

TTW Europe

Volume: 8, Issue: April 2019



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16. Cover Story : Zermatt is one of the world's most attractive vacation villages, full of breathtaking panorama and unlimited possibilities lying at the foot of the Matterhorn in Switzerland. It is car free and protects its natural splendor.

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Dear Readers,

In this edition, we zoom in to the cultural and historic side of Azerbaijan, the land of mountains and mud volcanoes in Special Feature. Deep steeped in history and straddling East and West it is known to blend the dramatic landscapes. It is located at the crossroads of Turkey, Russia and Iran.

Cinque Terre is a Unesco world heritage site since 1997, the undiscovered Eden is set amid some of the most dramatic coastal scenery. Traverse through its cliff sides, coastal tunnels and experience a magnificent landscape while reading the Destination Diary.

Cover Story on Zermatt offers unlimited possibilities for travel enthusiasts. The world's most famous mountain is car-free, preserves its original character and rests at the foot of the Matterhorn in Switzerland.

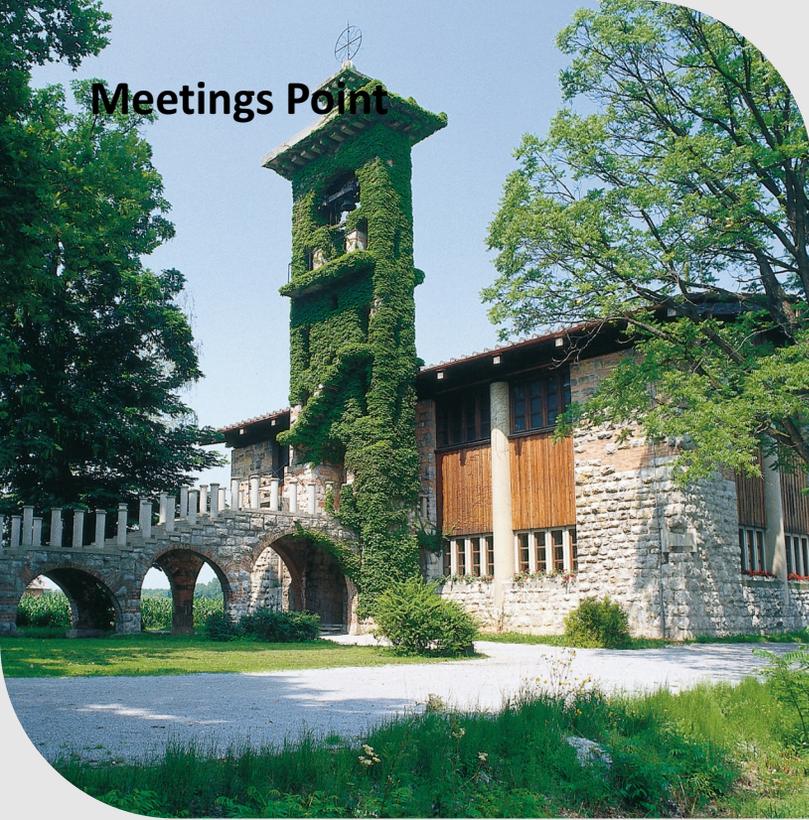
Ljubljana is Slovenia's capital and has a brimming business market. The Europe's greenest and most liveable city was tagged as the European Commission's Green Capital in 2016. Go through the Meetings Point and discover more.

