

TTW Europe

Volume:7, Issue: April 2018

*the Crown of
Cultural Charisma*



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Dear Readers,

TTW Europe once again welcomes you with a bouquet of destinations, ideal for travel in spring season. As you all know, Europe is growing and evolving continuously in tourism industry.

As the global tourists are becoming more independent, connected and conscious of sustainability issues, the popular destinations in Europe embrace to become smart.

In this issue, get the complete information on chosen destinations which will make the trips iconic. Europe is the place rich in history and culture. Go through the **Cover Story** to get our expert's recommendation for **culture trips of Europe**.

Next you read about **Brussels**, the captivating capital of Belgium. This capital city of Hungary has leading meeting points featuring world class facilities aligned with sustainability. Our Meetings Point presents with the detailed information on capital city's popular convention centers featuring international exhibitions.

Our next pick is the collection of **Portugal's nature parks in Special Feature** presenting nature parks and forest reserves, which are country's best kept secrets.

Our **Destination Diary** is Eastern Europe's culturally and historically famous city Budapest blooms with impressive historical landmarks making the hidden architectural treasure which lure you to explore.

Keep reading and send your feedback to us at pr@travelandtourtworld.com.

Editor-In-Chief

Mr. Anup Kumar Keshan

Follow us



Special Feature

NATURE PARKS IN PORTUGAL

portugal's best kept green secrets



Portugal is known as the “land of cities”. Known for best nightlife in Europe, Portugal should be at the top of your bucket list. But this article will take you through the journey of greens. Yeah, it is the journey to the nature parks of Portugal that preserve the natural essence of Iberian Peninsula and the volcanic islands of the Atlantic.

As the sun disappears, the cities of Portugal begin to blush a soft gold, luminous pinpoints of light marking the many localities scattered across the hills. But here, we will go to some of the places in Portugal which have over 600 years old regal history and stories of seafarers. Here man and nature dwell in perfect harmony. Yes! we are talking about the nature parks and the reserves which are maintaining the biodiversity.



Far from the maddening crowd, Peneda-Gerês is a natural terrain lively with green vegetation. It is on the top list of millennials' wish-list for adventure sports and village tourism. Pitões das Júnias and Tourém are the two villages carved out of this vast green sculpture offering a grand place for bird watching and hiking on the mountain ranges of Peneda, Soajo, Amarela and Gerês.

PENEDA-GERÊS NATIONAL PARK
Watch Porto's vast Green Sculpture

MONTESINHO NATURAL PARK

Feel the freshness

You feel relaxed and refreshed when you visit the country's northwestern Montesinho Natural Park. Abode of thousands of plant species, this nature park offers the best location for cycling and hiking. Also, explore the majestic hills and old Portuguese castles to feel the history and community culture.





See the river Olo flowing between crags and cliffs or explore the hilly ways with waterfalls in Alvão Nature Park. Located close to the city, Alvão includes an abundant vegetation and forests that are best for short trips, picnic and mountaineering.

ALVÃO NATURE PARK

Experience the spectacular views of nature

ARRÁBIDA NATURAL PARK

Enjoy the best biological reserve in Portugal

Arrábida Natural Park is formed by three reserves — the Solitary Reserve, the Integral Reserve of the Covered Forest and the Reserva Vidais. Enjoy solo travel which is a cultural asset of travelling and fishing is prohibited here. Simply enjoy a car ride from across the River Tagus to the Serra da Arrábida Natural Park and watch the white sand turquoise waters backed by vegetation and limestone rocks.



PARQUE NATURAL DO LITORAL NORTE

Take delight in Vagabond's Paradise

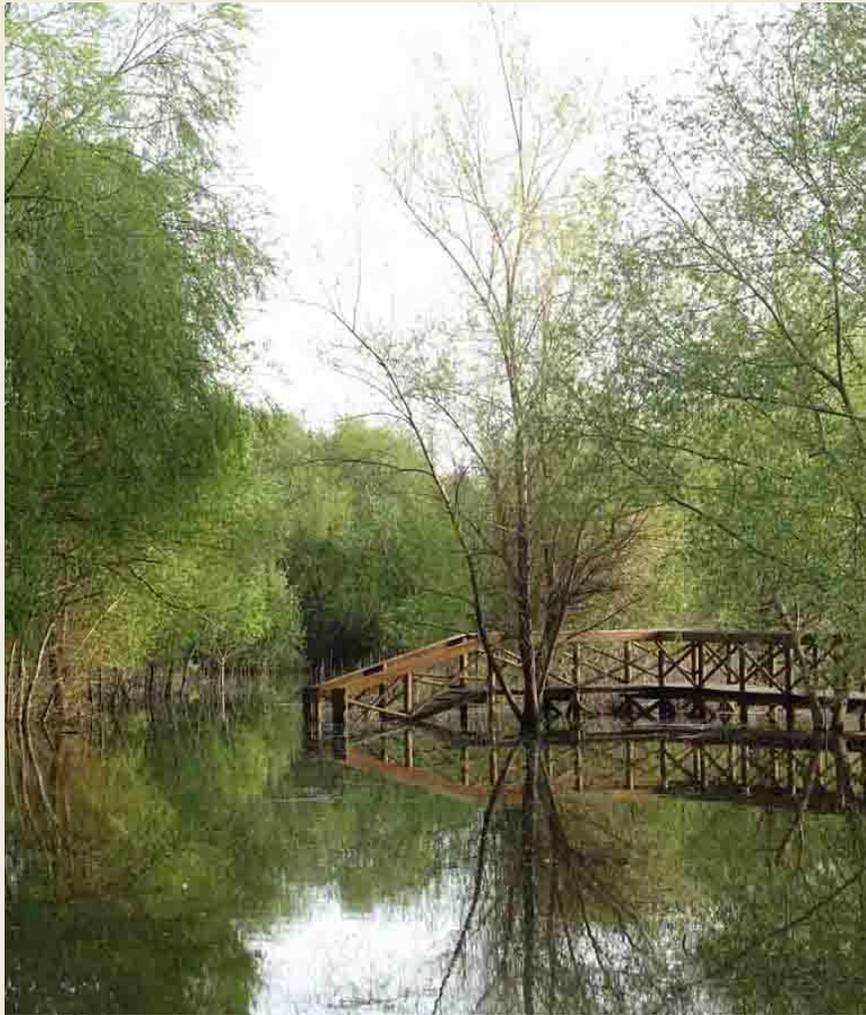
Another protected area is Parque Natural do Litoral Norte welcoming you with isolated beaches lapped in crystal clear waters which are ideal for long and invigorating walks. Enjoy the rustic life in the beauty of Cávado River estuary and the village of Apúlia with white sand dunes.



