

TTW Europe

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*Venice
Carnival*



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15. SPECIAL FEATURE **Venice Carnival** is the biggest party season of the year. Held from 8th to 25th February, this carnival has plenty to offer. The Venice Festival of masks goes on for two weeks with many free events that are open for the public.

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From the Editor's Desk

Dear Readers,

During the FITUR trade fair the Ministers of Tourism from across Europe and representatives of the European Parliament and the European Travel Commission (ETC) were in Madrid to discuss the vital role of the tourism sector in achieving sustainable goals. It is intended that by 2050, Europe will become the first carbon-neutral continent.

Cover story on Uffizi Gallery will take you through some of the exhibits dedicated to the Renaissance era. It houses numerous unique masterpieces from all over the world and is one of the famous places in Florence, Italy.

Since the 13th century the extravagant Venice Carnival Festival is held which goes on for two weeks and is a heritage of the country. Many free events take place which are open for public. The grand affair in the stunning Italian city is worth getting into the festive mood, read the Special Feature on it.

The largest city of Moravia is Brno, ranked as a preferred destination for business meetings and events. It is internationally famous for its exhibition center at the Brno Exhibition Center and every year around 50 fairs and events are held here. Go through Meetings Point to know more about the Moravian city also known as the capital of trade fairs.

There are reasons enough to visit Iceland, the mountain ranges, food, glaciers, northern lights and more. Read the Destination Dairy before you decide why you should spend your next vacation here.

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Meetings Point

Czech Republic's
Busy Meetings Point

Explore
Brno

Brno is Moravia's capital city and is famous among the Europeans for education infrastructure. This city has historical significance too. The ancient churches and museums preserve Czech Republic's major historic elements. If you add in some modern architecture from the early 20th century, such as the UNESCO-protected Vila Tugendhat, there's plenty to see here. Brno is now emerging as a popular MICE destination. Brno Exhibition Center plays a pivotal role in generating revenue for the MICE sector. Here you can book a conference room for events, exhibitions and conventions along with an opportunity for incentive travels. All the meeting spaces in the city are connected by rail, road and air routes with an access to video conferencing facilities.

Best Convention Centers & Hotels

Brno Exhibition Center

Brno Exhibition Center was established in 1928. The centre occupies a space of 667,000 sq.m and provides a total exhibition area of 125,496 sq.m including open-air space and exhibition halls with an exhibition area of 61,479 sq.m. The centre has 15 exhibition halls with a visitor capacity of 25,000 - 30,000 (maximum 60,000) a day. Brno Exhibition Center is internationally known for its International Engineering Fair (MSV Brno). The MSV serves as the business meeting point between "East and West" fostering technology transfer and information. Today, it serves as the business meeting point in the Central European EU-member states. Around 12,000 Czech and international organisations and about 1 million visitors attend the trade and other events held at the centre.

Brno City

Brno City Centre is located in the Spielberg Office Centre, which is one of the first large-scale developments of its kind in Brno, the Czech

Republic's second largest city. The 5-floor offices are situated in one of the region's fastest growing business destinations. With a strong tradition in electrical and mechanical engineering, the city has become a focus for new hi-tech businesses. They are drawn here by competitive employment costs and the highly qualified post-graduate labour force produced by institutions like the Masaryk University and the Brno University of Technology.



Parkhotel Brno

Parkhotel Brno is one of the major convention centres in the main city. Built in 1992 and renovated in 2002, this convention centre is placed in the green valley. Hidden away from the hustle and bustle of everyday life and located within easy reach of everything you need for your business or active holiday, the centre is a comfortable and discreet place. Parkhotel Brno is located in a Neo-Renaissance villa from the late 19th century. This place is ideal for small conferences and cultural events.

Courtyard Brno

Courtyard Brno is another convention centre and hotel with 7,244 sq. ft. meeting space under the umbrella of Marriott. It offers flexible meeting space and luxurious rooms that attract most of the European millennials.