Editor-In-Chief
Mr. Anup Kumar Keshan

Editorial Desk



Meetings Point

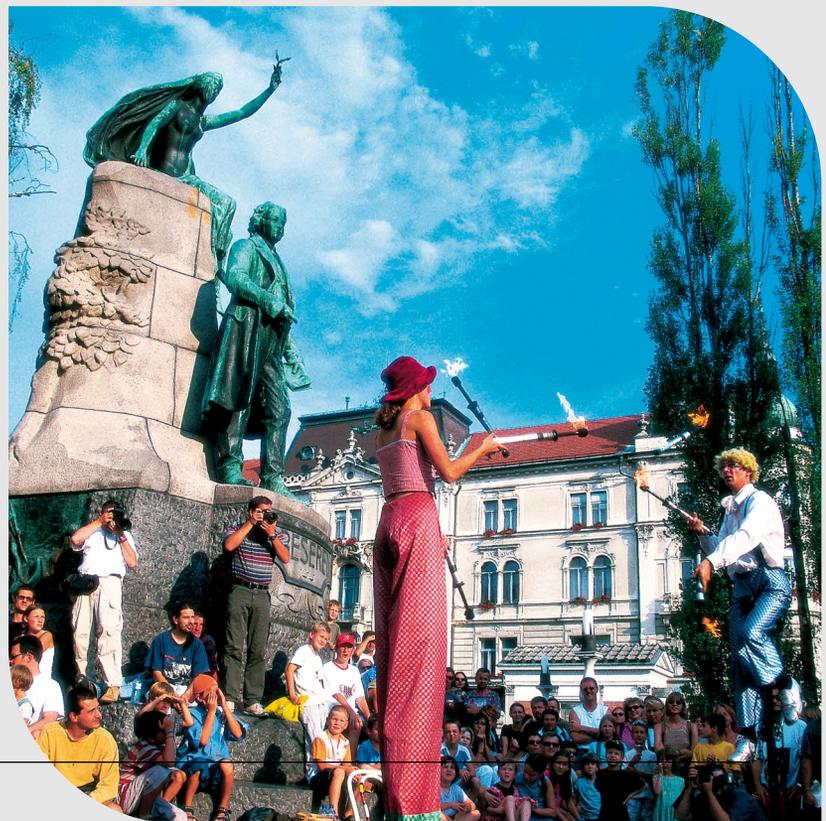


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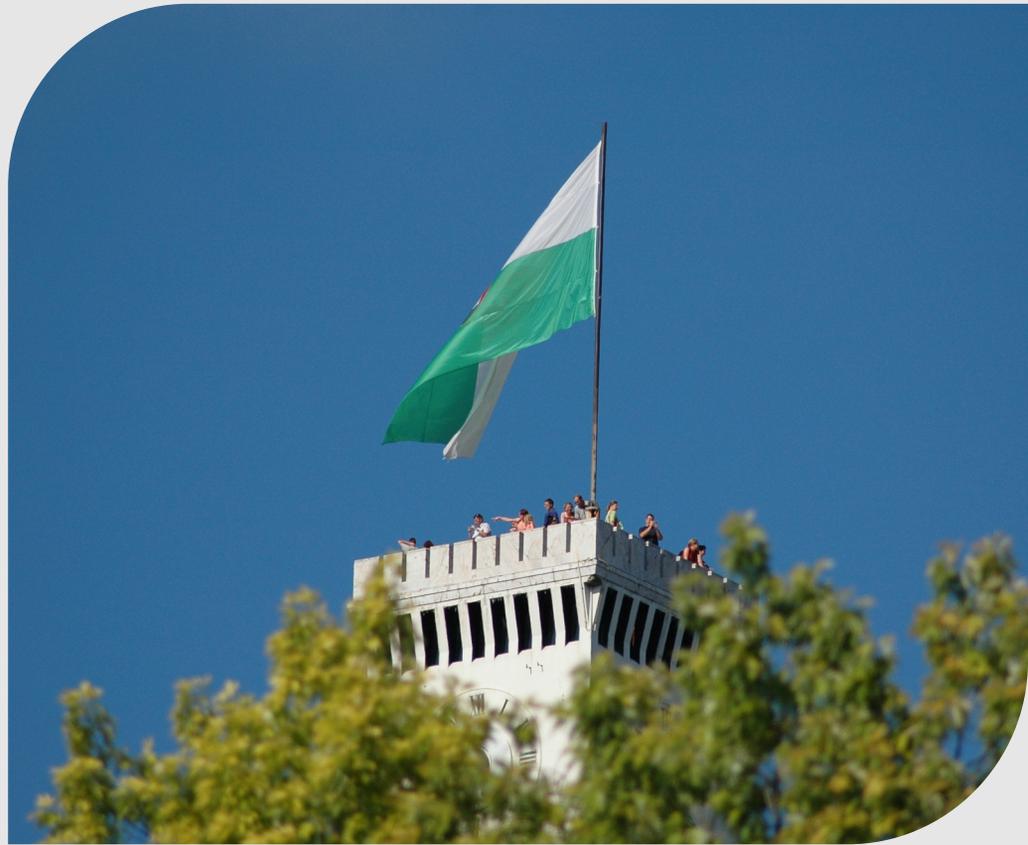
Flooded With Diverse Meetings Spaces



05 TLW Europe



Slovenia lies amidst the Julian Alps, in South Central Europe at the northern end of the Adriatic Sea. It attracts congresses, corporate meetings in Ljubljana, the Alps and the sun-bath Adriatic coast. The group size can be up to 2,200 delegates and it has two convention centres in the capital, Ljubljana. Slovenia offers an array of exclusive venues including medieval castles, numerous underground caves, glamping resorts, catamaran sailing to Venice and modern galleries. Slovenia's capital, Ljubljana features not only convention centres but also hotels with meeting space and exclusive venues such as Ljubljana Castle (up to 1100 seats), architectural Museum of Ljubljana (up to 1317 seats) and National Museum of Slovenia (up to 800 seats), out of the many. The expansion of Slovenia's National Convention Bureau makes it easier for MICE planners to organise events in Slovenia.



MEETINGS IN THE CONVENTION CENTRES

GR - Ljubljana Exhibition and Convention Centre

Twenty multifunctional halls spread over a surface area of 12,323 sqm, and external exhibition space over 8,844 sqm knit together a meeting space that can host groups of delegates ranging from 15 to 6,000. GR - Ljubljana Exhibition and Convention Centre annually hosts over 200 events both national and international, welcoming about 500,000 visitors every year.

The largest hall can be arranged in theatre style which can seat 2,200 guests and 1,200 guests in banquet form. This convention centre is a multi-functional and multi-purpose venue suitable for meetings, congresses, conferences, fairs, social events, exhibitions, concerts and others.

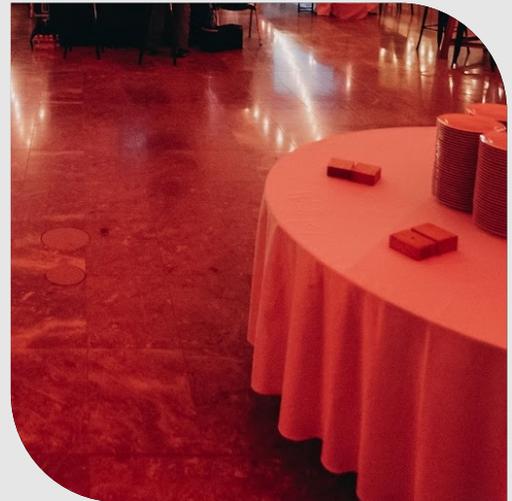
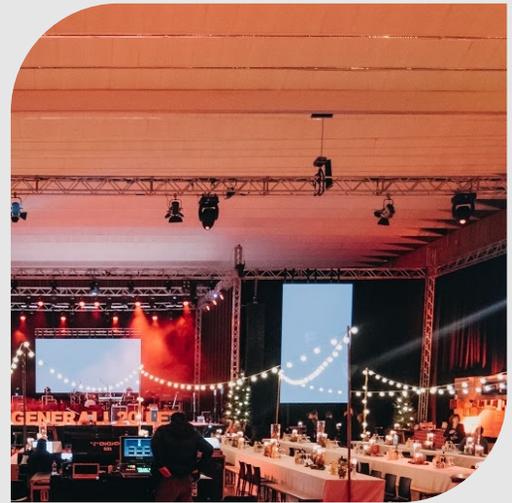
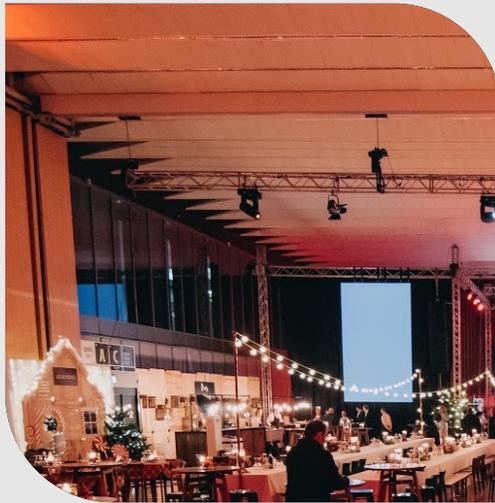


Image Courtesy: Ljubljana Tourism



Cankarjev Dom Cultural & Congress Centre

Cankarjev Dom Cultural & Congress Centre or (CD Cultural & Congress Centre) is the largest congress centre in Slovenia with 22 multi-purpose halls and meeting rooms spread over 36,000 sqm. It has auditorium-style seating. Its aesthetic design and excellent acoustic capacity continues to enthral attendees every time. It can welcome 5,000 visitors at a time and has extensive exhibition space.

This congress centre has embraced environmental-friendly measures. One of them is having beehives installed on their building's roof to promote the harvest of natural honey.



Image Courtesy: Ljubljana Tourism

CONVENTIONS IN HOTELS

The Grand Hotel Union

Located close to the Old Town, The Grand Hotel Union enjoys strategic position. It is the largest convention hotel in Ljubljana. The Grand Hotel Union and the Grand hotel Union Business together provide 327 comfortable rooms. The Grand Union Hall can accommodate up to 800 delegates, while 20 other halls and function rooms provide additional convention space. Event organisers can plan corporate or governmental meetings and diverse social events.

