

TTW Europe

Volume: 10, Issue: September 2021

Meetings Point

Ghent

Destination Diary

Aarhus

The Cultural Oasis of Europe

Dear Readers,

The European tourism and hospitality industry sees a sign of relief as the countries are re-opening borders for international visits. As COVID-19 rates fall, the restrictions are being relaxed, making tourism possible again.

Summer, sandy beaches and lots of cultures make Europe the happiest continent. In this issue, you can have a lot to read about Europe's hidden gems. We are focusing on Denmark's cultural oasis, Aarhus where you can witness a unique blend of old and new with the Viking Era artifacts in the museums.

Also, we are offering you to discover the world's smallest town, Hum showcasing global tourists the rich Croatian culture and medieval Glagolitic literature. In this issue, we are focusing on the landmarks of the cold war. These architectural buildings carry the grim memories of Second World War and Cold War preparations done by Soviet, German, and US governments.

For MICE planners, we are coming up with Ghent, a cynosure of Belgium's textile market. Here the MICE opportunities after pandemic boom country's economy with the re-development of most remarkable convention centers and world-class hotels.

So, read and plan your next holiday or meeting destination.

Editor-In-Chief
Mr. Anup Kumar Keshan

Editorial Desk





04- Meetings Point: Dynamic and young, **Ghent** is one of the most beautiful and romantic European cities which has too much to see and experience. Take a tour around the historical city which shelters a modern vibe within its core.

09- Destination Diary: A seamless blend of history and vivacity is what makes **Aarhus** worth visiting for every backpacker. Explore the city which is ready to welcome you with its surprises, attractions and experiences.

13- Cover Story: : For the history enthusiasts, Germany is one of the most sought-after European travel destinations. Hidden bunkers, bombardment areas, hangers, former rocket silos and others will take you back to the days of the **Cold War**.

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Ghent is a beautiful destination in Europe located at the confluence of the Leie and the Scheldt rivers. The city is a medieval treasure, imbedded in varied cultures. Ghent is up-to-date with underground music scene, sustainable pioneering projects and livelihood.

The city boasts of its rich, ancient history while embracing the future, and that too with absolute elegance! One of the greatest things about the city is its inhabitants. Ghent exudes a sense of dynamism, a kind of '*Bordeaux*.'

As far as the business scenario of the city is concerned, Ghent is the centre of Belgium's textile industry and an important port as well. Among few more economic developments of the city, are an oil refinery, banking facilities and large-scale

manufacturer of paper, chemicals and light machineries. The tourism industry has made considerable amount of contribution to the economy of Ghent. It is home to some of the most remarkable convention centres and bureaus.

Ghent

Where Business Meets Culture



Kunstencentrum Vooruit

Vooruit is a lively venue that attracts over 300,000 visitors every year. They host a wide array of events and functions, ranging from dance performances and concerts to conferences and business events. Vooruit houses several halls and rooms catering to specific functions. The Concert Hall, known to be the largest, is great for parties and other events. De Balzaal is a multipurpose hall for socio-cultural events and concerts. The Theatre Hall is dedicated to seated events. Kunstencentrum Vooruit is located right at the heart of the historic Ghent.

International Convention Centre

The International Convention Centre is a convention venue lying amidst the bustling city of Ghent. Yet the property is surrounded by a sense of peace. It is located at the centre of Citadel Park. If you wish to elevate your standard of events, you are at the right place. The ICC offers impeccable services with catering, decoration, technical facilities, staffs and IT facilities. It has been quite successful in attracting the attention of business owners. It has more than 15,000 sq. m. spaces to connect ideas and people.

Flanders Expo

Flanders Expo is the largest multifunctional event venue located in Ghent. This centre offers space for all kinds of events. Whether it is an event, fair or meeting, Flanders Expo delivers you the best experience. It comprises eight event halls with two restaurants, four multipurpose meeting rooms and

a Foyer. There is also vast parking space that can accommodate up to 5,000 cars.