RESERVA NATURAL DO PAUL DE ARZILA

Watch the Bird's Paradise

If you want to see different species of birds, go to Reserva Natural do Paul de Arzila, encompassing the marshlands of Ribeira de Cernache. Go for a walk in the forestry areas Coimbra, Condeixa and Montemor-o-velho and enjoy the scenic beauty of Moinhos, Meio and Costa Valley.



SADO ESTUARY NATURAL RESERVE

Take a day out in the home of dolphins

Find the countless species of birds and dolphins in Sado, balanceing with hills and seas. And explore the huge wetlands, sandbanks, rice paddies and a vast area of woods and reed plantations while you are in cruise. Take a ferry across to Tróia and catch a glimpse of friendly dolphins.



Ria Formosa is a warren of canals, islands and wetlands. It is decorated with 5 islands and 2 Peninsulas—Culatra Island, Barreta Island, Armona Island, Tavira Island, Cabanas Island and, finally, the Peninsula of Cacela and the peninsula of Ancão. Ria Formosa offers river tours in a traditional boat used in tuna fisheries. Avoid summer season if you are looking for peace and tranquility.



RIA FORMOSA NATURAL PARK

Visit the Hub of Islands

BEST TIME TO VISIT

Visit here from May to June. You can enjoy swimming from June to mid-September.

GETTING THERE

Take Carris/ Metro Travel Card, which will allow you to access bus, trams and funiculars while you are travelling to the nature park.

Choose a right car rental company for short gateways.



Portugal seafaring legacy is popular. But if you want to visit Portugal unusually, then visit the nature parks and biodiversity areas rich in forests, birds and dolphins. So, visit Portugal's nature reserve and explore more the unknown.

A nighttime photograph of the Danube River in Budapest, Hungary. The Parliament Building is brightly lit on the right bank, with its lights reflecting on the water. The Chain Bridge is illuminated in the foreground, stretching across the river. In the background, another bridge is visible. The sky is a deep blue, and the overall scene is a vibrant display of city lights.

Budapest

A Tale of Two Cities

Straddling the River Danube, the culturally significant metropolis in Eastern Europe and the capital of Hungary, Budapest is reckoned as the 'Paris of the East'. Housing several UNESCO World Heritage sites, it existed since 1872, however humans dwelled here since the Stone Age. Three independent towns amalgamated together— Old Buda (Obuda), Buda and Pest to turn into the administrative, commercial and industrial zone of Hungary.

The hilly Buda and the flat Pest is connected by beautiful bridge over the Danube. One can get amazing view of the Danube and the Pest from the neo-gothic style Fisherman's Bastion which has the most beautiful lookout terrace in the Castle Hill Area. It has seven towers signifying the clan leaders who brought the people to their homeland.

The thermal spas used for therapeutic purposes since pre-historic times have been a major draw for travellers. Impressive architectures remind of the 20th-century history, vibrant culture, brimming entertainment industry with street buskers to classical concerts in beautiful churches. Budapest is a rich amalgamation of everything you want to do or see.



Ideal time to visit: The enchanting skyline of the city is best seen in March through May and September through November. Weather is favourable with relatively mild temperatures. The months of July and August have average highs of 80 degrees Fahrenheit and the average lows in January is found to be in the upper 20s. It is noticed that tourists' footfall is the largest during summers although it is the hottest and the wettest of seasons.

Commuting : A ride on Tram Number 2 is considered to be one of the 10 most amazing tram routes of the world and the surprising part is that it can be availed at a normal public transport ticket. Isn't it a great deal? Hop on a boat to see the city. The most budgeted option could be opting boats integrated into the public transport system. However, different river cruises are also available.



A walk down the city

Several points of **Buda hills**, **Gellert Hill** and **Buda Castle** capture breathtaking views of the city and the Danube. The Hungarian Parliament is one of the most beautiful parliaments in Europe. The neo-gothic architecture can be appreciated either from close view or from other side of the river. The interiors are worth a visit. The Assembly Hall has a marvellous built and the Hungarian crown jewels can also be found in the Parliament Building.

The turbulent history of Hungary is best represented by the **Budapest's Royal Palace** than the neo-baroque place positioned in the Caste Hill. The heart of the Budapest World Heritage Site has been occupied and destroyed many times. The beginning of the new millennium had the new **National Theatre of Hungary** and the **Palace of Arts** revealing the more modern aspect of Budapest.





The city is also known as the '**City of Spas**' housing more than 15 thermal baths in the city. The exterior parts of the spas in winter are surrounded by vapour cloud due to freezing temperature. The spas are mostly found in the fine- crafted buildings of the Hotel Gellert or the **Szechenyi Thermal Bath**.

City Park has the largest green area in central town. Visit the Central Market Hall to get the Hungarian souvenirs. The peculiar coloured roofs and artistic glass walls of the neo-gothic Matthias Church served as wedding church during the glorious era of King Matthias.

The Yellow Underground Line or Line 1 is a UNESCO World Heritage metro line. It has been operative since 1896 and is the oldest underground of Europe.

The grim parts of its history during the Nazi and communist period attract dark tourists and this period is commemorated through some of the outstanding dark attractions. **The House of Terror, the Holocaust Memorial Centre** and the **Memento Park**, formerly known as the **Szoborpark**, are the prime attractions for the dark tourists.

Dive Deep

✪The Yellow Underground Line or Line 1 is a UNESCO World Heritage metro line. It has been operative since 1896 and is the oldest underground of Europe.

✪The Hungarian National Museum had a role in the Hungarian revolution of 1848-49. Twelve points were read on the steps of the museum signifying the first act of revolution against the Habsburg empire.

✪St.Stephen's Basilica in the interior has a mummified right hand of St.Stephen, the first Hungarian Catholic King. The hand is usually placed inside the church and taken out for procession on August 20 every year commemorating the foundation of the nation.

✪The Dohany Street Synagogue is the largest one in Europe.

✪Andrassy Avenue is also one of Budapest's UNESCO World Heritage Sites that leads to the magnificent Heroes' Square.