Four Points by Sheraton

The 144-room Four Points by Sheraton Ljubljana has eight well-equipped conference halls which can host about 600 guests. Three meeting rooms add to their convention space. It is 10-minutes away from the city centre and 15-minutes drive from the airport.

Some other notable hotels that provide event space are 170-room Best Western Premier Hotel Slon (seats up to 250 delegates), 200-room B&B Hotel Ljubljana Park (accommodates 80 guests), Central Hotel (spaces for 120 attendees) and more.

With the tapestry of snow-wrapped Alpine peaks, crystal lakes, underground caves, idyllic villages, Slovenia offers a treasure of diverse experiences. These engagements can be made more immersive with a helicopter ride over the Alps, a vintage car ride, a concert in an underground cave, a boat ride to Bled island and a gourmet tour through Ljubljana. The business congregation can visit the renowned Postojna caves which are just half an hour drive from Ljubljana. The Alpine mountains, the Mediterranean Sea and the plains delineate Ljubljana. This provides rich advantage to the visitors across the year. The contour of the area presents opportunities for outdoor activities such as white water rafting, mountain biking, sailing, coast-biking, zip-lining, dog sledging, snowshoeing and more.



Image Courtesy: Ljubljana Tourism



Image Courtesy: Ljubljana Tourism

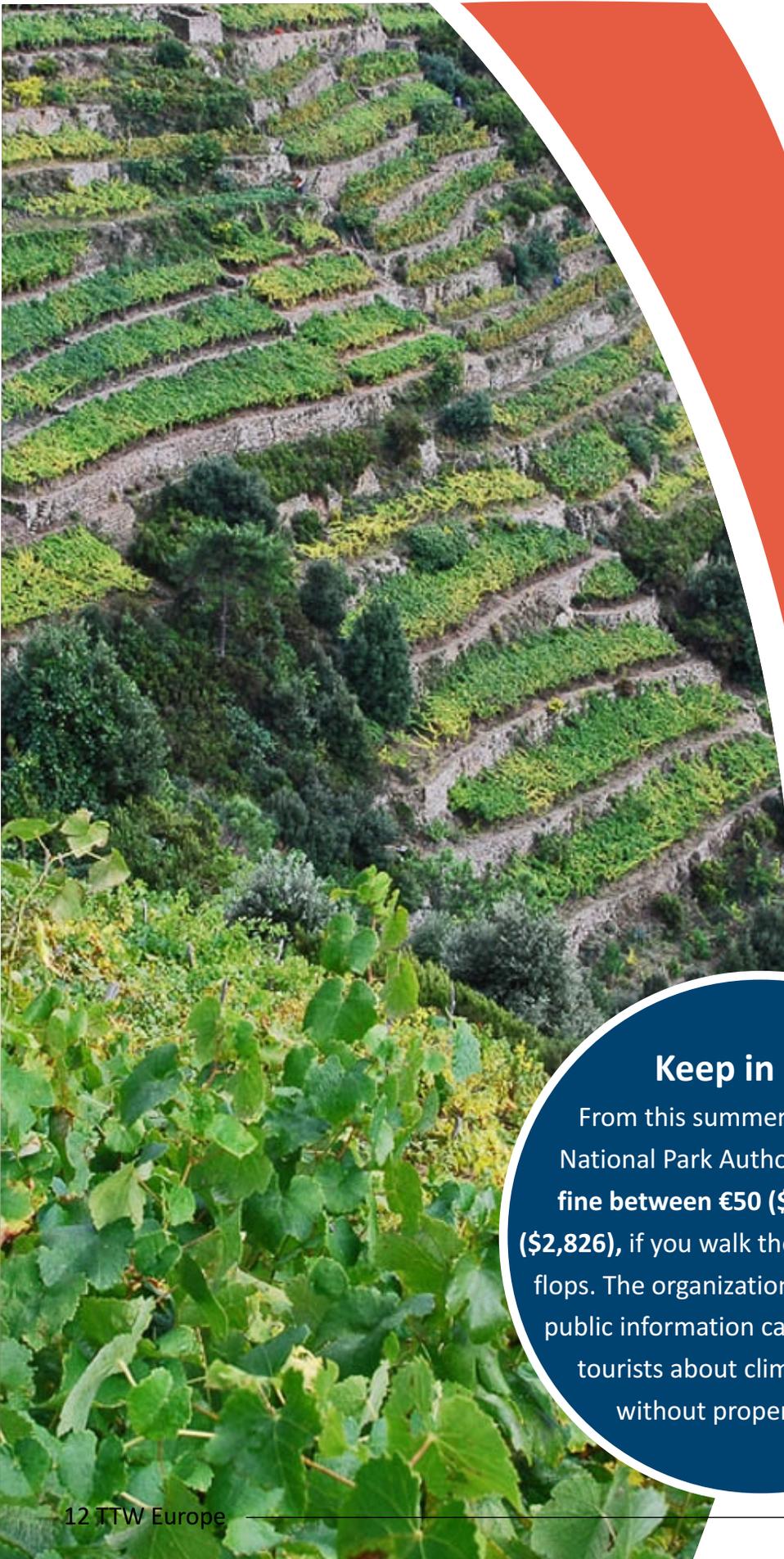
Ljubljana has 24 hotels with over 2,336 rooms to accommodate the influx of business travellers. Its international airport,- JozePucnik Ljubljana (LJU) is 17 miles north of the city centre. The meetings venues are well connected by intercity trains, buses, and road network.



Cinque Terre

A Walk to Majestic Mountainous Ways

Italy's most colourful location is Cinque Terre. It is a dream summer location for many travellers. This coastline of Italy has a line of pastel-coloured houses built into rocky cliffs, bounded by bright blue sea. You will surely fall in love instantly.



Experience a magnificent landscape

Cinque Terre is spectacular. Comprising of five pulsating small fishing hamlets, for sure a UNESCO Heritage National Park since 1997, Cinque Terre offers you a walk along the cliffs, amongst emerald forests & vineyards while you can stop at the small coastal towns that are connected by trains or sip an Italian aperitif by the crystal clear sea with the afternoon sun reflecting off the crests of the caves and coves.

Enjoy a couple of half-day hikes

Cinque Terre has preserved its architecture, fishing zones and settlements. Cinque Terre has a national park that stretches along 20 km of the western Italian coast, south of Genoa. Cinque Terre translates into English as 'Five Lands' and it gets its name because of the five hamlets along the coastal line.

Keep in mind

From this summer, Cinque Terre National Park Authority is imposing **fine between €50 (\$56) and €2,500 (\$2,826)**, if you walk there by wearing flip-flops. The organization is now running a public information campaign, warning tourists about climbing the cliffs without proper footwear.

Famous Five halts

1 Riomaggiore

Riomaggiore is your first halt on many Cinque Terre visits. There are multi-coloured buildings lined up down a steep narrow valley to a little boat harbour. There you can rent one boat to see its waterways. Here the botanical garden and bird watching centre sits on a rocky cape up the hill.