Holiday Inn Brno

Holiday Inn Brno is a conference centre, hotel and training centre located in Brno, Czech Republic. It has 6 conference and meeting rooms and can accommodate from 12 – 440 delegates. Stay at the modern Holiday Inn Brno hotel for a quiet, green location close to Brno city centre. The hotel is just 5 minutes' drive from Brno's historic centre and Brno Central rail station.



Places to visit after a meeting

As the second largest Czech city and an important industrial centre in the 19th and 20th century, Brno has a lot to offer the lovers of technical monuments. Especially the city's east side and both banks of the Svitava still host engineering companies with long traditions and grounds that are interesting sights in themselves – **První brněnská strojírna, Zetor, Šmeral, Alstom, Siemens and Královopolská strojírna** to the north. First climb to **Denisovy sady** (the Denis Gardens) to the top to look over Brno and take in the whole picture. Visit the monumental **Katedrála sv. Petra a Pavla** (Cathedral of St Peter and Paul) and then descend the stairs to **Zelný trh** (the Vegetable Market) where you can buy fruits and vegetables while admiring Parnas, the local Baroque fountain. From Zelňák, as the Vegetable Market is also called, it is just a few steps to **Stará radnice** (the

Old Town Hall) with its famous portal, legendary crocodile and fabled wheel. When you get to **náměstí Svobody** (Freedom Square), you will surely notice the clock, the facades of local houses and the round fountains with lines by Brno poet Jan Skácel. Česká Street will take you close to **Moravské náměstí** (Moravian Square), where you should make sure to have a look at the statue of Margrave Jobst from underneath. Pass through the gate in **Běhounská Street** and **Janáčkovovo divadlo** (the Janáček Theatre) will appear in front of you, ready to enchant you with its magnificent water curtain while you sit in the outdoor relaxation area. To wrap up the tour, take a walk across **Jakubské náměstí** (St James Square), famous for its lively atmosphere in summer. Then head down the **Masarykova Street** until you reach the main station.



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ITB Berlin: Travel Technology boosts the global online travel market

With its wide range of topics including AI, self-driving cars, podcasts, blogging and digital nudging, the programme of the eTravel World at ITB Berlin 2020 has every trend covered. As a key topic concerning the future of the global travel industry, digitalisation is a main focus at ITB Berlin. At the eTravel World halls 6.1, 7.1b and 7.1c., numerous exhibitors are presenting technological solutions, including reservation systems, global distribution systems, payment methods and travel agency software. This year the eTravel Stage in hall 6.1 and the eTravel Lab in hall 7.1 are again the focal point of the eTravel World, with its short distances between event venues. In Hall 10.2 at the VR Lab the focus is on Virtual and Augmented Reality. Additional technology exhibitors are represented in halls 5.1, 8.1 and 10.1.



York Tourism injects £765 million revenue

The tourism figures show that York received 8.4 million visits, bringing an economic value of £765 million for the city. The headline statistics, released ahead of today's VisitYork tourism conference, are the latest available for York and show the industry also supported more than 24,000 jobs, a rise of 3,000 within the sector over the last five years. The visitor numbers, which will be highlighted at today's Visit York tourism conference, are up 12 per cent – 900,000 more visits, over the last five years. This spells a 20 per cent rise of £126m in the value of tourism.



Kuala Lumpur Convention Centre welcomed nearly 26 million MICE delegates

Kuala Lumpur Convention Centre embraces its 15th anniversary by breaking the RM9 billion marks in economic impact it has delivered to Malaysia from 2005 to 2019. In that time, the Centre has hosted 16,395 events and welcomed close to 26 million participants, who have all contributed to the economy and knowledge base of the country.



Korea last year welcomed nearly 90,000 Chinese incentive visitors.