Ghent Business Association

The Ghent Business Association has been in the industry for the last 50 years. This business association continues to serve the community with excellent features. It aims to promote understanding among all businesses and strengthening relationships between associations. It also provides the opportunity for perfect liaison with surrounding neighbours, giving business owners the chance to thrive and grow. It has hosted several events and meetings in its massive halls.

Top Hotel for a Luxurious Stay

Without a good hotel and a luxurious stay, every visit to a new destination seems incomplete. When in Ghent, there is a myriad of choices to choose from. If you are up for luxurious hotels, **Marriott Ghent Hotel**, **Pillows Grand Hotel Reylof**, and **Hotel Harmony** are among the few that will fit your needs if you are looking for luxury. With empire-style elegance, it comes with an array of facilities. However, if you are on a hunt for affordable hotels that offer a comfortable and pleasant experience, **NH Gent Belfort**, **Novotel Gent Centrum**, and **Aparthotel Castelnou** can be good choices for you.



Ghent Marriott Hotel

If you are looking for perfect space to stay and attend meetings, Ghent Marriott Hotel is where you should be. With nine adaptable venues, it takes pride in offering excellent spaces for business. The largest hall can accommodate as many as 250 attendees. The total event space expands up to 5,231 sq. ft. All the meeting rooms are well-equipped with audiovisual capabilities and fast Wi-Fi access.

Top Tourist Attractions

The architectural beauty of Ghent has successfully captivated much attention. The city of Ghent is a picturesque blend of beautiful buildings along pretty canals. A walk through the streets with well-lit up canals and the buildings is a mesmerising sight to behold. For all history lovers and art fans, there is a lot to explore in this charming city of Belgium. We can list down a few of the best things to do here in Ghent.

★ **Cathedral of St. Bravo:** The structural elegance and grandeur of the cathedral has made it a remarkable landmark for ages. The interiors are well decorated with unique and brilliant artwork, giving credit to some of the world's most renowned artists and painters.



★ **Graslei:** If you wish to explore Ghent at its best, you must visit the Graslei. It includes guild houses of great finesse along the Graslei Canal. You can enjoy and embrace the weather while taking a stroll through the canal.

★ **Town Hall:** Being a hub of various architectural beauties, the Town Hall was built over a long period of time. The sheer beauty of the Hall is said to be highly overwhelming for many tourists.

★ **Old Market Area:** The Old Market area was initially a fish market which later transformed into a popular vegetable and meat market.





Ghent, being a vibrant and lively city, provides unique and abundant opportunities for businesses, events and meetings, while making it an ideal place for work, travel and play.



Aarhus

The Cultural Oasis of Europe

Image Credit: Aarhus-ø-set-fra-oven | Aarhus

The Viking-founded hub perched on the Jutland Peninsula lays a fair claim to being a prominent European destination for all kinds of holidaymakers. Beautiful beaches, great cuisines, historical neighbourhoods and a rich cultural heritage make the city of Aarhus stand out by its own right. The history of Aarhus dates 1250 years back when it was a small Viking settlement located near the mouth of a river. The Danish word for “river mouth” is “aros” and hence the coinage of the city name. Being located strategically, the small hamlet which emerged as the second largest city in Denmark is full of surprises and charms for visitors of all tastes.

Going on a city tour

Latin Quarter- Built as a replica of the Latin Quarter in Paris, this is one of the must-visit places in Aarhus. As you ramble through the streets and alleys of the ancient city, you can witness a unique blend of the old and new in its layout, buildings and the residents. More than hopping around the shop fronts, half-timbered houses, trendy pubs or restaurants, Latin Quarter is more about soaking up the ambiance of the place.

Viking Museum- The museum is located in the basement beneath the Nordea Bank in Skt. Clemens Torv' Square. As you explore the nook and corner of the Viking Museum, you will get to see a facsimile model of the city which existed during the time of Harold Bluetooth around 980 AD. The museum has a

splendid collection of Viking Age artefacts that have been excavated from various parts of Aarhus.



