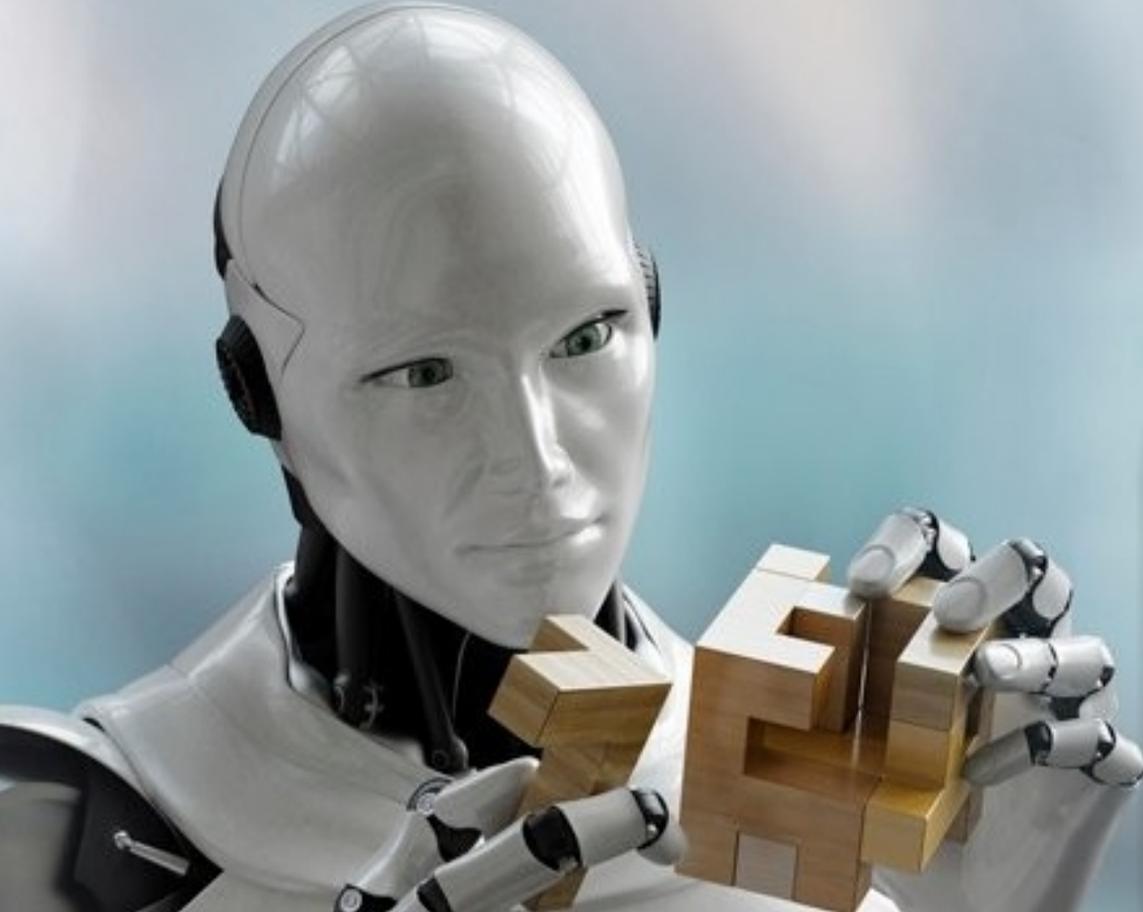
VisitPittsburgh appoints new board chair, members

VisitPittsburgh, the region's official tourism marketing and promotions agency, announced that it has appointed a new chairperson and two new members to its board of directors. **Meredith Meyer Grelli, the co-founder and co-owner of Wigle Whiskey and Threadbare Cider & Mead, will serve as chairperson of the board.** Meyer Grelli takes over from outgoing chairman, Timothy Hudak, CEO and member of Eckert Seamans Cherin and Mellott LLC. Hudak will continue to serve as an officer on the board, in addition to Vice Chairperson Michele Meloy Burchfield, co-founder and CEO of Blume Honey Water and Treasurer Troy Schooley, CEO of P3R.