Korea has seen an unexpected increase in inbound Chinese incentive groups, with two large-scale groups from China set to arrive in Korea the first two months of 2020. The inbound Chinese groups to Korea experienced a sharp decline back in 2016

due to a tourism boycott enforced by China in retaliation against Seoul's decision to allow the deployment of a U.S. Terminal High Altitude Defense (THAAD) anti-missile system. Now the number of Chinese incentive visitors to Korea hit a record high of 123,410 in 2016 and dropped to a mere 17,293 in 2017.



Australian government delivers \$50 million fund to develop suburb tourism.

The Andrews Labor Government in Australia is helping build new and improved community facilities across Melbourne's fastest growing suburbs. The Minister for Local Government Adem Somyurek announced the 32 successful projects that will receive \$50 million funding from the latest ground of the Growing Suburbs Fund. The Fund is delivering development towards community facilities, better services and more opportunities in Melbourne's 10 rapidly growing interface councils.

Cover Story

An ethereal
experience
in the first
art museum
of Europe

The

Uffizi Gallery

If you are keen to see the masterpieces by Botticelli, Michelangelo, Leonardo Da Vinci, Titian, Caravaggio, Uccello, Cosimo, Rubens, Raphael and Rembrandt, then visit the Uffizi Gallery in Florence. The most visited art museum in the world, the Uffizi Gallery is one of the largest and best known museums in the world and is located next to the Piazza della Signoria.

You can explore the priceless works belonging to the Italian Renaissance in this first modern museum. The gallery was first opened to visitors in 1765. In the year 1865, it formally became a museum.

Cosimo Giorgio Vasari designed the gallery in U-shape.. It houses the entire collection of the Medici family. Bernado Bountalenti took the charge of the project after Vasari died in 1574.

The works in the gallery date back to the 12th and 17th century and is home to the largest collections of the Renaissance Art.

Anna Maria Luisa De' Medici, the last heiress, donated all the family treasures to the state of Tuscany. Since the royal family collected art for more than 300 years, the collection is huge.

Around 2 million tourists visit the museum in a year and during the peak season the waiting time reaches up to 5 hours. It is suggested to plan the trip in advance.

Spread across two floors of the palace, the gallery has more than 45 halls of art work. Its corridor is said to have the longest corridor in the land which connects the gallery to the Pitti Palace known as the Vasari Corridor which was built in the year 1565 for the wedding of Medici heir.

It has a separate museum and is 1 km long but the gallery has been destroyed by a number of floods over the years caused by the Arno River.





Important Dates

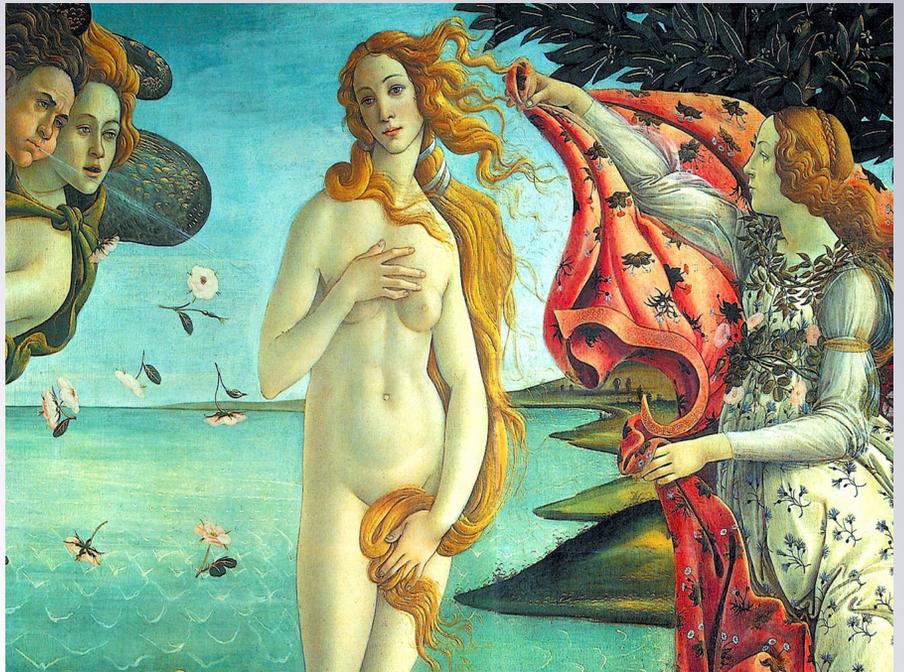
In 1996, all the art collections in Florence were damaged and those trying to save their art went to Uffizi. Those people who donated their art during the flood of 1996 are known as the 'mud angels' for preserving the art.