Image Credit: Latinerkvarteret-Aarhus_Kim-Wyon-VisitDenmark



Image Credit: Your-rainbow-panorama-aros-aarhus-foto-robin-skjoldborg

Ebeltoft- The chief attraction of the historical village of Ebeltoft is the Jylland Battleship. It is considered as the world's longest wooded ship. Cobblestone streets, stunning architecture and glorious history of art make Ebeltoft a hub of tourism in Aarhus. Visit the Dye Museum and an old confectionary house both of which retain the old-school charm. Outside the town there are a number of attractions that will allure you to visit the place. You will never be tired of gazing at the azure ocean silhouetting the city of Aarhus.

Botanical Garden- Little members of your family can indulge in playing and attending the special events and concerts held in the Botanical Garden's spacious amphitheatre. Two most highlighted areas of visit in this garden are Alpine Beds, Rose Bed, Theme Gardens, Collection of Grasses and Perennials and Danish Plant Community that are looked after by volunteers. The Botanical Garden offers a great corner for outdoor picnic with its built-in tables and benches that are spread across the property.



The Musikcafeen (Music Café) Located at Mejlgade, the café is an active and vibrant venue for music events and nightlife in Aarhus. Musikcafeen hosts about 120 night events every year.

Steno Museum - Both kids and adults can explore the world of natural sciences and cultural history of medicine. If you are interested in the mystery of the multiverse, you can spend good time in the planetarium of the museum where you will be introduced to galaxies, stars and other celestial phenomena. Take a tour around the museum's herb garden and get introduced to more than 300 species of historic medicinal herbs.

Concert Hall Aarhus- With state-of-the-art acoustics and architecture, the largest concert hall in Scandinavia inspires, enlivens and attracts millions of music lovers across the globe. Concert Hall Aarhus is indeed the melting pot of music of all genres. You can meet musicians of international standard, teachers, students and music lovers under one roof. Being located in the heart of Aarhus city, you can also visit the nearby attractions such as Aarhus Festuge, Bora Bora, Ridehuset and Aarhus Music School. Belle Vue Beach- With powdered

sand under your feet and the canopy of the blue sky above your head, Belle Vue Beach is a preferred summer destination of the locals. Bathing jetties reaching out to the sea provide comfortable sea bath to tourists across generations.



Hire a bicycle and go on a joyful ride along the Belle Vue Beach with views of village idyll on one side and the turquoise ocean on the other.

Aarhus Food Week

Food Week is the largest food festival in which the whole of Aarhus buzzes and bubbles with joy and laughter for their passion for food. You can meet top chefs and researchers, restaurateurs and food producers. Activities and events based on Nordic food are held almost every day of the week.



Sustainability in Aarhus

Today Aarhus is one among the world's top 75 destinations based on the International Congress and Convention Association (ICCA) scale ranking 22nd on the Global Destinations Sustainability Index. It strives towards its goal to become a CO₂ free city with motivated sustainability strategies.



Aarhus, with its plethora of museums, monuments, restaurants and the loveliest of people, is a cultural oasis of Denmark. So, you will never be bored of touring around the city which has its own charms to attract people. Without even spending a penny you can see and do some of the best things that are a dream for many.

Image Credit: efteraar-i-aarhus-tur-i-skoven-Aarhus

COLD WAR TOURISM

Witnessing the Dark Side of Europe

Europe has very grim memory of World Wars. With time, the landmarks built for resistance and power were converted into artist's paradise or museums. If you are a history buff, there's no trip like seeing the places left behind by the Third Reich, United States troops and Nazi Germany. Some were bombed into obsolescence, while others were destroyed to cover the reminders of the atrocities of the gory war. There are many significant spots that remain accessible to the public today.

Our Picks

Berlin is the epicentre of cold war tourism, but there are plenty of other sites around Germany that vivifies the tension between East and West after World War II.

There are many important landmarks dotted throughout the country that are relics of a time when West Germany was a Cold War hotspot. There are hidden bunkers, bombardment area, former rocket silos which eventually turned into art galleries and museums.

Bunker Marienthal

Bunker Marienthal is an enormous underground complex which was once intended to house the West German government in case of Soviet invasion and even during the nuclear war.

Located about 16 miles south of the former capital of Bonn, among the beautiful vineyards of the Ahr Valley, it was built between 1960 and 1972 inside two railway tunnels. Later in 1997, it was decommissioned and reopened as the Government Bunker Documentation Site, where visitors can visit the decommissioned control room and even a replica of the secret bedroom of the German Chancellor.