2 Manarola

Manarola is popular for its grapevines and local wine,

Sciacchetrà. The busy street and waterfront walkway are lined with fishing boats. You can see the fishing settlements.

3 Corniglia

Corniglia does not have direct access to the sea. This village is located on the top of 100m high rocky cape surrounded by vineyards. You can take a stroll here because it is tranquil. The twisted streets lead to a broad sea-facing terrace.



4 Vernazza

From Vernazza you can click good photos. It has Piazza Marconi which has sea-facing amphitheatre of pastel houses that brings on the sighs. The narrow lanes rising almost vertically from here will amaze you during a short hike.

5 Monterosso

It is the only village that has easy access to the beach where you can soak. This hamlet is known for its lemon trees and fleshy anchovies served right off the boat.

Good to Know

Cinque Terre gets busy in summer. You can have a great time to visit. Winter trips are not a bad idea but the sunshine that comes with summer can make your trip here extra special.



Now skip hiking and take a train

But when you feel tired, just skip hiking and take a short train service. This train connects all the villages in Cinque Terre. It is an easiest way to travel and reach the tourist zones. The line that runs along the west coast of Italy connects all five villages with Genoa, Pisa and Rome.

Truly a destination with timeless appeal

Reach here and stay for three or four days. Get to know the complicated twists and turns of the cobbled stone roads and enjoy a couple of half-day hikes. It offers best nightlife with lively bars and cheap food kiosks, offering plenty of Italian cuisines and seafood. Now these five villages are no longer isolated. But when you come here, you can feel its remoteness, with its perfectly preserved architecture, network of eye-catching coastal areas and mountain trails.



Fermatt

*beckons you with its spell of
mysterious mountains!*

Touching the Roof of Europe, discovering the rural and serene side by spending time in nature's lap is a dream for many. Switzerland gets you closer to nature; it is more than an inspiration to poets, painters and many.

*'Only those
who will risk going
too far can possibly
find out how far they
can go'
– T.S. Eliot*

Zermatt is one of the world's most attractive vacation villages, full of breathtaking panorama and unlimited possibilities lying at the foot of the Matterhorn in Switzerland.

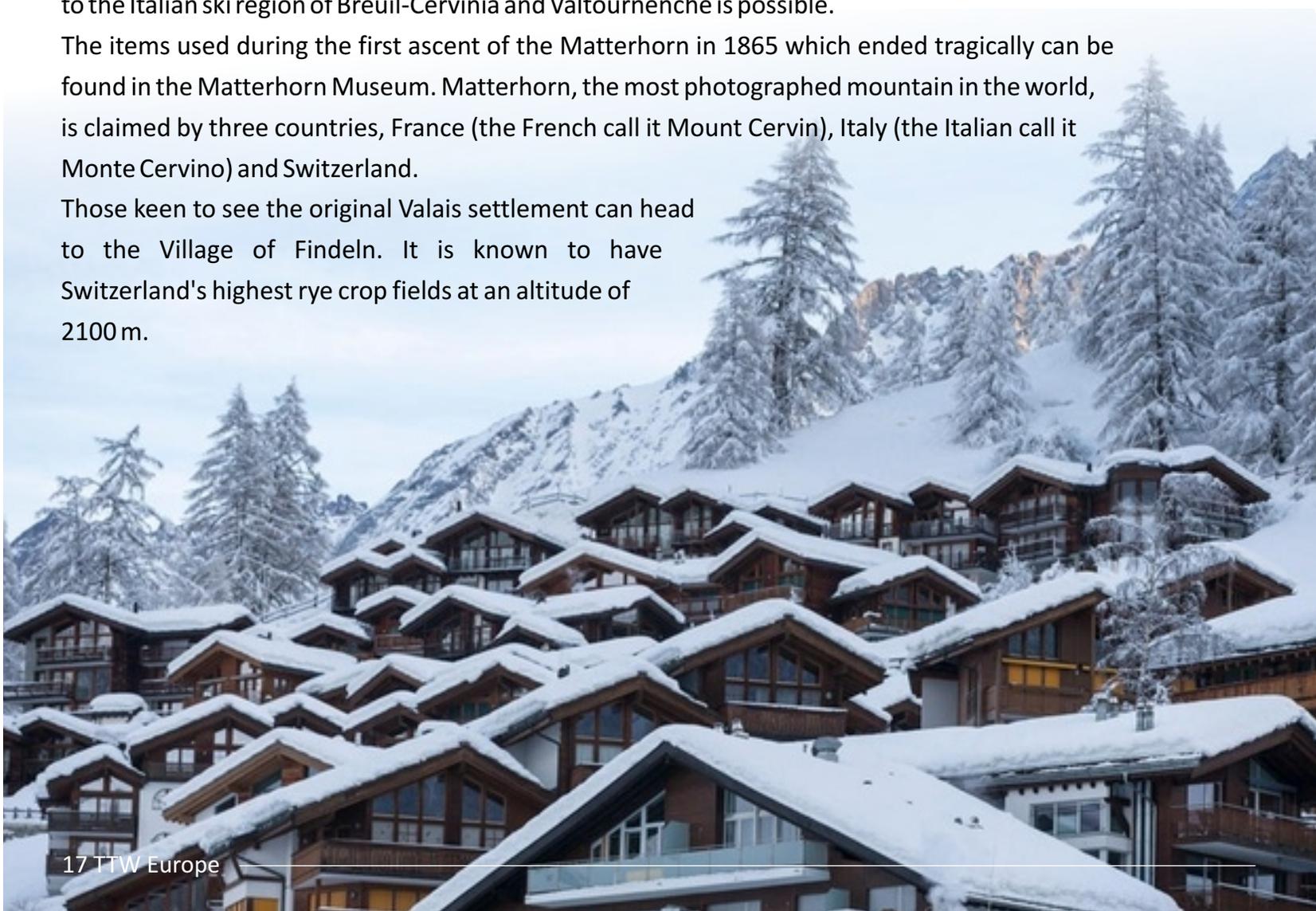
Matterhorn glacier paradise has 54 mountain railways and lifts along with 360 km of pistes which is Europe's largest and highest lying summer skiing region. Sunnegga-Rothorn, Gornergrat-Stockhorn, Schwarzsee and Matterhorn glacier paradise are the three prominent ski areas here.

Haute Route is popular among mountaineers, leading from Mont Blanc to Zermatt. It is more than 400 km of hiking trails. It includes the mule trader's trail dating back to the 13th century.

Through the Matterhorn glacier paradise or Theodulpass, the highest place in Europe (3883 m), a cross over to the Italian ski region of Breuil-Cervinia and Valtournenche is possible.

The items used during the first ascent of the Matterhorn in 1865 which ended tragically can be found in the Matterhorn Museum. Matterhorn, the most photographed mountain in the world, is claimed by three countries, France (the French call it Mount Cervin), Italy (the Italian call it Monte Cervino) and Switzerland.