Capella Hotel Group welcomes Monica Barter as Corporate Director of Wellness

With wellbeing becoming a core priority for travellers in this post-pandemic era, Capella Hotel Group is dedicated to enhancing its wellness offerings at Auriga Wellness and Flow with the appointment of **Monica Barter as Corporate Director of Wellness.** Barter brings extensive experience in the luxury wellness space and will be key in leading the group's intransigent goal of achieving global recognition in the wellness travel arena. Before her appointment at Capella Hotel Group, Barter forged a long and distinguished 18-year career as the Global Spa Operations Director of COMO Shambhala. During her tenure, Barter developed the wellness and sustainable lifestyle brand of COMO Hotels and Resorts from its inception. She went on to further her studies in Health & Sport Science and Sustainable Recreation Management at the University of Loughborough in the UK, before joining COMO.



AI SIGN Language

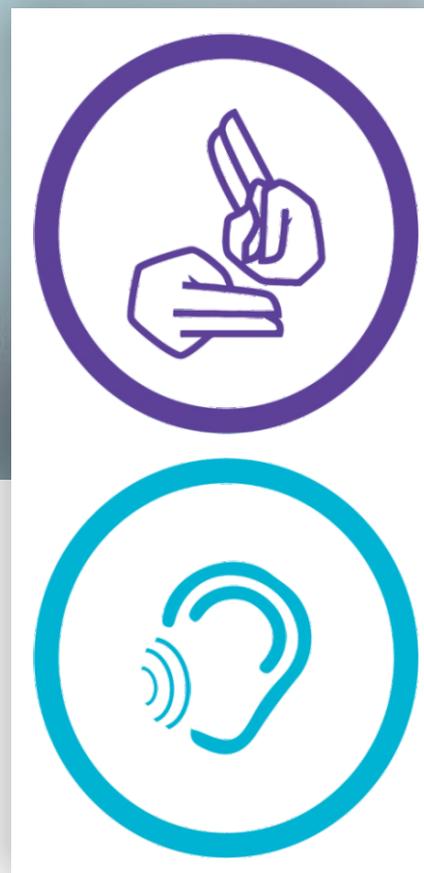
for Hearing Impaired Railway Passengers

Platform announcements at train stations provide vital information, such as train arrival and departure timings, likely delays and platform number where the train is departing from.

However, as a majority of these announcements are delivered over tannoy systems, hearing impaired passengers can miss out on information that could be vital to their safety and that of other passengers.

To help combat this, railways are coming with AI technology that would provide a written announcement on their platform. Hearing impaired people experience a sense of anxiety and ambiguity when they see people run from one location to another in a flock in platform. They feel like missing out on some vital information.