Raketenstation Hombroich

Previously, Raketenstation Hombroich was a NATO missile base. Built in 1967, as part of a new chain of air defences, Raketenstation Hombroich was operated first by the United States and then the Belgian forces. Later, this became the German Federal Police's anti-terrorism unit, which briefly

used the site for training after 1990.

In 1994, art collector and patron Heinrich Müller bought this missile base and turned a place of missiles into a place of culture. The halls, hangars and even the observation tower were refurbished with the help of artists and architects like Erwin Heerich, Tadao Ando and Alvaro Siza.

Today, visual artists, writers and composers from all over the world live and work in the former missile base, which is open to the public for exhibitions and events.



Marienborn Border

The border checkpoint Helmstedt-Marienborn is located in between Lower Saxony and Saxony Anhalt. This border was once the largest and most important inter-German border. This was the shortest land route between West Germany and West Berlin, so most transit traffic used the crossing, which became a bottleneck.

The GDR installations needed to process the traffic are massive. These have now been restored as a free museum with nearby rest area and restaurant by the side of Autobahn 2.

Barbarastollen

Barbarastollen is a massive underground archive, intended to preserve Germany's cultural heritage from possible disasters. Located in a disused mine near Freiburg im Breisgau, the archive holds microfilms with about 900 million images from German records and museums.

Built during the Cold War in 1974, this archive contains such captivating microfilm facsimiles as the treaty of the Peace of Westphalia which ended the Thirty Years' War (1618-1648), correspondence from the writer Johann Wolfgang von Goethe and the building plans for the Cologne Cathedral. The entire complex is hidden under 400 m of rock and is intended to survive a nuclear war. The visits and guided tours are only possible with prior appointment.



Zweiländermuseum Rodachtal

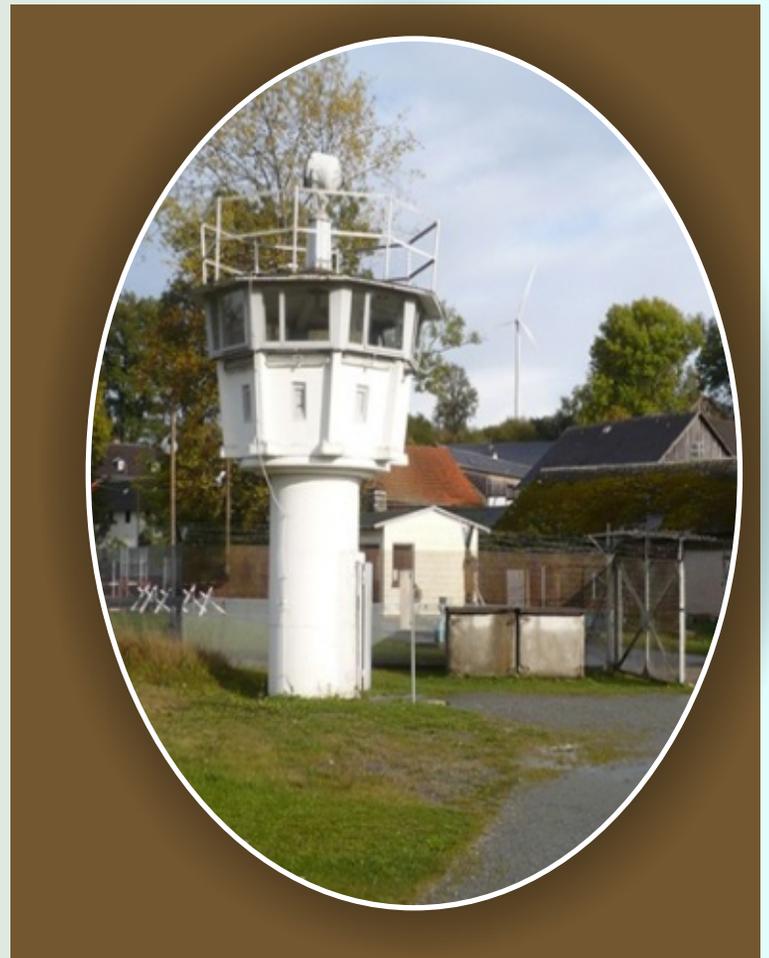
Zweiländermuseum Rodachtal shows the horror of the partition of Germany and the deeply affected people living in rural areas. At the Zweiländermuseum Rodachtal, there are 10

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outdoor museum stations along the former war frontier. It also has main exhibition in a typical local timbered house.

