

TTW Europe

Volume:11, Issue: April 2022

LIECHTENSTEIN

A Booming Tourist Destination

Meeting Points

KIELCE

Emerging Destination for MICE Travellers

Dear Readers,

After almost two years of home-time, 2022 is abloom with a plethora of events and interesting things to do in Europe. Travel buffs have started planning trips across a wide spectrum of interest. While history adherents will get a chance to revel in re-enactments, adrenaline junkies can try the latest outdoor sports that are strictly for the daredevils. Whether you are travelling as a common tourist, a sightseer or a participant, Europe has a wealth of places to visit and things to do.

Across the continent governments of different countries are giving paramount importance to public health and have opened their borders for the international tourists. Travel And Tour World Europe magazine touches upon some of the most is ready to see you!

Our May edition focuses on how European tourism is gradually recovering from the pandemic and restrictions. Liechtenstein, the haven for financial privacy, has jaw-dropping collection of baroque castles and fortifications. The historical city of Kielce offers a perfect destination for the event planners to host meetings and events. Built in 1847, the impressive building of Galeries Royales Saint-Hubert has been described as “the most beautiful street in Europe” by the great designer Karl Lagerfeld.

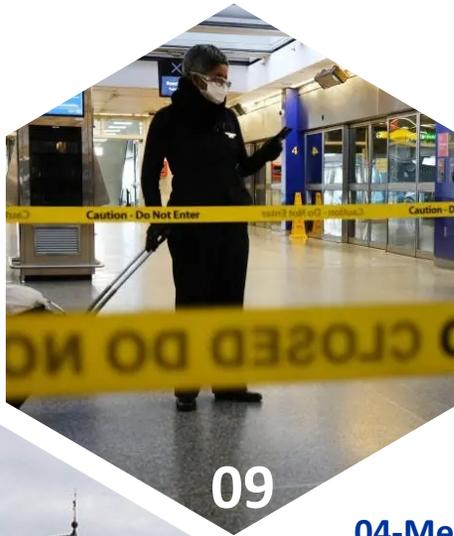
Editor-In-Chief
Mr. Anup Kumar Keshan

Editorial Desk





04



09

Travel News: 14
Interview Zone: 22
Europe Festivals:33
Calendar of Events: 43



16

04-Meeting Points: Kielce is among the oldest cities in Poland, with a history of almost 900 years. This city is the capital of Świętokrzyskie province and the touristic center for the oldest mountains in Poland.

09-Cover Story: TThe world is recovering from the pandemic and the people want to cut loose and go on vacations. Here we discuss how **Europe is recovering from COVID-19** and its restrictions.

16-Destination Diary: Liechtenstein is a landlocked country in Central Europe, about the size of San Francisco. It's a haven for financial privacy, with some of the world's highest bank secrecy laws. The principality is a treasure trove of history, with a jaw-dropping collection of baroque castles and fortifications.

28-Special Feature: The **Galleries Royales Saint-Hubert** is one of the finest arcades in Europe and it is best in Belgian fashion, food and design.



28

Kielce is among the oldest cities in Poland, with a history of almost 900 years. It is the capital of Świętokrzyskie province and the touristic centre for the oldest mountains in Poland – the Kielce Mountains.

Kielce is located on the Warsaw-Kraków rail line and is a major industrial centre. It has metallurgical, machine-making, building materials, and food-processing facilities. The city is also known for its ceramics industry, which was the backbone of the city's economy in the past.

KIELCE

Emerging Destination for MICE Travellers



The nearby Masów airport provides access to a number of domestic and international destinations. Kielce is an excellent place to visit for those who enjoy urban centre with a variety of historical attractions, modern amenities, and plenty of space to explore.

The Świętokrzyskie Voivodeship is an area of central Poland with many beautiful historical sites and a great selection of restaurants, bars, and cafes. Events here are held with full facilities making it ideal for MICE travellers.

Today, Kielce is emerging as a major MICE destination, hosting successful events and conferences. The city also has a well-developed communication, railway and road system, making it an excellent place to get around.



Best Multi-functional Meeting Venues

Grand Hotel Kielce: The Hotel Grand in Kielce is located in the heart of the city. It is the best place to organise conferences, congresses, business meetings, and cultural events. The hotel offers comfortable rooms and professional service. You can meet your colleagues in the modern congress halls or in the restaurant on the top floor with a unique view of the city.

Depending on the size of the group, the conference rooms are equipped with the latest technology. There is a variety of culinary and trade, and service options in addition to great infrastructure.