In 1911, Mona Lisa was stolen from the Louvre Paris. After two years, the thief, Vincenzo Peruggia was caught while trying to sell the painting to the Italian art collector. It was temporarily hung in the Uffizi Gallery before returning home to Louvre after the experts determined that the painting was real.

In 1817, the French author, Marie-Henri Beyle, better known by his penname Stendhal, went to visit the gallery and was so overwhelmed by its splendour that he fell sick by the profound emotion. This led to the coining of the term 'Stendhal Syndrome' which is a 'psychosomatic pathology' where one can experience panic attacks, faint feeling or illness after being exposed to an evocative artwork.

In 1993, a car bomb explosion by the Sicilian Mafia in Via dei Georgofili damaged parts of the palace. Five pieces of the art were destroyed and another 30 were damaged, however, some paintings were unharmed due to the bulletproof glass.

The Niobe room was severely damaged and the classical structures and neoclassical interior were restored but the frescos could not be brought back to form.



Must see artworks in Uffizi

- ✦ Virgin and the Child with Saint Anne
- ✦ Birth Of Venus
- ✦ Adoration of the Magi
- ✦ Madonna of the Harpies
- ✦ Bacchus



Venice
Carnival

WITNESSING ITALY'S LAVISH EXTRAVAGANZA

Venice Carnival is country's one of the grandest affairs. This colourful street show is held in the month of February every year. This two-week-long festival is all about lavish musk parades, street music concerts, flea markets and of course, the Italian gourmet. This is the time when the whole city of Venice gets into the festive mood and celebrates like there is no tomorrow. Venice Carnival festival is a heritage of the country. Began in 13th Century, this festival marks as a catalyst for tourism. It restarted the tradition of celebrating the festival that had gradually declined over the years. Today, the Venice Festival of masks goes on for good two weeks with many free events that are open for the public.



Venice's Biggest Party Ever

Venice Carnival is the biggest party season of the year. Held from 8th February to 25th February, this carnival has a plenty to offer.





Water Parade

On the first Sunday of the Carnival, a parade of brightly decorated boats plies the Rio di Cannaregio starting from 11 am. After the parade, food stalls open on the canal side promenade.

Festa delle Marie

On the second Saturday of the Carnival, this costumed, afternoon procession recalls the tradition of presenting 12 of Venice's fairest young women to the Doge. This parade, one of the few to take place on dry land, begins at Garibaldi and culminates at Piazza San Marco.

Flight of the Angel

This dramatic reenactment, held on the second Sunday of the Carnival, sees a costumed angel "fly", suspended on a rope, through Piazza San Marco to greet the Doge.



Visit Casanova in a prison

Most famous of all the revellers was Casanova. His notorious seduction was the ultimate expression of Venetian licentiousness. He ended up in the Doge's Palace jail. Now you can visit his cell during the palace tour.

Romance in Grand Venice Balls

Venice remains the world's top destination for romance, which blooms at the carnival balls and includes dinner and entertainment. Enjoy a night at the Ca' Vendramin Calergi palace between February 3 and 14.