The destination suits all travellers' taste. The destination's picturesque beauty, quirky spirit, inspiring architecture along with fascinating history and the stunning panoramic views make it a backpacker-friendly city for several reasons.





Europe: Crown of Cultural Charisma

Ever fantasised about treating yourself to a live show of 'Romeo and Juliet' in the Royal Shakespearean Theatre at the birth place of William Shakespeare – 'Stratford-Upon-Avon'?

Or admiring the phenomenal masterpieces of Van Gogh at a museum in Amsterdam, Netherlands...

Music aficionados meanwhile might be eager to sample souvenirs like postcards, keyrings, etc. at the London Beatles Store or simply walk along the iconic Abbey Road Crossing immortalised by the Beatles fame!

Baker Street (housing the residence of the fictional detective legend Sherlock Holmes) and some of the evergreen hotspots associated with legends, the likes of Picasso, Renoir, Cervantes, Leonardo da Vinci, Salvador Dali and others — make Europe a contemporary cultural potpourri!

Nestled against beautiful landscapes, this continent has inspired the most exceptional creative charms that the world has ever witnessed.



European Year of Cultural Heritage: 2018 Europe is one of the few unique places in the world teeming with several museums, art galleries and cultural activities! Explorers seek out the best here, alone or accompanied by their friends and families.

With an aim to highlight the cultural and historical diversity of Europe, the European Union has made 2018 the 'European Year of Cultural Heritage'. Culture heritage is a dominant elixir of Europe's soul. So, naturally it is a crucial part of the European economy.

So, promoting cultural treasures go a long way in boosting growth and employment of a certain part of the world.

Throughout the year, numerous activities take place across Europe to involve people more intimately with the inherent cultural heritage at regional, national and European levels.

Top Cultural Trips of Europe

Let us guide you about some of the best culture trips across the amazing European continent:



Greece has always been one of the popular favourites of history buffs, thanks to its fusion of democracy, drama and philosophy.

There is, however, more to Athens than just an open-air museum of sophisticated cultural heritage attractions. Named after the Greek Goddess Athena, the Goddess of wisdom, it represents a delightful cosmopolitan hub with a booming art scenario, gastronomic delicacies and electrifying nightlife.



2
Le Havre
France

Globally acclaimed as the birthplace of impressionism, Le Havre never stops stunning her visitors.

The UNESCO has rewarded this place as a world heritage site, thanks to its modernity and spectacular architecture. The presence of a realistic port here adds to its quintessential magnificence with various kinds of water sports, cruises and successful trade operations.

Some of its notable attractions include the Malraux Museum containing the first French impressionist collection in France after Paris.



3
Basel
Switzerland

This marvellous European locale promises views of some architectural masterpieces by luminaries such as Mario Botta, Frank O. Genry and so on.

Located in the picturesque republic of Switzerland, the city is enriched with 40 museums. Furthermore, it is also the home to Art Basel, the most significant art fair in the world.



4

London
England



You can meet a celebrity at Madam Tussauds or enjoy breathtaking views of London from the London Eye here. History addicts can also check out precious treasures at the British Museum or the dinosaurs at the Natural History Museum.

Also, you can pamper your eyes with the beautiful sights of the uncompromised greenery at Hyde Park, Richmond Park and St. James's Park.

Last but not the least, London's iconic galleries are a must-watch.

5

Dublin
Ireland



The medieval European city, Dublin is a lovely contrast of colourful past of the city with contemporary entertainment ambiance of this part of the world.

Be it a heritage trail, zoo or eatery inside a castle, Dublin is never dull even for a second. Travellers must make it a point to wander along to the National Library of Ireland, the ethereal Dublin Castle, Natural History Museum, Irish Museum of Modern Art and much more.

6

Barcelona
Spain

Egyptian mummies and the biggest sports clubs of Europe conglomerate in a beautiful fusion at Barcelona, Spain.

Here one can observe science, entertainment, arts and culture merging together! The best thing about this city is that it thrills kids, adults, adventure-seekers and even people seeking peace and solitude. International competitions are hosted here, for instance, cycling, swimming, golfing and others.

Also, it is a happening hub of jazz, rock, pop and Latin rhythms – ensuring a memorable nightlife!



7
Krakow
Poland

Krakow, located in Poland, is one of the nation's most ancient cities, lying on the banks of Vistula River that is termed as the 'Queen of Polish Rivers'. This town is filled with monuments and it is impossible to check all of them in a single day! It is also a base from where one can visit southern Poland.



A cultural vacation in Europe is akin to absorbing infinite classical glamour in the 21st century!

Those goosebumps would continue to haunt your cherished memories in the most beautiful way, long after you are home...



BRUSSELS

For international association, Brussels, the Capital of Europe, is a natural home. It is the best spot for building membership and getting close and personal to the European decision makers.

It hosts around 40,000 EU employees, hundreds of permanent representation that includes more than 300 representations from the EU region and local authorities. It has around 17,000 lobbyists.

...where sustainable meetings are aligned



The Green Hub

It is numero uno in offering sustainable meetings and events and is classified as Europe's first sustainable city for its environmental policy. In the European Green City Index (the ranking for sustainable cities), Brussels ranked 9th out of 30 European capital, ahead of Paris and London.

By 2024, Brussels aims to be the “Green city of Europe”, turning out to be the green place to meet through a well- coordinated plan. The fascinating Belgium's capital hosts 66,000 registered meetings each year.

Leader in corporate hospitality



It has a highly-skilled multilingual workforce and 2,250 headquarters. The city has translators and interpreters in 24 official EU languages. Brussels is a key centre in life sciences and Belgium has the world's highest concentration of life science professionals and the second largest pharma exporters in the world.