Those keen to see the original Valais settlement can head to the Village of Findeln. It is known to have Switzerland's highest rye crop fields at an altitude of 2100 m.





Premier destination for skiers



Due to the high altitude in Zermatt, there is snow throughout the year. After taking the underground funicular train to Sunnegga (2288 m above sea level) one can reach the Blauherd (2571 m) and take a big gondola to Rothorn (3103 m).

From the village of Zermatt, opt for an electric bus and take another gondola to Riffleberg for lunch and rest on the sun decks of the mountains. Gornergrat rests at an altitude of 3,089 m above the sea level and is the second highest observatory in Europe, a major tourist destination since the past 111 years. The highest mountain in Switzerland, the Monte Rosa (4,634 m) can be seen from here.

Zermatt is car free and protects its natural splendor. The train ride is one of the most beautiful routes in the world meandering through the Alps.

On the main street of Bahnhofstrasses in Zermatt, after getting off the train, the travellers are welcomed by the church bells which ring to herald 1 pm. Here, horse-drawn carriages line the square.

Starting at an altitude of 1605 m and ending at 3590 m is a marvelous ride from Zermatt to Gornegrat. The local black-nosed sheep is found here. Sitting at 4634 m, the highest peak in Switzerland welcomes you.

Cervinia is known for Italian food and hospitality, so ski to Italy for lunch by taking the Klein Matterhorn cable car, walk through a tunnel and ski right up to the Testa Grigia.



Hiking in Zermatt mountains is an experience in itself; ideal during summer months. Visit the 5-Seenweg of the Five Lakes Walk which includes lakes of the Stellisee, Grindjisee, Grunsee, Moosjisee and Leisee. Venture through the mountains, take pictures from the top, be in the food Mecca, have chocolate or cheese fondue and sip a glass of wine.

Once in a while climb the mountain, between the earth and sky to wash your spirit clean!



A walk through history in Azerbaijan!

Sometimes the best way forward is to take a step back!

Inspiration, compassion, comparison—what drives people more to stroll through the tales of legends and deep-woven history?

The culturally and historically rich Azerbaijan has architecture recognised by the UNESCO as World Heritage Sites. The Land of Fire's centuries-long history is well reflected in its medieval landmarks. The wonderful city on the shores of the Caspian Sea has rich attractions entwined in the oriental past.



Icheri Sheher is an old city which is growing fast. Literally meaning 'inner city', it has classical architectural style palaces, towers, mosques and other buildings.

Gates of Murad in the eastern part of the complex built in the end of the 16th century is a landmark in the fortress and the biggest gates.

Gyz-Galasi was a Zoroastrian temple which later turned into the main reinforcement in the defense system and there are secrets associated with this.

Shirvanshah Palace built in the beginning of the 12th century was completed in the 15th century. It has been deemed by UNESCO as one of the pearls of Azerbaijan's architecture. The main mosque is the **Juma Mosque** located in the historical-architectural reserve of Icheri Sheher. Earlier there was a Zoroastrian temple of fire worshippers here, however in the 14th century a mosque was built which went through complete restoration in the end of the 19th century.

Multani Caravanseria built in the 15th century is known to serve as the shelter for merchants from India. The central hall and a part of the minaret is preserved and open for tourists in the **Sinik Kala Mosque** which represents the ruins of the temple. Only men are allowed here as per the Muslim canons.



Gobustan Rock Art Cultural Landscape

The artistic and cultural traditions dating back to 40,000 years is displayed in a plateau of rocky boulders arising from the semi-desert landscape of central Azerbaijan which has more than 6,000 rock carvings.

There are pre-historic plants, animals and lifestyles represented in the dense collection of the images. Remains of the inhabited caves, settlements and burials within the site show the intensive human use over a period of time.

Gobustan Reservation currently protects the area while the remote regions like the Jinghirdag Mountain-Yazylytepe Hilla dn Kichikdash Mountain are found to be largely undisturbed.





Qobustan – the petroglyphs and the **mud volcanoes** are the two main attractions where you can get a contrasting experience; it is different from the glitzy, modern architecture of Baku where the town is filled with dusty roads and Soviet style town blocks.

Gala (Qala), located 40km away from Baku, is a huge historical-ethnographic museum that represents the quintessential cultural legacy of the Absheron peninsula. One can gather knowledge of the medieval life of Azerbaijan from the gathered and restored exhibits and antiquaries.

Situated 30 km from the centre of Baku on the outskirts of Surakhani village is the world-known temple of eternal fire of **Ateshgyah**.

Flaming natural gas seepage is the unique natural phenomenon observed in this territory and during the ancient time there was a Zoroastrian temple of fire worshippers.

Another popular sight is **Yanardag**. Here the fire flames blazing from the ground on the hillside for thousands of years can be viewed. The **Absheron towers** was erected between 11th and 12th century on the Absheron peninsula which initially acted as the defensive line of the city.

So, all history buffs pack your bags now! An exciting trip awaits you!



April is a good time to travel in Europe as the region enjoys transition season- from spring to summer. And if you really want to see any traditional festivals in Europe, you can visit any cities or regions of North and Central Europe. As spring season and Easter approach, you can expect a wide range of ancient religious festivals and other events.



Budapesti Tavaszi Fesztivál

Budapesti Tavaszi Fesztivál (Budapest Spring Festival) is the largest cultural fest in Hungary. It will cover music, opera, jazz and folk music along with other performing arts, showcasing the artistic expression of Central Europe.

Date: March 30- April 22, 2019

Place: Budapest, Hungary



Semana Santa

Referred as the Holy Week in the region Porto e Norte, Semana Santa has its historical origin that dates back to 4th century. The city of Braga is decorated with the motifs and the "*passos*", or street altars and filled with flowers and lights, complementing the extravagance of the churches.

Date: 13-21 April, 2019

Place: Braga, Portugal





Kings Day (Koningsdag)

King's Day (*Koningsdag*) is a national holiday celebrated widely in Kingdom of the Netherlands. The festival is known for its free markets (*vrijmarkt*), where the Dutch set up shops and sell their used items. People also enjoy Koningsdag with live music and drinking wines & beers- all make a memorable ambiance.

Date: 27 April, 2019

Place: Netherlands

Walpurgis Night or Valborg

Known as Sankt Walpurgisnacht in German language, this ancient religious festival is celebrated in the evening of 30th April. The day is known as the halfway between spring equinox and summer solstice. It is believed that the witches rode across the sky and held a coven on Brocken Mountain. To remove the evil spirits, the locals lit bonfires, ring the church bells and bang pots and pans.

Date: 30 April, 2019

**Place: Germany, Sweden
and Czech Republic**



TRAVEL NEWS

Visa-free entry to Brazil for visitors from U.S., Canada, Australia & Japan

The Brazilian government waived visa requirements for visitors from the United States, Canada, Australia and Japan. It is a measure to boost tourism that was first temporarily adopted before the Rio Olympics in 2016. This exemption was published in the

government's official gazette coincides with President Jair Bolsonaro's visit to Washington this week. The U.S. government is not planning to reciprocate with a visa exemption for Brazilians, according to officials with knowledge of the matter.