Art on the Grand Canal

Perhaps the greatest romantic gesture ever was made in the 1840s. The Russian Prince Troubetzkoy gave Marie Taglioni, an Italian ballerina, the Ca d'Oro palace on the Grand Canal – it's now an art museum.



World's most beautiful bus journey

If you can't afford a luxurious gondola for the city ride, water bus or vaporetto is another option to see the whole city. It plies across the Grand Canal and is the most beautiful bus ride on the Earth – especially if you bag one of the open-air front seats.

Today, Carnival of Venice is a huge celebration that goes on for more than two weeks. While many events—particularly the opulent masquerade balls—require invitations and have sharp ticket prices, many others like the candle-lit parade of boats, concerts and street performances are free and open to the public.



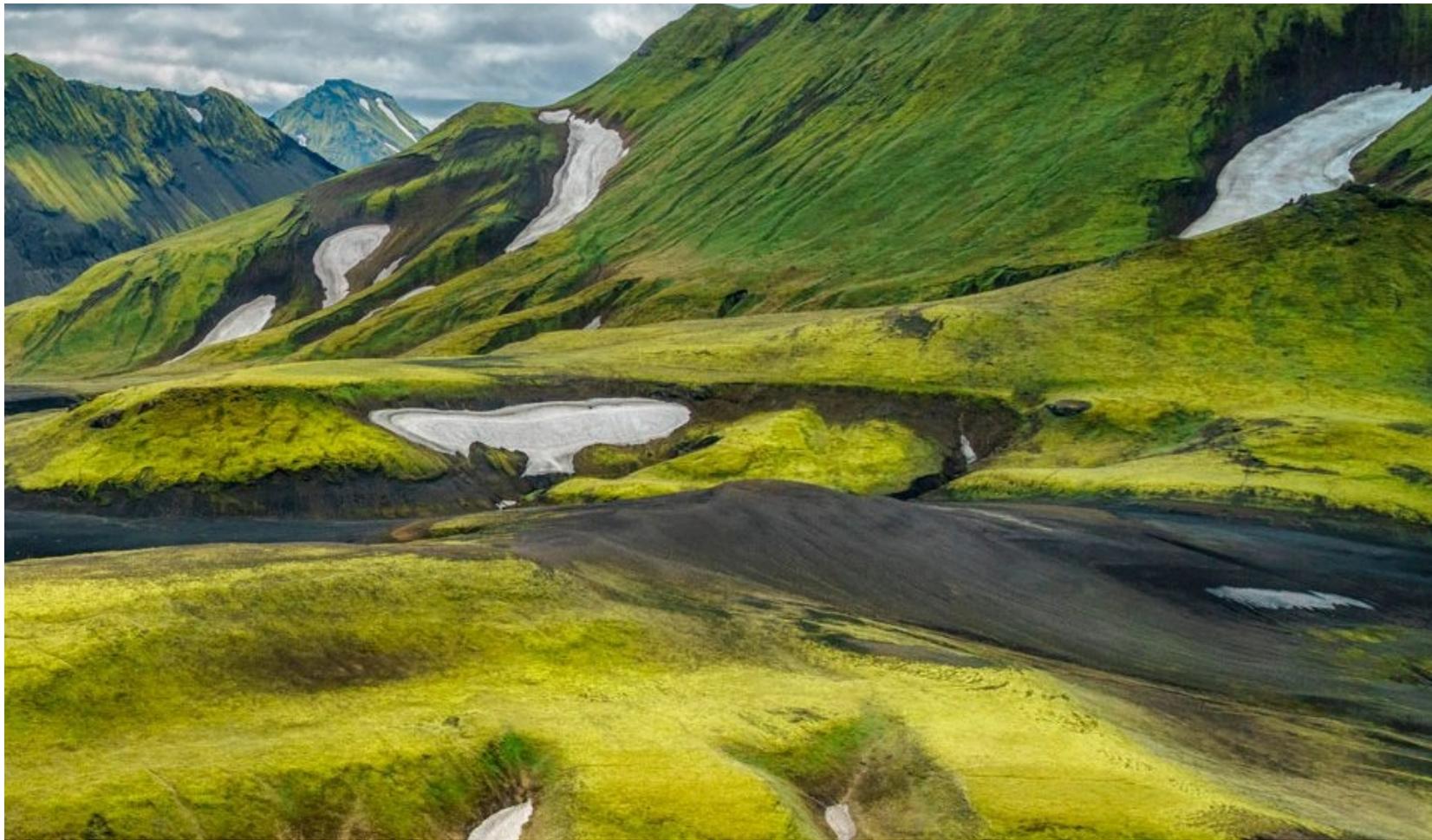


Experience the magic of **ICELAND**

The land of fire and ice

Iceland is the land of myth and legends. It is a land full of treasures with diverse landscapes, volcanoes and waterfalls. The Nordic island country in the North Atlantic Ocean has an unending sheet of ice created by volcanic eruptions over millions of years. There are active volcanoes, green glaciers, black sand beaches and excellent natural hotsprings which are a major pastime for Icelanders. It is one of the safest countries in the world with extremely low crime rate and excellent medical facilities.





Why Iceland should be on the top of your bucket list?

Whale watching

There are more than 20 species of whales; so expect to see harbour porpoises, whale beaked dolphins or minke whales. Move further to the north Iceland to spot the gigantic humpback whale or take a Husavik traditional whale watching trip in north Iceland. Visit to seaside cliffs can be another experience to see the delightful puffins nest their home.





Glacier Tour

You can't skip walking on ice as Iceland has more than 4500 square miles of glacier. It is suggested to take a walk or go for an ice-climbing tour on the Solheimajokull glacier or even better, opt for a self guided tour of Ring Road, the main national route that circles the country. Keep a watch on the Eyjafallajokull volcano, the Jokulsarlon glacier lagoon, the East Fjords and the Dettifoss waterfall. While moving through the zone, expect to see Icelandic horses.