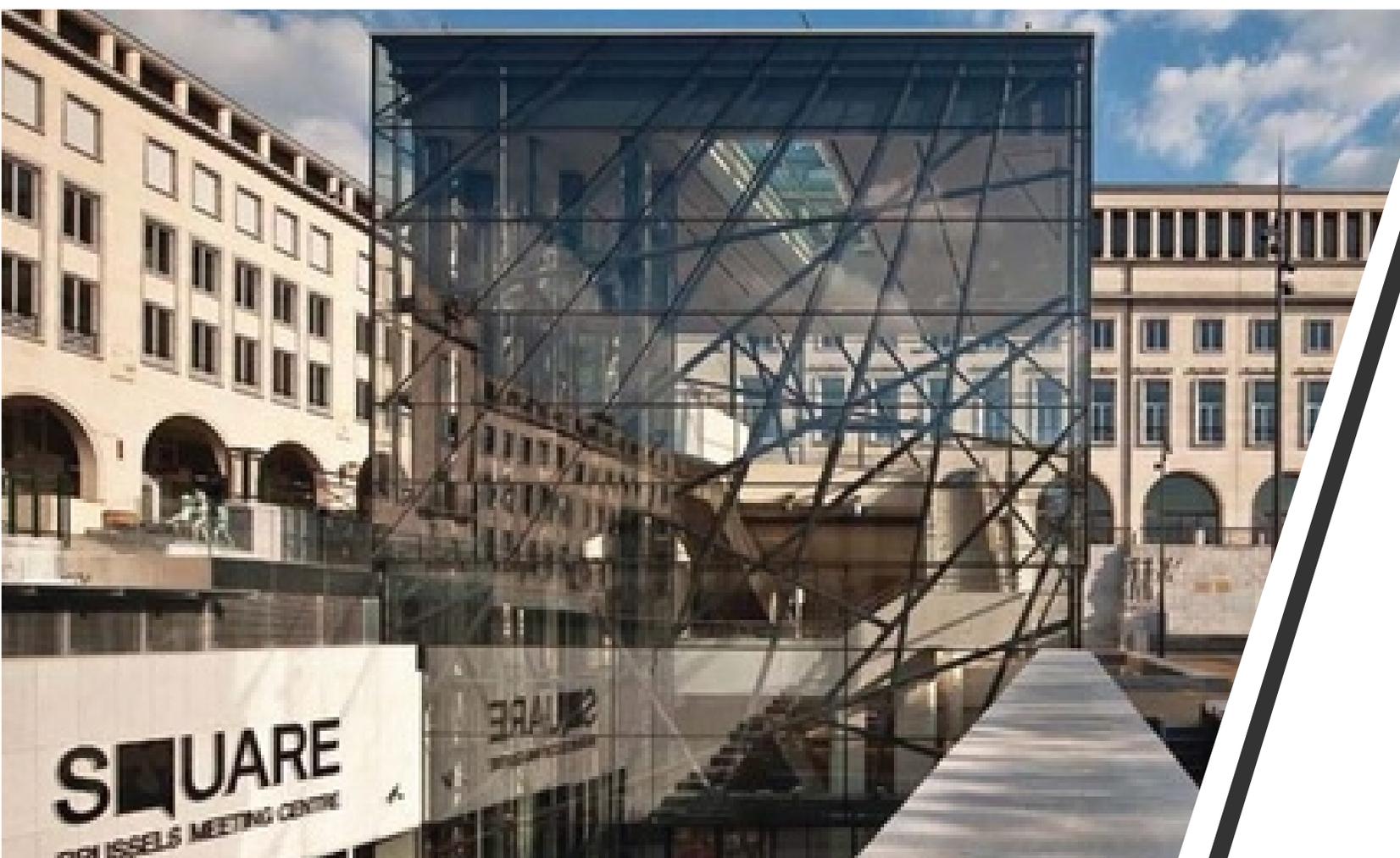
There is immense scope for hospitals and international healthcare companies to grow their business here. It has also emerged as a creative hub with 18,000 cultural events taking place every year, a huge surge for local film industry, museums and art galleries. It is base to 1,700 international corporations which operate Europe wide. The cosmopolitan city is a magnetic centre for economic migration.

Square-Brussels Meeting Centre

Square has come full circle, closely linked to the centre of power in Europe and located at Mont-des-Arts. It has fine blend of culture, energy, business and leisure.

This was once a medieval palace for the Dukes of Brabant with deep rooted history. It later turned out to be the centre of European power under the Hapsburgs where in 1831 Belgium's first sovereign took his oath. However, the fortune of Mont-des-Arts saw a downturn and its wealthy streets transformed into a slum. The dwellings were replaced with a park to host the world exhibition in 1910.

In 1958, it was rebuilt and housed the Library of Belgium and The Congress Centre of Brussels. The Brussels Environment Agency has been awarded Square the first star of the Ecodynamic label.



Brussels Exhibition Centre

Belgium's biggest exhibition centre was built for the World Fair in 1935. It is located in the north-west of the city at Heysel. Be it baby boomer fairs, book fairs or wine fairs, it hosts a combination of public and professional exhibitions.

It hosts two of the biggest shows — the European Motor Show and the Brussels Seafood Show. Atomium, MiniEurope and BruParK are some of the tourist attractions closer to the site.



Around the city

After a hectic day of meeting, the delegates can explore the multifaceted ancient merchant city from the Grand Place and its Gothic city hall to the Salbon and the lively place Saint-grey to the Royal Palace. Those interested in contemporary art can visit the recently opened MIMA— The Millennium Iconoclast Museum of Art.

More insights...

- Brussels is the number 10 city worldwide for its capacity for innovation.
- It has 183 nationalities, 108 spoken languages and 3 official languages.
- It is the number one destination for congresses and meetings in Europe and second in the world.
- It boasts of 210 venues for events with a capacity for 10 to 10,000 persons and has 1,237,400 convention centre space.



Brussels is a go-to metropolis and provides plenty of inspiration to plan meetings and events. Here, the corporate goals are woven throughout every moment of the event. The diverse and sophisticated business sector has proactive support from regional authorities.

Travel News

Brazil gets record number of international tourists in 2017

The tourism industry of Brazil is pumping high with an annual arrival of 6,588,770 international tourists last year beating the records of 2016.

The records of 2016 held the arrival of 6,546,696 tourists and 6,429,852 tourists in 2014. The increase in Brazil tourism last year can be mostly attributed to visitors from Brazil's South American neighbours. In 2017, the number of South American tourists in Brazil increased 11 percent, rising from 3.7 million in 2016 to 4.1 million in 2017. These 4.1 million visitors from South America represent 62 percent of the total number of overseas visitors to Brazil last year. Brazil's neighbour to the south accounted for 2,622,327 visitors last year, almost 40 percent of all of Brazil's international tourists and 14 percent more than in 2016.

Boeing 787 Dreamliner touches down at Heathrow making the first nonstop flight from Perth to UK

This is the good step for boosting the MICE tourism with the introduction of the nonstop flight from Australia to Britain which has touched down at Heathrow Airport covering with 17 hours and 9,050 miles.