Mödlareuth

Mödlareuth is a small German village that was divided by the front line of Cold War Europe. The northern part of the village in Thuringia became part of the Soviet occupation zone in 1945. Today, it includes an open-air museum, where you can find a portion of the original wall as well as replicas of border installations. It allows visitors to experience the little Berlin away from the mass at Brandenburg Gate.



Travel News

Bhutan vaccination process completed 90% against COVID-19

Bhutan has successfully inoculated its 90 per cent of its eligible adult population against COVID-19 within a week, an achievement that the UNICEF has hailed as vaccine “success story” in one of the world's remotest regions. The Himalayan kingdom of Bhutan with a tiny population of 800,000 administered 454,000 shots in the last seven days, which is more than 85 per cent of its adult population, its health ministry said. The mass vaccination drive was applauded by UNICEF representative Will Parks, who called Bhutan a “beacon of hope” in Asia, which is struggling with vaccine hesitancy and subsequently slow rollout for its huge population.

Bhutan started its vaccination drive in April after neighbouring India sent the first set of 550,000 shots of AstraZeneca vaccines. It ended up using all the shots to inoculate its population with the first dose.



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Terminal 3 transformation underway as Melbourne Airport prepares to welcome more travellers

Melbourne Airport will completely elevate the traveller experience for Terminal 3 guests through delivering a world-class infrastructure upgrade that includes contemporary amenities, Melbourne brands and greater connectivity with Terminal 4. The Terminal 3 redevelopment will occur in stages over the next 12 months and under the reconfiguration, domestic travellers will have more time to relax inside restaurants and retailers before boarding their flights. The main security screening area will relocate to Terminal 4, enabling travellers to keep laptops in bags while being processed, taking advantage of the airport's latest smart security technology, which results in faster screening.

Revolut's 'super app' could threaten future profitability of leading travel brands across Europe and US: GlobalData

Revolut's new super app, 'Stays', could threaten the profitability of leading travel brands across Europe and the US, says GlobalData. The leading data and analytics company notes that the app has beat leading brands in the move towards end-to-end booking solutions, which comes right at home with travel-hungry customers looking for deals online. Johanna Bonhill-Smith, Travel & Tourism Analyst at GlobalData said in a statement that Revolut's app allows travelers to book accommodation ranging from B&Bs to luxury lodges, as well as offering payment end solutions and currency exchange rates without fees. The online travel space is dominated by large industry brands such as Booking Holdings, Expedia Group and TripAdvisor. Booking Holdings has been working towards its end-to-end booking solution as a 'connected trip' for some time but it has not yet come to fruition. Revolut may have seized a market opportunity at the right time. Various factors are likely to aid the app's success, with the most important factor being the high demand for travel. GlobalData's Poll found that demand is highest for domestic trips (43%) in 2021. However, travelling to a different continent (37%) and other countries in the same continent (29%) is also high. Even though international travel restrictions threaten international travel's recovery in 2021, the domestic market will continue to prosper. Since the app covers all market bases, this is not likely to interfere with Revolut's popularity.

Saga Cruises set to resume international sailings by the end of the year

Saga Cruises has decided to return to international destinations later this year following the news that restrictions are lifted. On October 5, Spirit of Adventure will depart on a five-day cruise, Taste of the Continent, taking in Rotterdam, Amsterdam and Zeebrugge. On October 24, a bumper 22-night trip departs on Spirit of Discovery around the Adriatic for a Treasures of the Croatian Coast cruise, which will uncover picturesque Hvar, UNESCO-listed Split, Venice, Valetta's Grand Harbour, the fjord-like entrance to Kotor and across the sheltered harbour of Minorca. These will follow a summer of new round-Britain cruises currently available.