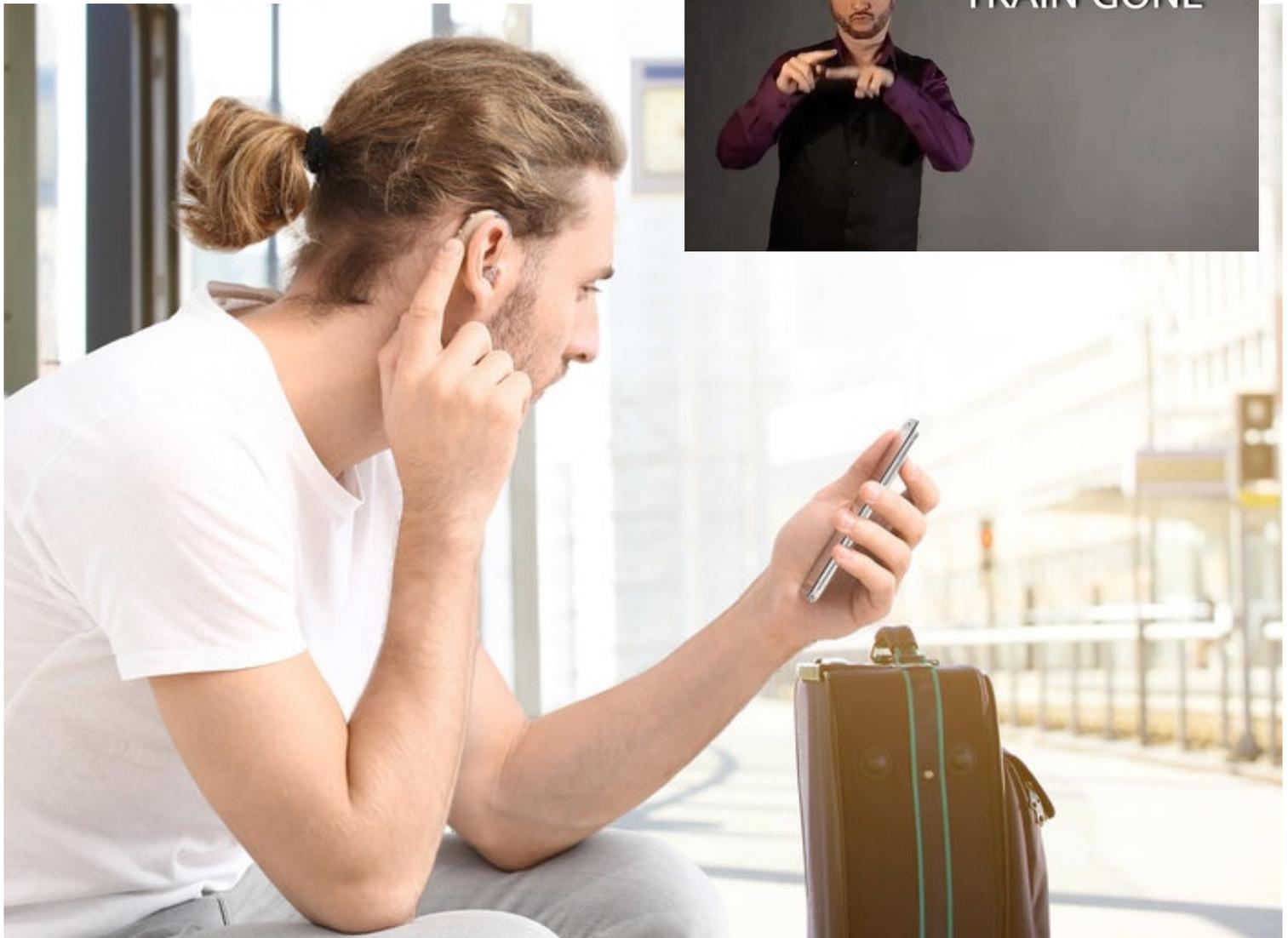
They turn to boards on the platform with a hope that they can get some information there. Artificial Intelligence may be able to provide sign language through an avatar that translates audible information into animations in order to mitigate these stressful situations.



Indomitable Power of Sign Language

For the world of hearing impaired people, the emergence of sign language has been of profound help! Dr. Floris Roelofsen began studying sign language after his daughter was born deaf. Besides helping deaf passengers in various situations, the project aims to raise awareness regarding this issue. Hearing-impaired individuals and hearing-privileged groups use sign language (SL) as their main means of communication, and it is characterized by both manual (body and hand movements) and non-manual features (such as facial expressions).

The SignLab centre is part of SignLab Amsterdam - a research lab at the University of Amsterdam that focuses on developing technology to translate text into sign language using animated avatars. Deaf people would benefit from the technology, according to Roelofsen.



AI Intervention to Aid



The world has seen a shift in technology with the rising popularity of Artificial Intelligence. Today, AI or VR has taken over the digital world, whether it is unlocking a hotel room with your phone or it's trying out different hairstyles.

For hearing-impaired people, anything that can alert them of the last minute changes in their train schedule can be a great relief. For example, using neural networks and computer vision, GnoSys recognizes the video of a sign language speaker, and then smart algorithms translate it into speech. An AI-powered smart-phone app developed by a Dutch start-up for deaf and mute people provides real-time translation of sign language into text and speech at a low cost.

With the emergence of such AI technology and tools, different inventors are working on AI apps or AI-enabled tools to help the hearing impaired and make an inclusive world.