While the Qantas Flight QF9 has completed its 14,498km journey from Perth in just over 17 hours. This new flight service is one of the ambitious plans by Qantas to add ultra long-haul flights to its

schedules. The Australian flag carrier's Chief Executive, Alan Joyce, has called the new service a “game-changing route”. This will increase the tourism revenue of both UK and Australia. Speaking at an event ahead of the inaugural flight, he said the earliest Qantas flights between Australia and the UK – known as the “kangaroo route” – had taken four days and involved seven stops. The historic flight, on a Boeing 787-9 Dreamliner carrying more than 200 passengers and 16 crew, departed from Perth at 18:49 local time on Saturday.



The new protest tourism booms hotel bookings in Washington DC

Washington DC sees massive protest due to anti-gun violence reform which makes the outnumbered tourists and the huge hotel bookings.

The political epicentre of United States Washington, D.C has recently hosted some events like the March For Our Lives, which is an anti-gun violence protest scheduled for Saturday show make it easy for tourism officials. According to the tourism department of Washington DC, there is a huge number of tourists arrivals. Washington, D.C. expects about half a million anti-gun violence protestors this weekend who will be calling for gun control reform.

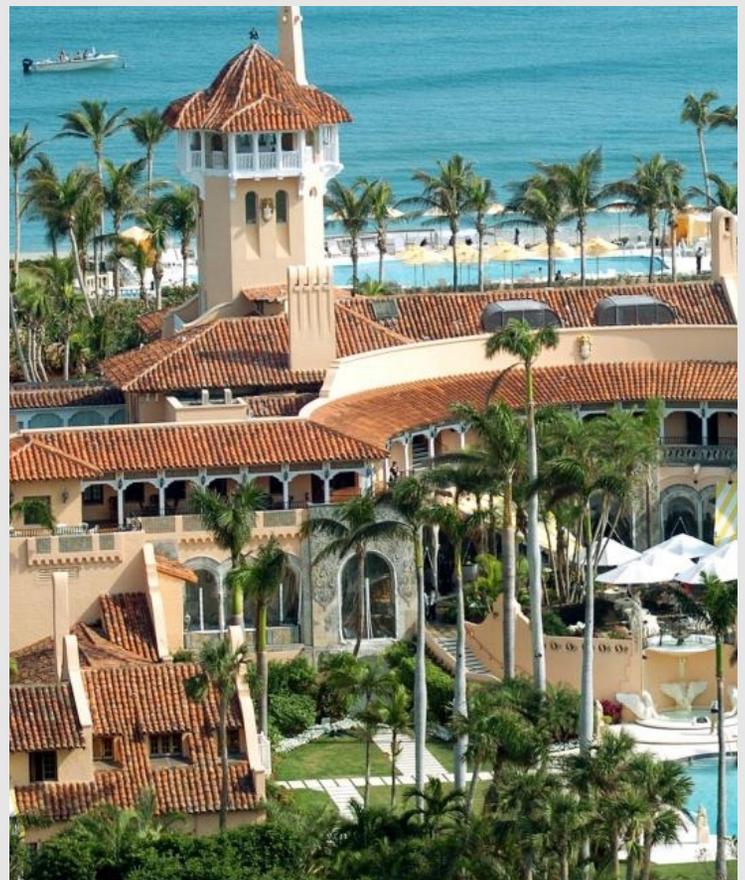
The march comes after a mass shooting in Parkland, Florida in February that killed 17 people, and many of the attendees will be high school and college students who will travel from different parts of the United States. More than 800 other smaller, there are local anti-gun marches will take place in other U.S. cities and around the world on Saturday.



US President Trump's St. Martin mansion can now be rented on Airbnb

US President Donald Trump's \$17-million palm-tree-embedded fantastic mansion in Saint Martin is currently available on Airbnb for \$11,418 a night.

The estate is referred to as the Chateau des Palmiers and can accommodate up to 16 guests into its sophisticated 9 bedrooms and 8 bathrooms. This master suite is complete with a superb Jacuzzi tub and also not just one but two private balconies. The listing also includes a large heated pool, tennis court, billiards court, fitness centre and a dining room. The villa already possesses air conditioning, an outdoor sound system, security staff personnel, an onsite chef, internet connectivity but then it does not seem to possess smoke detectors and carbon monoxide.



London based travel startups raised \$58 million in total fundraising

The travel startup companies based in London are making good business and raised \$58 million with highly innovative technical devices which allow the travellers to travel smarter. Earlier this week vacation rental tech startup TurnKey has raised \$31 million Series B in funding round. Skyroam another travel startup has also introduced new portable Wifi hotspot, which allows the user to stay connected. JAFCO Asia led the round. Vickers Venture, GSR Ventures, China Broadband Capital, and Delta Electronics Capital also participated in making the evolution of travel and tourism industry along with the advancement of technology. This new investment brings the Sunnyvale, California-based

company's total funding to a little more than \$50 million. Airsorted, another London-based vacation rental management service, raised \$7 million (£5 million) in Series A funding. Pi Labs, a previous investor, and Atami Capital led the round. The company raised a \$2 million (£1.5 million) round in 2016, led by Concentric. Along with seed rounds, it has raised about \$9.6 million to date.

Urban, upscale, short-term rentals are being “professionalized” by many host management and digital marketing companies, as shown by this partial list of 300 Airbnb owner-supporting service vendors. London is now a great place for travel startup companies, making promising solutions for the short-term rental sector.





EUROPE FESTIVALS

Discover much more in Europe during the summer festivals where you find the best activities to do. Europe is pro at partying and boozing. The fiestas in April give you a chance to enjoy with the different cultural scenes in the continent. Have a look here.

Venue:
Budapest, Hungary

**BUDAPEST
SPRING
FESTIVAL**

Date:
**March 30th to
April 23rd, 2018**



Largest cultural event in Hungary featuring more than 50 performances and exhibitions, Budapest Spring Festival shows the traditional culture in the form of dance, theatre and music. Budapest Spring Festival also involves the contemporary circus and visual arts, presenting premiers and co-productions with partner institutions.

Venue:
Seville, Spain

**FERIA DE ABRIL
(APRIL FAIR)**

Date:
**April 15th to 21st,
2018**



Initiated in 1846, Feria de Abril is celebrated with the exciting socializing events which include the traditional bullfights and the colourful parades, garlanded with the sweet scent of orange blossoms and jasmine.