It will include Spirit of Adventure departing on August 10 for six-nights, stopping first in Portsmouth, followed by cruising around Falmouth and a stop in the Isles of Scilly, with an included excursion to Tresco Abbey Garden before heading to Portland on the UNESCO-listed Jurassic Coast, home to the natural wonders of Durdle Door, Lulworth Cove and Kimmeridge Bay.





Exploring the smallest town in the world

The smallest town in the world, Hum is located within Europe in the central part of Istria and northwest side of Croatia. The quaint little town of Hum stands atop a hill at the base of the Mirna River at an elevation of 349 m. Connected with the town of Roc by the popular Glagolitic Alley, Hum is known for its heritage, history and agriculture.

With a mere population of 30 inhabitants, Hum is a unique micro-town enclosed by defensive walls. The town has a few residential buildings with houses built within the walls. It also consists of a town gate, a restaurant, two churches and a cemetery.

Hum continues to hold traditional customs in high value. Even today, the town mayor and municipal council are elected in keeping with the place's ancient traditions. Every June, 11 local judges assemble together to cast their votes into a wooden stick and elect the members of their choice.

Characterised by its cobblestone pathways, ancient houses, stone alleys and historic churches, Hum paints an authentic picture of a medieval townscape. The town attracts visitors with its picturesque landscape and rich heritage.



A Look through the Pages of History

The history of the world's smallest town dates to 11th century. Archaeological findings show that Hum was first mentioned in documents from 1102. Earlier, the town was named as Cholm, a word derived from the Italian word Colmo.

Hum is also considered to be one of the earliest centres of Glagolitic writing. The oldest form of Slavic script has been discovered in the town with writings found until the start of the 19th century. The historical scripts are still engraved at the old town gate.

The Glagolitic writings of Hum are also preserved in the church. The writings serve as one of the oldest

examples of Croatian Glagolitic literature and culture from the Middle Ages. Such writings are also preserved at the town museum.

The watch tower and the iconic bell of Hum were constructed back in 1552. The popular Assumption of Mary Church was built in 1802 in place of an older church that was made by the local master, Juraj Grzinic. Each landmark has an important role in Croatian history and stands as an example of Hum's heritage.



Tracing Tourism Delights

Hum welcomes tourists through the **Old Town Gate** built around the 11th or 12th century. Adorned with copper plates and Glagolitic inscriptions, the gate is ideal for welcoming tourists into the small world of Hum.

Perhaps the most famous tourist attraction in the town, **the Church of the Assumption of Virgin Mary** is a fine example of baroque style architecture. The church consists of five enchanting marble altars and beautiful ancient paintings.

Beside the church stands the free-standing church tower or **Bell Tower**. The 22 metres high tower was

first constructed as a fortified tower in 1522. It now serves as a viewpoint for tourists offering picturesque views of the little town.

Hum is also home to the beautiful **Chapel of St Jerome**. The chapel consists of interesting frescoes from the 12th and 13th century and represents Romanesque architecture. The walls inside the chapel are also decorated with Glagolitic graffitos and valuable paintings.

Hum also offers a range of delectable regional cuisines. The **Humska Kanoba** is a popular tavern known for serving traditional Istrian dishes.



How to Reach

Hum is an ideal destination for a day trip from Croatia. The easiest way to reach Hum is from the town of Roc. The two towns are connected by the renowned Glagolitic Alley.

Streets to Hum serve as a tourist attraction in itself with several stone monuments, each of which represents a letter of the Glagolitic alphabet.

Hum is nearly an hour and a few minutes away from Croatian tourist destinations like Porec, Pula and Opatija. It can also be reached from Umag and Rovinj. The city is just 2.5 hours' drive away from the Croatian capital of Zagreb.

europa festivals

Gastronomy Festival

1-9 September 2021

Riga, Latvia

Festivals and cultural activities in Europe have re-opened the doors to support the art and culture sector of the continent.

Riga Gastronomy Festival is an event aimed at all those who love cooking and those who enjoy lip-smacking Latvian meals. The luxurious restaurants, cafes, pizzerias and bars offer visitors delicious local and European foods. Also, get an opportunity to enjoy the hospitality and eating-out culture at these establishments.