Barefoot Skiing for Beginners

If you are an adventure lover, you wish to unveil your adventurous side every once in a while. With so many adventure sports on the list, don't you feel like trying them all at least once in your lifetime?

Well, barefoot skiing is one such sport that is tried and enjoyed by almost all! However, if you are new to trying yourself out, we will advise you to go through a set of guidelines. Barefoot waterskiing is one of the most intimidating and rewarding watersports in practice today. Unlike waterskiing with boots, barefoot skiers travel at high speeds with nothing to relieve their feet.

This can be especially thrilling for those accustomed to waterskiing with boots, as barefooting allows you to feel the water at high speeds in a way that can't be felt with boots. For some, it is exceptionally exhilarating, while for others, it may be a bit challenging. If you are a water baby, you should probably try this once in your life. But before you step your feet on the water, here are a few tips and techniques to help you make the most of our experience.

The Right Equipment

Regardless of the sport you choose to try next, gearing yourself up with the right equipment and costumes are essential. Since barefoot skiing doesn't involve wearing boots, unlike mountain or snow skiing, you need to wear the right costume. For many, swimwear is enough, but if you are a beginner we recommend you to put on a life jacket. Also, the ropes should be comfortable and tight for better grip.

Even though wearing a helmet is optional, for first-timers it can prove a saviour. Also, do not forget that a barefoot wetsuit should be worn underneath neoprene shorts.

The Right Technique

When it comes to barefoot skiing, there are several tricks you can try to enhance your skills and become a pro at the sport! Here are some –



Jed Leech: Since barefoot skiing is all about the right posture and technique, it is ideal that you bend your knees slightly, keep your arms straight, chest behind the hips in a slant position, and keep your head up.

Body Slide Technique: Another great technique to ski well is to slide your body slightly. You must slide on the side of your back and let go of one hand from the rope. This will give you the eternal joy of touching the water.

Jaret Bull: This is another technique that is ideal for beginners. Keep your focus and eyes on one thing as it lets you balance better. Make sure your arms are straight. Bend your knees a little bit, keep your hip and chest close to the handle, and do not sit back or lean backward.

The Right Tips

Before you get started with your barefoot skiing, learn the following tips –

- Make sure you stretch out before you get going, especially stretching your back, legs, and arms.
- Evenly distribute your weight between your legs to get a better grasp of the handle. This also makes it easier to balance.
- Once you become a little better with your skiing, you can learn to lift one leg and enjoy the sport truly.
- In the beginning, you can start skiing straight. However, once you are confident, you can eventually try to carve right and left and pick up your speed.



Barefoot skiing is one of the best things you can try as an adventure junkie! And, if you do it with the right technique and tips, you can create innumerable memories and a beautiful experience!

World Festivals



Muslims across the world celebrate Eid-Al-Fitr as a religious holiday. The day marks the end of the month-long dawn-to-sunset fasting of Ramadan which is the Islamic holy month of fasting. Eid al-Fitr means "the feast of breaking the fast."

Celebration of Eid brings with it the message of peace, joy and festivity. People greet one another. People greet each other with "Eid Mubarak," meaning "Blessed Eid" and with formal embraces. They visit friends and relatives, exchange gifts, savour delicious foods, seek forgiveness and forgive others for their fault.



Eid ul Fitr

Date: 3 May, 2022

Place: All over world



Cinco de Mayo which means the fifth day of May (in Spanish) is observed as a holiday in parts of the United States and Mexico. The event is to commemorate Mexico's victory at Puebla on May 5, 1862 which stands as a symbol of Mexican resistance to foreign domination.

In Mexico, majority of the Cinco de Mayo celebrations occur in Puebla, where the battle had taken place. Mexican folk music is played and danced to. People dress up as the French and Mexican soldiers or in colourful outfits to participate in large parades. Cinco de Mayo is also observed in the United States. Costume parties are hosted for friends and family, with the colours of the Mexican flag (red, white, and green) used in decorations.