Port of Seattle starts \$200 million cruise ship terminal construction



The Port of Seattle started the process of building a \$200 million cruise ship terminal along the Seattle waterfront. This new cruise terminal will help to attract more cruise ships. The terminal would be built along Pier 46, which currently serves as a cargo shipping hub in SoDo. Stephanie Bowman, president
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of the Port of Seattle Commission said that they want to be that welcome mat for people getting up to Alaska and appreciate the natural beauty, and hopefully come home and be more cognizant of their footprint. Bowman said the plan is contingent on about one-third of the current cargo vendors moving to Terminal 5. Bowman said more than 1.1 million people on Alaskan cruises passed through Seattle in 2018. The Port expects more than 1.2 million passengers to pass through in 2019. The cruise industry brings in \$900 million annually to the state's economy, according to the Port. Bowman said the goal is to open the new cruise terminal for the 2020 cruise season. Some raised concerns about the environmental impacts of adding a third terminal.

Thailand to promote itself as LGBT-friendly destination, bill proposed



Thailand tourism is paying close attention as the nation is advancing same-sex partnership legislation. The Cabinet Ministry has approved a measure during the election campaign giving gay and lesbian couples more rights but still not legalizing same-sex marriage

was headed to the Parliament. The session ended before the bill became law but the tourism industry was using it to promote Thailand as an LGBT-friendly destination. Srisuda Wanapinyosak, a deputy governor for the Tourism Authority of Thailand, said that the country has products and offerings catering to this market and the focus will be on serving them better. An LGBT travel symposium will be hosted by the Tourism Authority and there will be plans on more participation in pride parades in cities like New York and Tel Aviv. A promotional video was released featuring the LGBT travellers last month , also at a tourism event in Madrid this January they had a booth for the first time to promote Thailand to the LGBT travellers.



Japan Airlines working with Accenture to activate artificial intelligence in airport

Japan Airlines is working with Accenture to introduce a new service that uses artificial intelligence to answer passenger requests at check-in counters. Japan Airlines (JAL) is working with professional services firm Accenture on a new service that applies artificial intelligence (AI) to answer passenger requests to speed up the check-

in process at the different airports. This new service assesses what check-in counter agents are saying to passengers and then pushes relevant information to the agents' tablets in near real-time, which includes additional relevant information tailored to the individual's journey.



“IMEX in Frankfurt is truly a global gathering of the MICE industry – bringing together 14,000 senior industry professionals each May to meet, do business and advance the sector. The show is a melting pot of ideas, connections and shared experiences that can only happen when meeting face to face. IMEX constantly seeks to innovate and deliver fresh and surprising content at each show – and this year's IMEX in Frankfurt is no exception,” Carina Bauer, CEO of the IMEX Group.

With 3,500 exhibitors from over 150 countries, buyers can get stuck into some serious business. New exhibitors confirmed so far include Mallorca Tourist Board, Associated Luxury Hotels, the Faroe Islands, Pacific World Congresses & Exhibitions and Nobu Hotels. Jordan Tourism Board, Hilton International, Evintra, Ministry of Culture and Tourism, Azerbaijan and H-Hotels are among the exhibitors who have an increased presence at the show this year.

Exhibitor announcements

New Leonardo hotel openings in Frankfurt and Zurich, the launch of a new tall ship for Sea Cloud Cruises, Kuala Lumpur Convention Centre's Economic Impact Study results, Peninsula Hotels' new Global Art Programme plus the launch of new exclusive experiences for Eurostar clients are just a few of the updates buyers will hear when talking business with exhibitors. More than 10 organisations also plan to make news announcements during IMEX including: SITE, Airport Authority Hong Kong, European Cities Marketing and Thailand.

New Discovery Zone – powered by imagination

Imagination is IMEX's Talking Point for this year and the theme informs content throughout the show, bringing with it a range of exciting new experiences, exhibitors and educational events. Imagination powers the show's new Discovery Zone, which is set to showcase the latest in experiential concepts and event technology. This specially curated area will be packed with education and experiences to fire up the imagination of event planners and exhibitors alike, helping them to question the conventional and explore fresh approaches.

IMEX Frankfurt

When :
21 -23 May 2019

Where :
Frankfurt



A talking robot, holographic show and 360degree photography booth plus an interactive art mural are among some of the surprises in store. Attendees can explore the great outdoors while dining indoors at the show's food court, they can also kick back with table football, table tennis and other games for some purposeful rest and relaxation.

Edu Monday launches with keynote

Learning opportunities are core to IMEX in Frankfurt, beginning with EduMonday, an afternoon of free professional education taking place the day before the show on Monday 20 May. Anne Kjaer Riechert, Co-founder & Managing Director of ReDI School of Digital Integration, launches EduMonday with her keynote at She Means Business, a conference created in partnership with twtagungswirtschaft. After this attendees can stay and be part of She Means Business, celebrating the role of women in the events industry or mix and match from a programme of 20 general sessions designed around professional or personal development.

For the first time, MPI (Meeting Professionals International, Strategic Partners to IMEX America) will also be offering high level education sessions during EduMonday: event marketing; risk management and inclusivity. Erwin Steijlen, who was a huge hit at MPI's recent European Meetings and Events Conference (EMEC) will also bring his show-stopping presentation on "The Power of Music" to IMEX.

Event professionals from all sectors and all levels can explore topics and trends via a number of dedicated events during EduMonday, all specifically curated for various audiences. Association professionals from around the world are invited to Association Day & Evening, to share best practice and connect with peers. ASAE, ICCA and MCI have all collaborated with IMEX to create a topical and interactive programme, delivering three Learning Labs covering Leadership, Imagination and Knowledge. The Agency Directors Forum is a strategic exchange for small to mid-size meetings and events agencies focusing on People & Talent Management, Keeping your Leadership Skills Smart, Technology for your Business and Diversity, Collaboration, Transformation. There's also education and networking exclusively for corporate/in-house meeting and event executives at Exclusively Corporate which includes speakers from the International Olympic Committee, Barclays, Cisco, Microsoft and KPMG.

Young planners learn 'how to put the roar into their career'

Young professionals will learn 'how to put the roar into their career' in Living life with a purpose, a session that's part of Rising Talent, personal development education designed for planners under 35 years.