Venue:
Amsterdam, Netherlands

KONINGSNACHT

Date:
April 27th, 2018



It is an all-day citywide world's largest street party with fun-filled entertainment, parades, sports, unlimited food & drinks and lots more. The happenings during Koningsnacht or King's Day can be explored best if you walk through the narrow lanes of the downtown of Amsterdam. The flea market during this festival is best known for the bric-a-brac sale. The locals sell their used clothes, musical instruments, electronics, softwares and broken toys with fantastic bargains.

Venue:
Thale, Germany

**Walpurgisnacht
(Witches' Night)**

Date:
April 30th, 2018



A unique German pagan spring fiesta to drive away evil spirits, Walpurgisnacht is a gala celebration of fireworks, bonfires, great music and a grand feast. People from all over Germany head to the famous mountain of Blocksberg to celebrate this festival.

7th Azerbaijan International Travel and Tourism Fair, AITF

The main event of the country's tourism industry, the 17th Azerbaijan International Travel and Tourism Fair, AITF 2018 will be held from 5th to 7th of April. For many years now, the exhibition has remained relevant and has kept on delighting its guests and visitors with tourism opportunities in various destinations.

The exhibition will be held at Baku Expo Centre and will bring together representatives of tourism market, government agencies and national and regional tourism organisations under its roof. This major specialized event of tourist industry of the entire Caspian region will again turn into a platform for important meetings, partnership agreements and announcement of new programmes and destinations.

AITF 2018 will be held with the strong support from the Ministry of Culture and Tourism of the Republic of Azerbaijan. The exhibition is also supported by its permanent participant, Azerbaijan Tourism Association (AzTA). AITF has always enjoyed the support from international organisations, such as the World Tourism Organization (UNWTO) and the Asia-Pacific Tourist Association (PATA). The exhibition is organised by Iteca Caspian and its British partner, ITE Group plc. This year's exhibition will present various tourist destinations, airlines, hotel chains and other tourism services. Among participants there are companies from Azerbaijan, Bulgaria, Georgia, the Dominican Republic, Indonesia, Italy, Morocco, Russia, Slovenia, Thailand, Turkey, the Czech Republic and many other countries. The exhibition

will also widely present Medical and Health Tourism sector where participants will demonstrate a number of

services for combining holidays abroad with highly qualified medical services. National and regional stands will be a part of the exhibition. The country-partner of AITF 2018 is Bulgaria which annually takes part in the exhibition with its national stand.

The AITF exhibition has been active in showcasing the development of domestic tourism in Azerbaijan. And this year will be no exception, the tourist potential will be demonstrated by the country's regions, and tour operators. Traditionally, the Ministry of Culture and Tourism of the Republic of Azerbaijan and Azerbaijan Tourism Association (AzTA) will be represented in separate stands.

The exhibition will also feature a workshop for establishing business contacts and conducting negotiations with representatives of leading local tour companies and exhibitors.

The AITF 2018 exhibition will become a platform for the announcement of new tourist products, while serving as a meeting point for partners and for establishing strong business relations.



When :
5th – 7th April, 2018
Where :
Baku Expo Center-
Baku, Azerbaijan

IMEX Frankfurt

At IMEX in Frankfurt, taking place 15 – 17 May, thousands of hosted buyers and buyer attendees from all over the world will meet and do business with almost 3,500 international destinations and venues under one roof. They'll also discover the latest learning ideas in over 180 education sessions, make new contacts and catch up with colleagues at many networking events.

Carina Bauer says that innovation is at the heart of IMEX in Frankfurt and they are creating a series of new initiatives that will meet the needs of buyers and exhibitors and substantially enhance their business experience.

The innovation begins on EduMonday, a free, full day of learning and insights taking place the day before the show. Open to all IMEX attendees and exhibitors, EduMonday brings together a vast range of learning sessions, with insights into event design, future trends and the power of partnerships.

From general education open to all – planners, suppliers, partners, exhibitors - to specialist sessions designed for specific areas of the industry, the expert-led education programme during EduMonday will help attendees

foster fresh ideas and new habits, with a firm focus on professional development.

The Agency Directors Forum is a new facilitated forum for professionals who own, or are part of a senior management team at small to mid-size meetings and events agencies. Future meeting professionals can kick start their career at Rising Talent, a new programme designed for the under 35's by the under 35's. London Business School's Executive Director of Thought Leadership Adam Kingl heads up PCMA Business School, offering a free MBA-quality professional development programme.

IMEX is also offering the Event Design Certificate, a full day workshop intro to the Event Canvas Model, a strategic event management model for customer-centric events. This allows 30 English and 30 German-speaking event professionals to take their career to the next level by taking the certification free of charge on the day. There's also exclusive education and networking for corporate meeting planners and association meeting planners in the form of Exclusively Corporate and Association Day.



When :
15th -17th May, 2018

Where :
Frankfurt, Germany

ITB China 2018

Top Speakers from major travel companies, such as Ctrip, one of the biggest online travel agencies in China, as well as American Airlines, VisitFinland, Wyndham Hotels, Meituan, Mafengwo, Merlin Entertainment, Lushu and China Tourism Association will provide exciting insights into their expanding markets at the second edition of ITB CHINA Conference (16 – 18 May 2018 in Shanghai).

The Chinese travel think tank will be co-hosted by TravelDaily and with its wealth of up-to-date information will provide key insights relating to seven distinct areas: 'Destination', 'Travel Tech', 'Corporate Travel & MICE', 'Online Travel', and - for the very first time - will also feature sessions on 'Unique Travel', 'Business Travel' and 'Education & Job'.

On 17 May 2018 the ITB CHINA Conference will offer everyone working in the business travel market an ideal platform for training and

networking at the Business Travel Day. Practical workshops with up-to-date information on methods and strategies will provide both career newcomers and corporate travel managers with first-hand knowledge and updates.

This year's exclusive partners are CITS American Express Global Business Travel, Carlson Wagonlit Travel China and BCD Travel. Admission to the Business Travel Day is free for visitors of ITB CHINA. Clients from all ITB CHINA business travel day partners will be sending their corporate travel managers to attend this event and senior representatives will have up-to-the-minute panel discussions, presenting current topics and profound knowledge in the areas of Business and Corporate Travel.