Cinco de Mayo

Date: 5 May, 2022

Place: Mexico



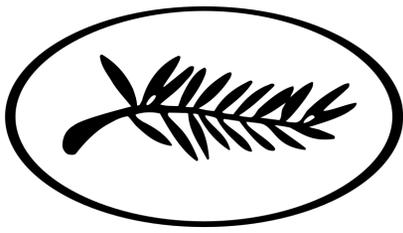
The festival earned its name from the word 'payas' which means 'to decorate'. As on the eve of the festival, the natives decorate their houses with fruits, vegetables and 'kiping' (colourful leaf-shaped rice wafer), hence the name. Pahiyas is basically a harvest festival which offers a platform to the farmers to exhibit their produce-vegetables, cereals and others.

The highlight of the festival is the procession of 'Kalas'. It is manifested by a crowd trying to take decorations from their house and owners trying to stop it from proceeding. The modern version of the Pahiyas Festival started in 1963 in Lucban. It featured a competition for the best-decorated quarters, cultural shows, parades and exhibitions.

Pahiyas Festival

Date: 15 May, 2022

Place: Philippines



FESTIVAL DE CANNES

Cannes Film Festival, officially known as the Festival de Cannes is held annually in Cannes, France. It was first held in 1946 as a rendezvous of art and film enthusiasts.

The Cannes Film Festival became an international platform to exchange different ideas, watch films and sign contracts by producers and distributors. During 1958-1959, the Film Festival was a site of recognition for artistic contention and achievement when advocates and opponents of the French New Wave exchanged manifestos and discourses.



Cannes Film Festival

Date: 17 May- 28 May, 2022

Place: France



The history of this colourful pageant parade dates as early back as to the 13th century when a citizen of Bruges is said to have brought the Relic of the Holy Blood of Jesus Christ back from the Second Crusade.

Every spring 30,000 to 45,000 spectators gather in the Belgium city centre to watch the Procession of the Holy Blood on Ascension Day. The event is held forty days after Easter. Down the centuries, people from different communities, ages and ethnicities have participated in this collective ceremony to express their identities as Bruges' inhabitants.

Procession of the Holy Blood

Date: 26 May, 2022

Place: France



Date: 31 May- 2 June, 2022

Place: Frankfurt, Germany

"While doing business and powering our sector's growth sits at the core of the show, IMEX in Frankfurt stands for so much more. Inspiration is one of our core values and we're set to deliver this through a creative and cutting-edge show experience. An unforgettable experience that helps attendees reconnects and revives, supercharge their skillset and – importantly – have fun! By coming together – and celebrating 20 years of IMEX in Frankfurt – our community is set to create many memorable moments."

Carina Bauer, CEO of the IMEX Group, outlines the plans for the return of IMEX in Frankfurt, taking place 31 May – 2 June.

Global exhibitors announce major launches

An international range of exhibitors – destinations, venues, technology providers, incentive companies and more – are currently planning their participation at the show. Suppliers from Europe – Germany, France, Spain and Croatia; North America – Miami, San Francisco, Las Vegas; and Asia – Philippines and Taiwan; are among the dozens of destinations who have confirmed their participation in the past few weeks alone. Parts of the business events sector have forged ahead in the past two years with investments in

refurbishments, new venues and enhanced experiences. IMEX in Frankfurt will be the stage for some major launches such as Ethiopia's new convention bureau, new venues, new professional development programmes and new industry partnerships. Well over 2,500 buyers from 70 countries have registered to date, and hundreds of global buyers continue to register each week. International mixes of buyers from agencies, corporates and associations, plus independent professionals have all confirmed participation at the show.



Bespoke education for associations, corporates & agencies

IMEX is supporting specialists with dedicated learning for association, agency and corporate executives taking place the day before the show, on Monday 30 May. Exclusively Corporate is set to welcome experts from SAP, Bolt Financial and Siemens Healthineers (as well as a former Premier League Footballer!) for case study-led education and peer-to-peer discussions. Agency planners can shape the focus of IMEX's co-created Agency Directors Forum, choosing what best fits their needs from subjects including: growth opportunities; lessons learned from the pandemic; adapting to a changed event landscape; trends and technology impacting business strategy, and reconsidering staffing options. Separately, Association Focus will deliver learning and networking exclusively for association professionals of all levels. The collaborative programme offers insight, inspiration and real-world recommendations and resolutions to the challenges facing associations across the world today.