Icelandic Kitchen

Among the Nordic cuisine, Icelandic cuisine is known to have a unique taste with a modern reflection of country's gastronomic traditions. It uses the advanced traditions in greenhouse and farming techniques and technologies along with natural ingredients.

Weird dishes like rotten shark and sheep testicles are eaten during Porri which is a month long celebration starting in the 13th week of winter.



Geothermal waters – A must try

The Blue Lagoon is known for its natural and healing powers. It is rich in sulfur and silica. The geothermal water (36-40°C) offers a breathtaking view of the snow-covered lava rocks. There are natural hot tubs as geothermal energy heats up homes, bathes and pools. Outside the Reykjavik city centre is the Laugardalur Park which is a geothermal-heated swimming pool.

Vatnajökull National Park: This was built in the year 2008 after the mega park was joined to the 8300 sq. km. Vatnajökull ice cap along with two previously established national parks – the Skaftafell in southeast Iceland and the Jokulsargljufur in the northeast. The park is approximately 14% of the countries and is rich in natural treasures.



Northern lights

Iceland is the ideal place to spot the northern lights; the best time to see the aurora borealis is from September to mid-April. The celestial kaleidoscope takes place when solar flares are drawn by the earth's magnetic field towards the North Pole. There are ethereal veils of green, white or red lights that keep shimmering in a display.

Getting there

The main international airport in Iceland is Reykjavík–Keflavík Airport, which is about 40 km from Reykjavik. It is also the nerve centre for domestic travel and flights to Greenland and the Faroe Islands.



Europe Festivals

Europe makes most of the cold season with these winter festivals, which involve everything from week-long carnivals to music fests, comedy events, ice sculptures, and astounding street carnival parades.