When :
16th – 18th May, 2018

Where :
Shanghai World Expo
Exhibition &
Convention Centre,
China

ITE Hong Kong 2018

The city's only travel fair, ITE Hong Kong, in two trade days (requiring registration for admission) draw over 12000 regional buyers and trade visitors with 6000 from travel agents and 2400 from corporations and MICE, in two public days 88000 public visitors with 87% prefer traveling in FIT / private group and promote trendy travel themes for the regional travel trade and affluent travelers of MICE and FIT.

ITE Hong Kong 2018, comprising of the 32nd ITE (leisure) and the 13th ITE MICE, will be held from June 14th to 17th, 2018 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre.

Organized by TKS Exhibition Services Ltd, ITE is supported by China National Tourism Administration, Hong Kong Tourism Board, travel and MICE associations in the region etc. ITE last year drew from 56 destinations all over the world

645 exhibitors of which 88% from abroad, of which over 170 exhibitors targeting MICE market.

A survey last month on ITE's MICE/corporate visitors on incorporating travel theme to enhance MICE trips, 64% of the respondents chose Green Tourism, the highest, while 52% selected Food & Wine, to be followed by Cruise at 38%,

When :
14th – 17th June 2018
Where :
Hong Kong, China

43 TTW Europe

Volunteerism at 32% and Sport Tourism at 27%. Also, respectively 46% and 49% respondents reported their corporations will organize Incentive Trips and Overseas Events in the coming two years. Further, 37% respondents indicated their corporation will spend more on travel in the coming year, outnumbering those cutting back (13%) by almost three to one, while half see no change in spending. In short, Hong Kong companies are not cutting back on travel spending but instead more discerning on how the money are being spent.

Some repeating official pavilions and independent exhibitors, such as Thailand, Turkey, Taiwan and separate pavilion / stand from some cities, resorts and travel agents from Japan, are expanding substantially with the biggest doubling scale in 2018! Newly exhibiting destinations from, for examples, Catalonia of Spain, Uzbekistan, Fiji Islands, Selangor from Malaysia and Danang of Vietnam etc and to those who absent for some years such as Greece, Egypt, Kazakhstan and Nepal. In addition, we are expecting few more new official stands / pavilions say from Europe and Oceania etc. In trade days are some 20 seminars on leisure, MICE and corporate travels; Business Matching for quick dating between buyers and sellers etc. Over 100 travel seminars are held in the public days with the most popular drawing over 200 audiences! Our B2B & B2C programs consist of free services and optional services for exhibitors before and during ITE.



Russia Hotel Upgrading & Development Forum



The Russia Hotel Upgrading & Development Forum is

scheduled from May 16-17, 2018 in Moscow, Russia.

Mykar's Russia Hotel Upgrading & Development Forum gathers high level executives from hospitality industry developers, investors, Government, Developers, Regulators, Construction Companies, Architects, Solution providers, Financial Institutes and Associations in a focused 2-day program. Panel discussions and presentations will elaborate investment strategies, commercial challenges, operational efficiency and updated technologies required for guaranteeing customer satisfaction and success.

Topic Highlights

- Updated 2018 Outlook And Market Trends
- Understanding plans for stimulating the growth in Russia

- Exploring and investing in Russia
- Luxury, Mid-Market And Budget Segment Outlook
- Boutique, Lifestyle, Luxury Serviced Hotel Apartments
- Hotel Properties Within Mixed-Use Developments
- Finance Availability And Return On Investment
- Facility Management
- Customer Experience & Loyalty
- Architectural Innovations And Design Company Showcases
- Energy and operational efficiency in hotels
- Trends in hospitality technology

When :
16th – 17th May, 2018

Where :
Moscow, Russia

PATA Annual Summit 2018

The PATA Annual Summit 2018 is a four-day event that brings together travel's most progressive thinkers to connect, share and move travel forward under the theme 'Building Bridges, Connecting People: How Collaboration Creates Opportunities'. The event, generously hosted by the Korea Tourism Organization (KTO) and Gangwon Province, will take place from May 17-20 at the Lakai SANDPINE in Gangneung, Korea (ROK).

The Annual Summit programme embraces a dynamic one-day conference that will examine the various connections that are helping to shape the industry as we move towards a more exponential future, bringing together a diverse line-up on international thought leaders, industry shapers, and senior decision-makers. Former United Nations Secretary-General, H.E. Ban Ki-moon is set to be the opening keynote speaker for the conference.

The conference is followed by the half-day UNWTO/PATA Leaders Debate, where tourism leaders from both the public and private sector will come together to discuss the challenges and opportunities facing the industry. Former UNWTO Secretary-General, Dr. Taleb Rifai, as well as the Honourable Edmund Bartlett, C.D., M.P., Minister of Tourism of Jamaica, have both confirmed their participation at the debate.

When :
May 17th - 20th, 2018

Where :
Gangneung, South Korea

The event also provides the opportunity for students and young professionals to engage with industry leaders at the PATA Youth Symposium, highlighting PATA's commitment to the development of the 'Young Tourism Professional' (YTP).

Other confirmed speakers during the event include Adrienne Lee, Director of Development, Planeterra Foundation; Alistair McEwan, Senior Vice President, Commercial Development Asia & ANZ, BBC World News; Amy Kunrojpanya, Director of Communications, Asia Pacific, Uber; Dr. Chris Bottrill, Vice Chairman of PATA and Dean of Global and Community Studies, School of Tourism Management, Capilano University; Ambassador Dho Young-shim, Chairperson of UNWTO ST-EP Foundation; Edward Chen, Co-founder and Chief Marketing Officer, oBike; FaezFadhilillah, PATA Face of the Future 2017 and CEO and Co-founder of Tripfez; Kyle Sandilands, Director and Cinematographer; Michelle Kristy, Associate Expert-Women and Trade Programme Sustainable and Inclusive Value Chains Section, SheTrades; Pai-Somsak Boonkam, CEO & Founder, LocalAlike, Raya Bidshahri, Founder & Chief Executive Officer, Awecademy, and Vinoop Goel, Regional Director-Airport, Passenger, Cargo & Security Asia Pacific, IATA.

Delegates attending the event will experience the diverse landscapes of Gangneung, Korea's best all-year-round destination. A popular destination among locals, Gangneung combines the white sandy beaches that stretch across the East Coast with the misty peaks of the Taebaek Mountains, also referred to as the spine of the Korean Peninsula.