Building connections to support business recovery

It has never been more important to upskill for the new world of work and 150+ educational events onsite cover Professional Development and Upskilling; Creativity in Communication; Diversity, equity, inclusion and accessibility; Innovation and Tech; and Purposeful Recovery.

Team dynamics and roles have shifted since the lockdown leading to a new approach to recruitment strategy. In 'Where's my team?' Tanisha Moody, Former Director Field and Events Marketing at Bolt Financial, will provide guidance on building an evolutionary team from scratch. Her professional theatre background gives Tanisha a unique take on planning and delivering events. Robert Kenward, Fitability Recruiter at You Search and Select and Founder of The Hub, is holding a workshop to help event professionals deal with 'the great resignation'. He says: "As the industry rebuilds, the focus for many businesses is to scale-up by recruiting the right talent. This session will enable delegates to supercharge their recruitment strategy which in turn will have an immediate and positive impact on how they attract, select and retain talent."

'One of Europe's leading business networking strategists' according to the Financial Times, Andy Lopata, moderates a panel session unpacking the strategy behind 'Building back together'.

Event professionals from Farnborough

International, DRPG and Enited Business Events join Andy to discuss the vital role strong relationships played in supporting them during the pandemic, and in their business recovery. Andy explains: "Relationships underpin the success of our businesses and the events we're involved with. Yet it has become harder to nurture those relationships, let alone meet new people, during the pandemic. My goal is to arm attendees with new ideas, practical advice and, most importantly of all, the confidence and energy to actively pursue a strategy of building, nurturing and leveraging the relationships that will drive their businesses forward."

Wellbeing moments

Experts from the Listening Collective will bring their own powerful brand of coaching with a dedicated space, The Listening Lab, which will help attendees develop their own 'listening superpowers'. "When we're skilfully listened to and challenged, we hear ourselves better - then change follows," explains Listening Collective founder Jon Barnes.

The focus on wellbeing continues at the Be Well Lounge. Brought to you by Inner Sense and supported by Costa Rica DMC and Weichlein Tours, the Lounge offers a space to pause, unwind and recharge. Attendees craving an energetic start to the day will enjoy the 5km IMEXrun, developed by VOQIN - a bright and brisk walk, jog or run along

the banks of Frankfurt's River Main.

Carina Bauer, CEO of the IMEX Group, says: *"With our worldwide roster of suppliers and confirmed buyers, we're confident the show floor will be a hub of activity where the industry can comfortably and effectively do business. We can't wait to get back to business in Frankfurt and celebrate the sheer joy of being back together - our industry lives and breathes face to face business events and from what we're witnessing, it's raring to go."*

IMEX in Frankfurt takes place 31 May – 2 June 2022 - the business events community can register here. Registration is free.



Delivering a strong message of rapid post-pandemic recovery, OTM Mumbai successfully culminated its three-day grand reopening on a thrilling note. The marquee event consciously focused on rebuilding the travel and tourism economy in the post-Covid-19 scenario.

Resurfacing after a two-year forced sabbatical, the iconic three-day travel trade event rose to the occasion by hosting 800+ exhibitors from over 20+ countries, 29+ Indian States, and 7 Union Territories. Bombay Exhibition Centre once again played host to the leading travel trade show in Asia Pacific with much-anticipated fanfare and gaiety. With the grand success of the 2022 edition, both in terms of participation and footfalls, OTM continues to reinforce its stance as the leading travel trade show in India and the Asia-Pacific.

The event successfully brought together all destinations open for business including International Tourism Boards, National, and State Tourism Boards, Hotels & Resorts, Airlines, Destination Management Companies, MICE, Wedding Planners and Bloggers under one roof. More than 25,000 trade visitors from all over India and abroad attended the three-day B2B exhibition. Mr. Sanjiv Agarwal, Chairman & CEO, said in his opening address of the awards ceremony: "This edition has had a special significance as a booster of confidence in travel trade. The worst seems to

be behind us and it is time to get back to business. As travel and tourism contribute about a tenth of the economic activities, it is imperative that the industry is put back on rails after such a devastation in the last two years."