Vinterjazz



Date: 6-29 February, 2020

Place: Denmark

Vinterjazz is known as Denmark's Winter Jazz Festival. This music festival takes place each February and offers three weeks packed with musical events and concerts by Danish musicians and international jazz artists. This nationwide festival features over 450 performances held in 100 venues across the country, from Copenhagen to Aarhus to Esbjerg.



Venice Carnival



Date: 8-25 February, 2020

Place: Italy

Every year, Italy's top cultural city, Venice bursts into life with fantastic masked balls and profligate street parades. The narrow, enigmatic backstreets and the beautiful Saint Mark's Square of the city are taken over by mysterious masked revelers, while stylish and elegant gondolas filled with fantasy characters glide up and down its beloved canals.



Nice Carnival



Date: 15-29 February, 2020

Place: France

France celebrates this festival with bright blue skies, fabulous colourful street parades, and perfumed flower battles on the Promenade des Anglais. All this make Nice Carnival, one of the greatest events of its kind in the country, alongside the famous Carnevale di Venezia and striking parades featuring elaborately decorated floats and giant papier mâché figurines.



Stiges Carnival



Date: 18-26 February, 2020

Place: Spain

Sitges Carnival attracts international visitors with various entertainment zones. A favourite extravaganza among the gay community of the country, the coastal Catalan town warms up in winter with a glitzy week-long carnival featuring a variety of festivities, street parades & performing arts, and cultural events.



ACE of M.I.C.E. Exhibition by Turkish Airlines

Date: 22-24 January 2020

Place: Istanbul, Turkey



More than 15,000 visitors attended ACE of M.I.C.E. Exhibition by Turkish Airlines fair with more than 230 International buyers from 54 countries for 3 days.

Between 22-24 January 2020, congress, meeting and event professionals came together at the Istanbul Congress Center. The ACE of M.I.C.E event provided the industry professionals with a unique MICE experience for the 7th time, while it offered the opportunity to bring together the sector professionals once a year to discuss the sector's problems, solutions, and new collaborations. The fair, which included the Vestel Production Talks held at the ICC Üsküdar Hall on January 22-23 and the Istanbul MICE Summit conference programs held on Friday, January 24, undertook the mission of shedding light on the future of the MICE sector.

For the first time in Turkey, the things to do to make Istanbul a leading MICE destination got discussed in a summit. The summit, which was moderated by Volkan Ataman, President of the Tourism Media Group, focused on the subject in 5 separate sessions in 5 separate sessions with protocol, important incentive companies, chairpersons of pcos and event agencies, directors of international chain Hotels and congress centers general managers. Also the directors of foreign Congress Bureaus, coordinated by ICVB, shared their success stories in this area with the participants.





In addition to intense business meetings, the entertainment night of the fair was also worthy of the MICE sector. An unforgettable night was accompanied by video mapping shows, music groups, DJ and dance performances full of surprises at the party where national and international hosted buyers, exhibitors, speakers, international MICE association heads were invited.

The next ACE of MICE Exhibition by Turkish Airlines will be on the date of 10-12 February 2021!

CALENDAR OF EVENTS

31st Jan - 2nd Feb

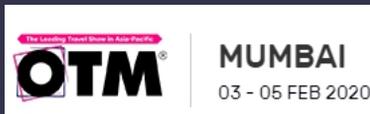


BALTTour 2020

BALT TOUR EXHIBITION

Ragi, Latvia

www.balttour.lv



OTM MUMBAI

Mumbai ,India

www.otm.co.in

3 - 5 Feb



MCE CENTRAL AND

EASTERN EUROPE

Vienna, Austria

www.europecongress.com

2 - 4 Feb



TTF BANGALORE

Bangalore,India

<https://ttfotm.com/>

7 - 9 Feb

**GLOBAL RESTAURANT
INVESTMENT FORUM**

Amsterdam

www.grif.com

11 - 13 Feb

GRIF

GLOBAL RESTAURANT INVESTMENT FORUM

11-13 February 2020 | NH Collection Amsterdam Grand Hotel Krasnapolsky

12th -14th Feb



PATA (ATRTCM)