Saint Vito Day Ciminna leads with the celebration of the city's patron saint, Saint Vito. On this day, there's a huge parade recalling the life of Saint Vito with townspeople dressed in colourful period costumes.



Saint Vito Day Ciminna

8 September 2021
Ciminna, Sicily

Festival of Lights

Berlin, Germany **3-12 September 2021**

Festival of Lights will transform Berlin's popular monuments such as Brandenburg Gate, Berlin Cathedral and the Funkturm through different light projections and video art. This event also includes music events and guided tours to international tourists. It gives a scope to explore Berlin's tourist landmarks.





La Mercè

23-27 September, 2021
Barcelona, Spain

This Spanish festival, La Mercè festival is a Roman Catholic feast day of Our Lady of Mercy. It is one of the principal festivals in the cultural cynosure of Barcelona. This event will show a way of ushering in autumn with 500+ fun and recreational activities, including music, performing arts, acrobatic shows, and street processions like the giant's parade featuring larger-than-life effigies of kings, queens, and nobles that are marched through the streets.

SHOW HIGHLIGHT

MEX America is set to return to Las Vegas 9 – 11 November bringing together the global business events community to plan and book everything from corporate incentive trips to agency client events.

About the Show

The show – celebrating its 10th edition at a new venue, Mandalay Bay - marks an important moment when the global events community can reconnect and celebrate meeting again face to face at a live event.

Registration for the show has had a very strong start - just one month after registration went live for IMEX America in Las Vegas this November, hosted buyer demand was higher than at the same point in 2019. Visitor buyers are also markedly more senior (by role) than at the same point in 2019.

Strong Demand

Likewise, there has been strong demand from suppliers from the offset, with both North American and international exhibitors returning to the show in force, as well as the major hotel groups. North American destinations including Canada, Argentina, Atlanta, Boston, Santa Barbara, Indianapolis, Los Cabos, Memphis, Santa Fe, Puerto Rico and Vancouver are all confirmed.

Hotels were among the first to book with Hyatt, Four Seasons, Wyndham Hotel Group, Hilton, Associated Luxury Hotels and Sonesta Hotels & Resorts all committed.



IMEX AMERICA

When: 9-11 November, 2021

Where: Mandalay Bay, Las Vegas, U.S.

Representation from the rest of the world currently includes Italy, Singapore, Jamaica, Dubrovnik, St Petersburg, Vienna, Brussels and Hawaii.

Huge Learning Opportunities

It wouldn't be IMEX America without a solid, topical education programme woven in. There are learning opportunities throughout the show, beginning with Smart Monday, powered by MPI – a free, full day of learning taking place on 8 November, the day before IMEX America begins. Smart Monday headliners include Janet Sperstad, Faculty Director at Madison College and Guy Bigwood, Managing Director of the Global Destination Sustainability Movement who together will discuss the regenerative revolution; Daniel Fox, an intrepid wilderness explorer, author and nature photographer, shares his off the grid experiences; Ruud Janssen and Roel Frissen founders of the Event Design Collective examine future-focused thinking and David Allison founder of Valuegraphics explains why it's values – not demographics – that influence behaviour and will prove the most powerful driver in the event industry's regeneration.

There are also tailor-made opportunities for corporate and association planners to meet, connect and learn at the Executive Meeting Forum and Association Leadership Forum as well as sessions from IAEE, EIC and MPI, plus She Means Business a joint event by IMEX and tw magazine, supported by MPI.

Each day begins with an MPI keynote. Movers and shakers from outside the business event industry will each bring their unique world view to the show - expect an award-winning Harvard-trained doctor, one of the 'most likeable authors in the world' plus the founder of a global dance movement and community.

The Inspiration Hub is once again home to show floor education, delivering a packed schedule of learning opportunities curated into new tracks designed to address the business needs of late 2021: Creativity in communication; Diversity and accessibility; Innovation and tech; Professional development and upskilling; Purposeful recovery; Sustainability and nature.