"With major travel markets like China having zero-Covid rules, travelling to and from there has become almost impossible at this point of time. Unfortunately, the European market too is beyond reach due to the current political upheaval. Travelling to the USA also comes with mandates like quarantining. Thus, India right now is in a unique position to fill these gaps. Indians, in turn, have also started taking keen interest in destinations closer to home, like Maldives, in order to have a relaxed time at a place where they are welcomed with open arms.", he added.



The eminent dignitaries who graced the awards ceremony were Dr. Abdulla Mausoom, Hon'ble Tourism Minister, Maldives, Dr. M. Mathiventhan, Minister for Tourism, Government of Tamil Nadu and Dr. B. Chandra Mohan, IAS, Principal Secretary, Tamil Nadu Tourism.

Talking about India-Maldives relationship and the importance of OTM, Dr. Abdulla Mausoom, Tourism Minister, Maldives said, "India-Maldives relationship is very strong. When the world was closed, we were able to have a dedicated travel bubble between Maldives and India, that really helped Maldives tourism. Hence, we are going to be present at all the travel platforms in a very strong manner. Of course, in the year that was the toughest for the travel industry, nearly a quarter of the tourists in Maldives were from India. So, I wish to thank the Indian travel trade for being a part of Maldives tourism.

In this regard, OTM is indeed a very important platform. I wish OTM becomes stronger and continues to be a platform for us to do business."

Dr. M. Mathiventhan, Minister for Tourism, Government of Tamil Nadu commented, "It's great to see so many people, so many stalls from different states and countries under one roof. The tourism industry was the worst hit industry for the past two years. It is really heartening to note that

after almost two years of disruption due to lockdowns, the travel and tourism industry is organising itself for resuming all over India.

I congratulate and compliment over 800 participants from 29 states and 20 countries who have assembled here at OTM Mumbai. It is the largest gathering of such scale after the third wave. And I am sure this will contribute in a big way in restarting and reviving the tourism industry in the country and across the world.

Also present on the occasion were a host of senior-most tourism officials from India and abroad, as well as leaders from the travel and tourism industry. The awards ceremony felicitated the pioneers of reviving travel from India and abroad for their marketing and promotion efforts through these difficult times.

Maldives Tourism was present with a large delegation led by the Tourism Minister, extending its full support to OTM as a Partner Country. Azerbaijan Tourism Board and Nepal Tourism Board were also exhibiting as Partner Countries. Qatar Tourism, Korea Tourism Organization, Singapore Tourism Board and the Department of Tourism of Philippines were showcased as Feature Countries at the event.

Their travel suppliers, airlines and hospitality partners got the opportunity to network with

selected Indian travel trade. Visit Brussels, Visit Utah, Seychelles, Fiji and Monaco were also showcased at the event along with International DMCs, Hotels, Tour Operators representing Greece, Dubai, France, Madagascar, Russia, Sri Lanka, Switzerland, Thailand, Turkey, United Kingdom, among others.

OTM saw a major participation from State Tourism Boards in numbers and size for the revival of travel within India, including from Delhi, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Ladakh, Madhya Pradesh, Meghalaya, Odisha, Rajasthan, Tamil Nadu and Uttarakhand. Maharashtra was the Host State of the event. Other destinations like Andaman & Nicobar, Andhra Pradesh, Assam, Goa, Jharkhand, Manipur, Punjab, Sikkim, Telangana, Haryana, Puducherry, Uttar Pradesh and West Bengal were represented through their private stakeholders.



The event was supported by 'Incredible India' and the Ministry of Tourism, who hosted a pavilion, along with private stakeholders and showcased multiple initiatives like Azadi Ka Amrit Mahotsav, Ek Bharat Shreshtha Bharat, Dekho Apna Desh, etc. Another major highlight of the event was the OTM Forum, a knowledge-sharing platform that live-streamed for guests on Facebook and YouTube with massive viewers' login from India and abroad and Asia's most influential travel leaders brainstorming on the future of travel in thought-leadership interactions. Panel discussions, master classes, and workshops were conducted by top-level executives from industry leaders and C-suite executives from over 100 top brands.