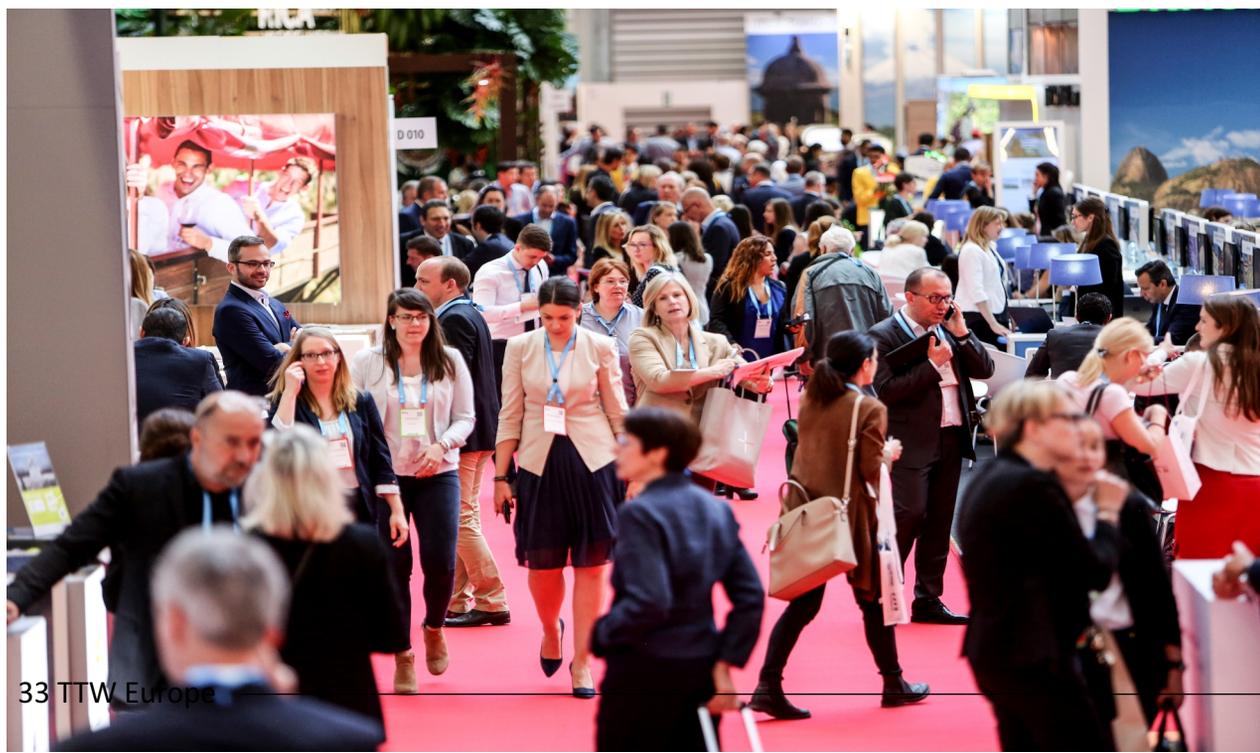
how to develop leadership qualities, networking and career advancement strategies, and also The impact of associations and their conferences on destinations detailing the importance of legacy.

Explore social learning, food waste & emotional engagement

With over 250 complimentary learning sessions in both English and German taking place on EduMonday and throughout the three days of the show, there's no shortage of opportunities to update industry knowledge and contacts. Sessions focus on hot topics and are designed across 10 tracks, including business skills, creative learning, research and trends, sustainability and health and wellbeing.

New for this year is the Red Lab where experts from outside the events sector will deliver fresh and imaginative perspectives in sessions such as Social learning: Connect. Share. Learn from game based learning platform and What a waste! Finding solutions for world problems using co-creation – a session delivered by Laure Berment from Too Good To Go, the world's number one app for fighting food waste.

The importance of mindfulness in talent management will be presented by Jan Esswein, one-time monk and now Germany's most widely-read author on the subject of mindfulness. Emotional engagement in event design is explored by experts including James Morgan, Founder of Event Tech Lab. There's also a brand new Event Innovation Lab, by EventManagerblog.com – an immersive event planning training workshop aimed at high-performance agencies and corporate event teams.



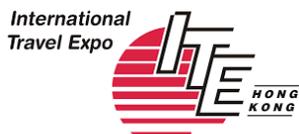
ITE Hong Kong 2019

When :

13 -16 June 2019

Where :

Hong Kong Convention
& Exhibition Centre



香港國際旅遊展

Successfully combine a Trade and a FIT fair, ITE provides exhibitors one platform for channel and direct sale, trade and public promotions covering Hong Kong and southern China!

On June 13 and 14, ITE open only to trade and professionals who are required to register with business card for admission. In trade days last year, ITE drew over 12000 buyers and trade visitors from Hong Kong (70%) and China (20%). Public, who totaled 90000 last year with 84% FIT, visit on June 15 and 16!

Featuring over 50 countries & regions (about half outside Asia) and around 700 exhibitors of which over 85% from abroad, the highly international ITE will likely be bigger and more interesting this year. Official pavilions and stands, for examples, of China, Japan, Hong Kong, Macau, Taiwan, South Korea, Indonesia, Thailand, Nepal, Cambodia, Switzerland, France, Taitung and Egypt etc. are regular exhibitors with the largest taking some 90 booths. New exhibitors this year, including pavilion and independent, come from Cyprus, Ecuador, Istanbul, Peru, Moscow, Madagascar, and Spain etc.



ITE covers leisure and MICE travel. Around 200 exhibitors targeting MICE market, and of the buyers and trade visitors over 6000 from travel agents / operators and 2600 from MICE / corporations. Also, ITE features in-depth and theme travels! Collected some 4000 replies, ITE 2018 surveys found, for examples, trade visitors' interest on Study Tour (28%) and Overseas Wedding (21%); and public visitors in Eco-tourism (35%) and Sport Tourism (23%)! As to exhibitors' featuring products, for example, 209 on Family Holiday and 192 on Gourmet Tour etc.

Featuring in each ITE are over 10 travel themes, some of which involve displays of travelers, and for example winning travel blog and photo by students and teachers. Held already in ITE for some years is a travel blog and photo competition in Chinese. Added this year is a new co-operation of the Oxford Primary English Writing Competition 2018/19. Some official pavilions also highlight theme travels, for examples, last year Hong Kong highlighted Cruise with a seminar on Meeting on Cruise, Macau on Gastronomy, and Switzerland on Sport & Eco Tourism etc.



BLTM Delhi

When :

31 Jan, 01 Feb 2020

Where :

Leela Ambience
Convention Hotel,
Delhi, India



OTM Mumbai

When :

03 - 05 Feb 2020

Where :

Bombay Exhibition Centre,
Mumbai, India



BLTM Delhi and OTM Mumbai have received very high approval ratings and advance intent based on a form filled by 191 of this year's participants to book space in 2020, indicating a 25% rise in space booking compared to last year.

In an exit survey filled by 216 verified respondents, 99% of BLTM and 94% of OTM exhibitors confirmed their intent to participate in the 2020 edition of both shows.

Likewise, in a survey filled by 343 verified respondents, 98% of Hosted Buyers at BLTM 2019 were well-pleased with the show. 99% confirmed their satisfaction with the business meetings conducted at the show while 99% of the Hosted Buyers at OTM 2019 echoed this opinion.