New: People & Planet Village

Carina Bauer, CEO of the IMEX Group said that they are working closely with new venue – Mandalay Bay – to deliver a show that's rooted in business opportunities as well as delivering top notch learning and memorable moments. They are making creative use of their new location and attendees can expect some unusual new elements. These include new People & Planet Village - a focal point for the show championing not only

sustainability but also diversity, social impact and giving back. It will feature a shared educational campfire area dedicated to sustainability, diversity, equity and inclusion as well as the chance to take part in activities that support the Las Vegas community. The People & Planet Village is also where the KLH Clubhouse will be built during the show. There are few things more meaningful than supporting a sick child and bringing smiles to young faces.

Over the three days of the show, the KLH Group will build a Clubhouse, a special play space, for Luna, a child with paediatric cancer. IMEX America attendees are invited to roll up their sleeves and help with the building effort. Once complete, the clubhouse will be delivered to Luna's kindergarten ensuring that hundreds of children will benefit. Wellbeing moments flow throughout the show and attendees can participate in expert-led wellbeing sessions at the new Be Well Lounge. This year's venue is a little different - Mandalay Bay's Shark Reef which houses more than 2,000 creatures including sharks, giant rays and green sea turtles providing a spectacular and calming backdrop. Carina Bauer concluded that they are now firmly on the road to Mandalay Bay and can't wait to welcome back the business event community to IMEX America. The past 18 months have been a period of tumultuous change and the current business landscape looks very different to 2019. IMEX America takes place 9 – 11 November at Mandalay Bay in Las Vegas with Smart Monday, powered by MPI, on 8 November.



Malt Congress

6-7 Sep 2021
Dubai, UAE
maltcongress.com



Hotel Show Saudi Arabia

7-9 Sep 2021
Riyadh, Saudi Arabia
thehotelshowsaudiarabia.com



ODYKH International Russian Travel Market

7-9 Sep 2021
Moscow, Russia
tourismexpo.ru/en



FHC 2021

9-11 Sep 2021
Shanghai, China
fhcchina.com/en



SAHIC

14-15 Sep 2021
Panama, Latin America
sahic.com



Travel Tech Show

14-15 Sep 2021
Virtual Event
traveltech-show.com



Africa Hotel Investment Forum

20-22 Sep 2021
Dubai, UAE
ahif.com



British Tourism & Travel Show

22-23 Sep 2021
Birmingham, England
tourismshow.co.uk

ILTM N.America

20-23 Sep 2021
Riviera Maya, Mexico
iltm.com/north-america/en-gb



Tour Salon

24-26 Sep 2021
Poznan, Poland
tour-salon.pl/en



The Lodging Conference

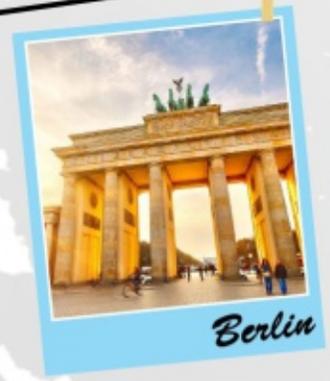
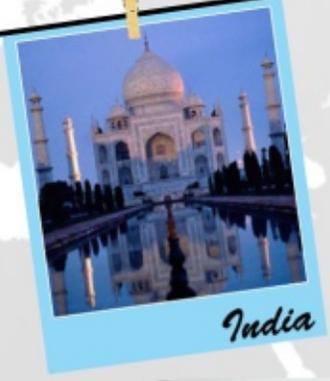
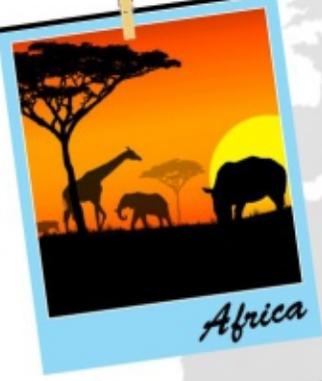
27-30 Sep 2021
Phoenix, Arizona
lodgingconference.com/agenda.php



Business Travel Show Europe

30 Sep- 1 Oct 2021
London, UK
businesstravelshoweurope.com





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