The OTM Forum touched base upon important topics regarding customers expectations under the new normal, in terms of the extent of Covid-restrictions, 2022 digital travel booking trends and the future of the MICE industry. Mr. Abinash Manghani, CEO of WelcomHeritage Hotels shared, "People expect safety protocols like sanitization and hotel staff wearing masks in place. This has also resulted in the rise of private homestays and villas, which offer a more personal, and in turn safer experience."

The event has received strong support from travel associations across the country including OTOAI, TAAI, TAFI, ADTOI, ETAA, Skål International Mumbai

iSouth, Skål International India, IATTE, SITE, NIMA, ABTO, TUC, TOA, ETOAI, MTOA, TAAP, TAAN, UTEN, TAG, TOSG, TLC, SATA, GTAA, SGTCA, TAAS, ATAA, RAAG, VTAA, ATSPB, TAAB, TAHAT, EHTTOA, SIGTOA, TTAA, TOAT, TAAC, TAAK, IFSA.

Media partners also extended their full support to OTM 2022 including India Outbound, Travel and Tour World, Musafir,, Travel Correspondence, BOTT, Sihra News, Travel Techie, Afritraveller, MICE and Travel Around the World, Travel Secrets, TravTour MICE India, the Voice of Chandigarh, Travel Turtle, T3FS.

OTM has raised the bar once again by playing catalyst to Travel & Trade Industry recovery post Covid. The event has not only boosted the morale of Indian and International Travel & Trade Industry as a whole, but also infused a fresh lease of hope to all present on the floor as a testimony of the resilience and strength of the travel comeback in 2022.

The next edition of OTM will take place on 13-15 September 2022 at the brand new Jio World Convention Centre, BKC, Mumbai.



CALENDAR OF EVENTS



9-12
May 2022

Arabian Travel Market

Dubai, UAE
wtm.com/atm/en-gb.html



18-20
May 2022

Routes Europe 2022

Bergen, Norway
routesonline.com



25-27
May 2022

ACE of MICE Exhibition

Turkey, Istanbul
ameistanbul.com/en/2022edition



18-20
May 2022

SATTE Delhi 2022

Delhi, India
satte.in



19-21
May 2022

The Hotel & Hospitality Show 2022

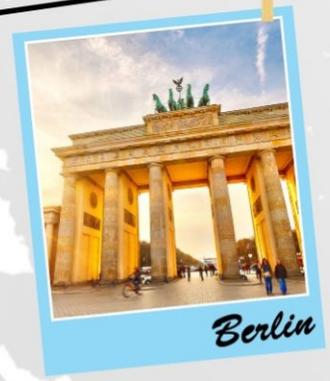
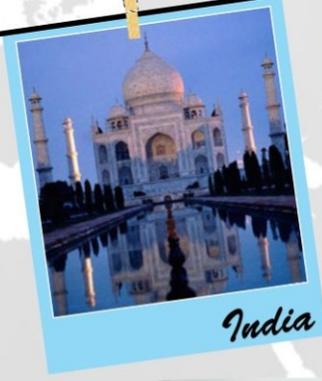
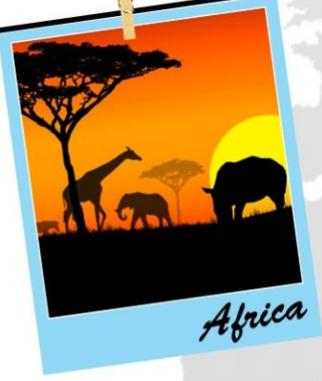
Johaneshburg, S.Africa
thehotelshowafrica.com



31May-
02 June 2022

IMEX Frankfrut

Frankfurt, Germany
imex-frankfurt.com



Subscribe
to our daily
travel newsletter
FREE



➔ Download for free in a flip-book format

➔ Mobile & Tablet Freindly

➔ Special coverage on MICE destinations every month