In a sample survey in which 289 verified responses were received, 98% of Trade Visitors at OTM believed the show was imperative to break into the ever-growing Indian outbound travel market and 99% were keen on returning to the show in 2020.

As the numbers testify, OTM and BLTM is the winning combination of travel trade shows in India. The success of this combination has prompted Fairfest Media to launch a unique tradeshow-cum-roadshow opportunity that will cover 100% of the Indian outbound travel market.

Mumbai, followed by Delhi are the top two source markets in the country, claiming nearly half of the entire market share. The other half of the market is scattered across 10s of cities in India.

The National Tourism Organisations (NTOs) and other destination promoters approach these markets directly, mainly in two ways – by attending major travel trade shows in top two cities and organising roadshows in these as well as other major cities. The roadshows usually cover three to four cities in one go. This often necessitates two or more trips to India for the contingent - from destinations - first to cover roadshows and then, trade shows, or the other way round.

To tackle this problem and to enable NTOs and destination promoters to tap the Tier I, Tier II and Tier III cities while participating in trade shows in two major cities, Fairfest Media, organisers of the leading travel trade shows OTM Mumbai and BLTM Delhi is presenting an innovative opportunity in 2020, combining the powers of tradeshow and roadshows.

Spanning for a week from January 31 to February 5, the tradeshow-cum-roadshow opportunity will be called the 'India Outbound Week 2020', starting with BLTM Delhi and ending with OTM Mumbai. The strategic scheduling of these shows will make it convenient for the sellers to attend both at one go.

In addition to participating in BLTM Delhi and OTM Mumbai, NTOs and other destination promoters who are very active in Indian markets will be able to organise exclusive roadshows on the sides of the two shows, in 5-star settings.

Slots in the mornings and evenings of the tradeshow days will be available for organising roadshows on the sides of BLTM and OTM, for different source markets. These roadshows would be conducted in usual settings where sellers will be seated and buyers will be able to go around, with arrangements for product presentations and F&B served to all buyers and sellers in 5-star settings.

For example, one or two slots in BLTM could be utilised for an exclusive roadshow for Delhi and another slot for the North India region as a whole, where buyers from cities like Jaipur, Chandigarh, Ludhiana, Kanpur, Lucknow, etc. would be hosted. Likewise, on the sides of OTM, one or two of slots could be utilised for a roadshow for buyers from Mumbai, the next slot for Western India and the last slot for the rest of India including South India. This way, sellers will be able to target buyers from as many as 10 or more cities, while participating in BLTM Delhi and OTM Mumbai. The buyers from cities other than Delhi and Mumbai will be fully hosted by Fairfest Media, in either Delhi or Mumbai. The invitee lists for the roadshows will be controlled by the destination seller.

The above approach will ensure that the sellers need not travel to all the 10s of cities where there is a good source market but in single digit percent, yet cover them all, while participating in BLTM Delhi and OTM Mumbai.

Dr Trust Lin, Director of Taiwan Tourism Bureau said, “We have been participating in BLTM for the past two years and the show has grown enormously since then. Last year, we received some great response from the travel trade sector and this year too our co-participants were glad to be a part of BLTM. The buyers here at BLTM mean business and they have great potential as well. I would love to be a part of upcoming BLTMs.”

Konstantinos Tsegas, Secretary General of Greek National Tourism Organization said, “This was our third year at OTM this time. I had some quality time here at the event. With the help of events like OTM, we received a great platform to showcase our destination to potential Indian travel trade and travellers. I want to congratulate the organisers on such a grand show.”

CALENDAR OF EVENTS

April

1st – 4th

Hotel Ex 2019 (UBM Sinoexpo Ltd)

Shanghai, China
<https://en.hotelex.cn/>



April

1st – 3rd

Digital Travel APAC

Resorts World Sentosa,
Singapore
<https://digitaltravelapac.wbr.esearch.com/>



April

2nd – 4th

WTM Latin America

Sao Paulo, Latin America
<https://latinamerica.wtm.com>



April

4th – 6th

18th Azerbaijan International Travel and Tourism Fair

Baku, Azerbaijan
<https://aitf.az/>



April

8th – 10th

Routes Europe 2019

Hannover, Germany
<https://www.routesonline.com/events/203/routes-europe-2019/>



April

9th – 11th

**Arabian Hotel
Investment Conference**
Ras Al Khaimah, UAE,
www.arabianconference.com



April

10th – 11th

**Serviced Apartment
Summit Americas 2019**
New York, USA
www.servicedapartmentsummitamericas.com



April

10th – 12th

WTM Africa
Cape Town, South Africa
<https://africa.wtm.com/>



April

17th – 19th

**Kazakhstan International
Tourism Fair (KITF)**
Almaty, Kazakshstan
<https://kitf.kz/en/>



April

18th – 21st

**Shanghai World Travel Fair
2019**
Shanghai, China
www.worldtravelfair.com.cn/en/



April

21st – 23rd

The Hotel Show Saudi Arabia

Jeddah, Saudi Arabia

www.thehotelshowsaudiarabia.com



April

22nd – 26th

Travel Meet Asia

Indonesia, Phillipines,
Malaysia

www.itb-asia.com/travel-meet-asia



April

25th – 26th

Asia Pacific Hotel Investment Conference

Bangkok, Thailand

www.questexevent.com/APHIC/2019/thailand



April

25th – 26th

Bar & Restaurant Investment Asia

Bangkok, Thailand

www.questexevent.com/bar-restaurant-investment-asia/2019/thailand



April

26th

Hotel Management Thailand Summit

Bangkok, Thailand

www.questexevent.com/HotelManagementSummit/2019/thailand



April

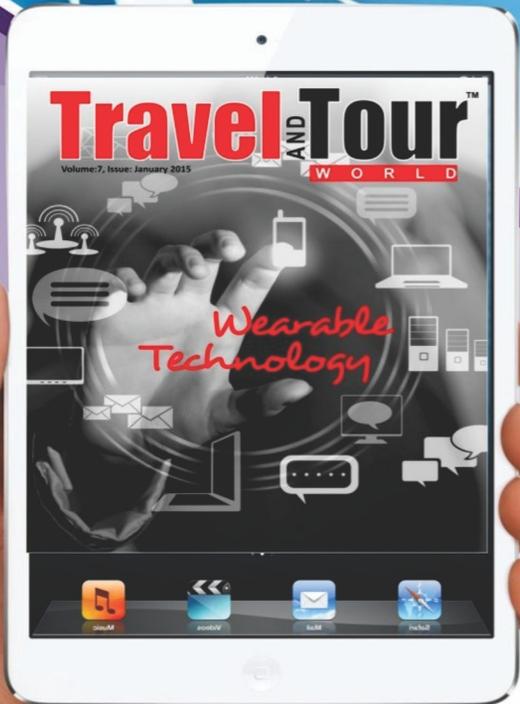
28th April – 1st May

Arabian Travel Market

Dubai, UAE

<https://arabiantravelmarket.wtm.com/>





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