Malaysia

www.pata.org



AIME AUSTRALIA

Melbourne Australia

<https://aime.com.au/>

17th -19th Feb

AVIATION FESTIVAL 2020

Suntech, Singapore

www.terrapinn.com



18th -19th Feb

25 - 26 Feb



8th MALT CONGRESS

Dubai, UAE

www.maltcongress.com



ITB BERLIN

Berlin, Germany

www.itb-berlin.com/

4 - 8 March

**JEDDAH INTERNATIONAL
TRAVEL AND TOURISM
EXHIBITION**

Jeddah, Saudi Arabia

www.jttx-sa.com/



26 - 28 Feb



STAY BOUTIQUE BLLA

Los Angeles, CA

<https://stay-boutique.com/>

8 - 9 March

Travel AND Tour™ WORLD



Paris



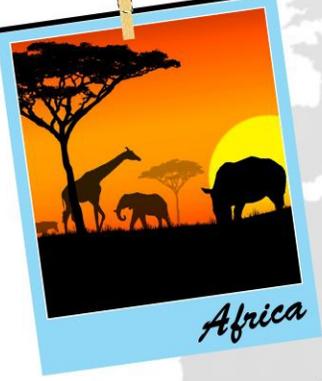
Egypt



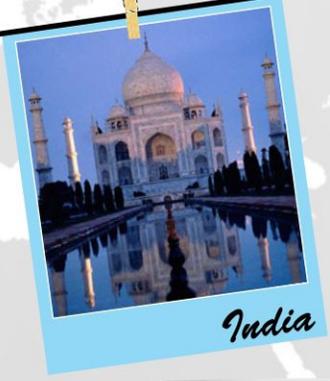
Brazil



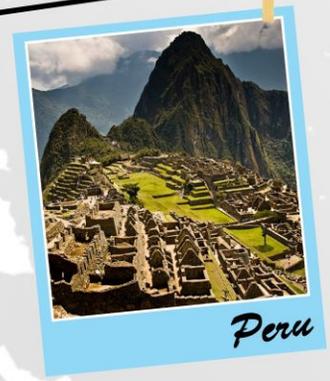
Italy



Africa



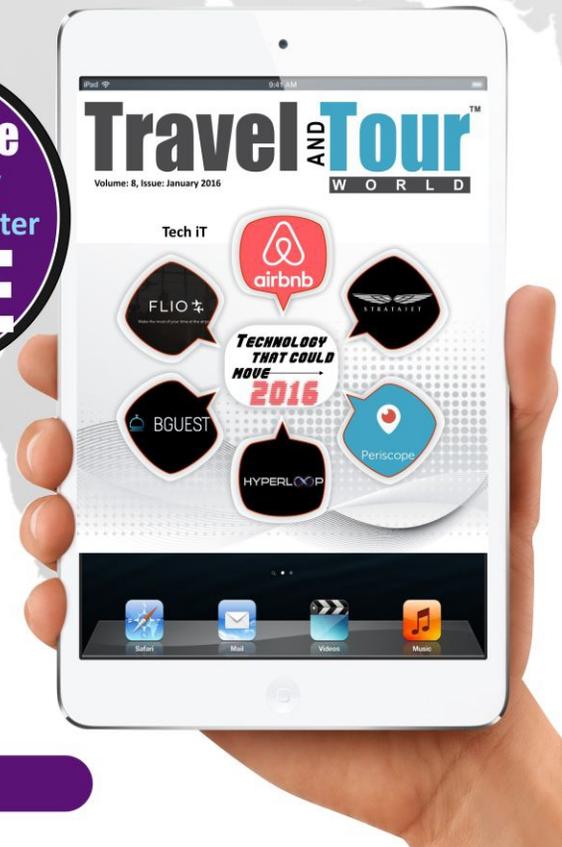
India



Peru



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