When:
27th – 28th February, 2018
2018
Where: Dubai, UAE



MICE ARABIA CONGRESS
GCC's Premium MICE & Luxury Travel Platform

MICE ARABIA & LUXURY TRAVEL CONGRESS 2018

The 6th edition of the MICE Arabia & Luxury Travel Congress successfully concluded last week highlighting the importance of “creating memorable experiences” This years' edition saw business at an all-time high with select 100 % Middle East buyers, world class suppliers and more than 20 hours of networking, thus making it the regions' one of a kind platform, carefully curated for organizers of MICE, business & luxury travel from the Middle East.

Over the past six years, the MALT Congress has grown in importance and stature attracting not only business leaders, but high calibre industry professionals, government policy makers and other senior decision makers. Mirza Usman, Account Director, Business Travel, Millenium Copthorne commented that the Congress gets an exciting mix of delegates from corporates, luxury travel buyers to organizers of MICE, which is an interesting mix. He also indicated that the diverse mix of professionals that the MALT Congress hosts is an advantage for knowledge exchange and understanding what's on the mind of the high spending GCC buyer.

MALT Congress provides hosted buyers with a personalized schedule of one to one meetings with a handpicked selection of leading suppliers, speaking on the effectiveness of the pre-arranged one to one meeting appointments at the MALT Congress. Dag Kastensson, CEO of the Swedish destination management company, SNE Northern Europe said that it is an extremely important way of doing business. In short, they got to meet the right people, which is efficient for both sides. Face to face meetings are essential in their business. The GCC market has great potential, with new and more time efficient daily nonstop flight routes to all Scandinavian capitals, he believes it will have an enormously positive effect and they will see many more visitors from the GCC area in the coming years.

Many delegates lauded the platform's efficiency in making the right business connections through prequalified appointments as well as ample opportunities for networking slotted in throughout the two-day agenda.

“The congress mirrors the increase, both in confidence and business levels across major industry sectors in the GCC” commented Sidh N.C, Director, QnA International. From success stories, best

practices to leadership lessons, the conference program also featured,

H.E. Sara Al Madani, Board Member, Sharjah Chamber of Commerce & Industry and well known entrepreneur, she outlined top tips on converting every challenge into an opportunity, and discussed how effective leaders build teams, maximize performance, and transform organizations. She said that they have had an exciting two days, a clear pattern of trends and business game changers emerged over the course of the event, and these are seen as an imminent and important characteristics in the world of MICE and Luxury Travel.

Sidh N.C. concluded by saying that creating memorable experiences continues to be a defining attribute of MICE, business & luxury travel from the region. This year they also saw an increase in the number of top middle east buyers, thanks to great feedback from the participants and sponsors, which will help them to plan for the next edition of the MALT Congress.



When:
18th - 20th January, 2018

Where:
Bombay Exhibition Centre



OTM Mumbai 2018

OTM Mumbai, the largest travel trade show in the Asia Pacific region which concluded on an optimistic note. 1000+ sellers from 50+ countries and 27 states networked with 10,000+ trade visitors, at Bombay Exhibition Centre, between 18th to 20th January 2018. OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

The show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants and expressed satisfaction about the mix of international and national participants, approximately 400 and 600 respectively.

Guest of Honour Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also mentioned OTM as an offshoot of the oldest travel trade show in the country.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market. Visitors included hosted buyers all the major cities in India. The highest number of hosted buyers were from Delhi. National Tourist Organisations like Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives and many other such organisations displayed colourful country pavilions, along with a large number of local hotels, attractions and operators. Countries like Australia, Bulgaria, Canada, Dubai, Germany were represented through private operators at OTM 2018. At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

Outbound Sellers Speak: Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform.

Indian Delegates Speak: Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office said that OTM 2018 had a balanced mix of participants from outbound and inbound. She added it assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers. Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media.

Business Sessions at OTM: Dignitaries at the panel discussion - Cine Locales by Film Tourism Consortium brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, they said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The presentation was followed by an official release of the Report on Film Tourism in the North East.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session Millennials are the next frontier by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller. During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.



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www.ite-exhibitions.com

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New York, USA
www.servicedapartmentsummitamericas.com

9-10 April



Riyadh Travel Fair

Riyadh KSA
www.riyadhtravel.net/

10-13 April



WTM Latin America

Sau Polo, Brazil
latinamerica.wtm.com

3-5 April



Eye for Travel

San Francisco
events.eyefortravel.com/san-francisco-summit

9-10 April

10-12 April



**The Hotel Show Saudi
Arabia**

Jeddah, Saudi Arabia
www.thehotelshowsaudiarabia.com



Digital Travel Apac

World Sentosa, Singapore
digitaltravelapac.wbresearch.com

17-19 April



Arabian Hotel Investment Conference

Ras Al Khaimah, United Arab Emirates
www.arabianconference.com/

17-19 April



Kazakhstan International Tourism Exhibition

Almaty, Kazakhstan
www.kitf.kz/en/

18-20 April



WTM Africa

Cape Town, South Africa
www.africa.wtm.com/

19-20 April



Digital Travel Summit

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digitaltravel.wbresearch.com

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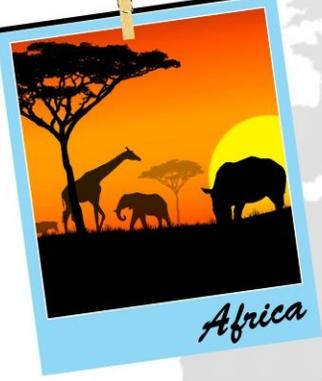
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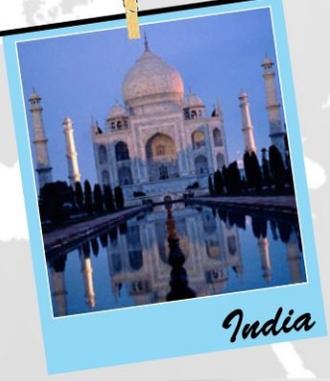
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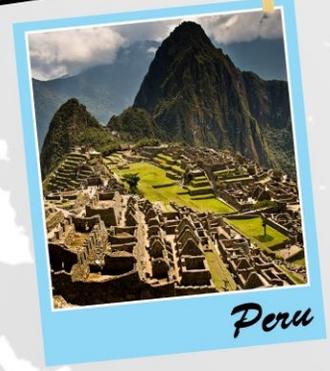
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