Targi Kielce: Targi Kielce includes the E-hallsI, which is one of the most modern and largest exhibition spaces in the country.

The Kielce Pavilion is a state-of-the-art exhibition space, which provides a modern and unique setting for trade shows, conferences, corporate events and other special occasions. The Kielce Pavilion is one of the most modern exhibition spaces in the country.

The facility can accommodate up to 1,000 visitors and features a café, state-of-the-art AV equipment, and a full-service kitchen.



Poznan Congress Center : The Poznań International Fair Grounds, better known as PIF, is a venue that hosts a variety of trade shows, exhibitions, and other events. Today, PIF is one of the most recognized exhibition grounds in Poland and attracts more than a million visitors annually.

Over the years, the Poznań International Fair has evolved into a major platform for conducting business and raising brand awareness.

AmberExpo: AmberExpo Exhibition and Congress Center is a well-reputed conference centre in Kielce, Poland. In addition to providing an efficient and comfortable forum, the centre has an advantageous location in the city centre. In the centre, there is more than 12,000 m² of exhibition space that includes 5,600 m² of indoor space and more than 3,000 m² of outdoor space. Exhibitors have access to all exhibition areas that are fully equipped with high-tech facilities and equipment, as well as outstanding stand designs, arrangements, and constructions.



Experiencing Most Memorable Spots

Apart from being a major center for events and meets, there are other attractions in the city for tourists and visitors.

Palace of the Kraków Bishops: A stunning palace dating back to 17th century, the Palace of the Kraków Bishops was once the summer residence of the Bishops of Kraków. It is one of the best destinations to visit in Poland.

Museums of toys and Games: Kielce has a museum dedicated to toys and games, which is different from the typical museums in Polish cities.

City Park: The city of Kielce is green and has a beautiful park. This park features a duck pond, weeping willow trees, and a fountain. It's a great place to relax and read a book.

The city has a host of attractions along with a few conferences centres to host meetings and events. Therefore, it makes up for a perfect destination to travel to.



EUROPEAN TRAVEL RESUMES IN A POST-PANDEMIC WORLD



The world is recovering from the pandemic and the people want to cut loose and go on vacations. This time, Europe is a very popular spot for vacation goers. While France and Spain may top the list, others are not far behind. Here we discuss how European tourism is recovering from the pandemic and its restrictions.

ORIGINS OF COVID 19 VIRUS

The COVID-19 pandemic had wreaked havoc all over the world in a manner that was previously unseen and unknown. It is a contagious disease that is caused by severe acute respiratory syndrome coronavirus 2.

The first known case was identified in Wuhan, China, in December 2019. Often variable, the symptoms of the disease include fever, cough, headache, fatigue, breathing difficulties, loss of smell and loss of taste. By December 2019, the infection spread rapidly across nations mostly by the human to human transmission. The rapid human to human transmission had created worldwide panic and this sparked the governments and local assemblies to take measures like sending the population into quarantine, forbidding human contact and majorly ban international travel in an attempt to stop the spread of the disease.

This had affected the travel and tourism industry the most. The aviation, hotel, travel and the various allied industries were hit the hardest as they depended on people travelling from one place to another, which was then banned and completely shut down.



AFFECT OF THE PANDEMIC ON TOURISM INDUSTRY

The travel and tourism sector in Europe saw its biggest collapse during the COVID-19 pandemic. They suffered a decline of 51.4 per cent amounting to €987 billion. The most affected countries in Europe are Spain, Malta, Greece and Portugal.

The Economic Trends Report showed that domestic spending in Europe marked a 48.4 per cent decrease. The international spending also declined by 63.8%. While the WTC reports mark that Europe was the top global region for international visitor spending, still the country suffered a 9.3 per cent decline, leaving a total of 3.6 million people engaged in this industry jobless. International visitor spending in this region declined by 74.4% as most national governments sealed their borders to inbound tourists. During this time, the domestic spending declined by 48.1%. Virginia Messina, the Senior Vice President WTTC, in a recent statement said that their data shows the devastating impact the pandemic has had on travel and tourism around the world. 61% of EU tourists sought night accommodation in Europe. 12 months before the pandemic struck, 2.8 billion tourists had opted for overnight stays but the numbers declined to 1.1 billion tourists from April 2020 to March 2021.

During the peak of the COVID-19 pandemic, the global travel industry was decimated. Every national government across the world issued advisory warnings to all its citizens across the world. Many people across the world were stranded in the tourist locations that they had gone. After some time, the national governments started to take precautions that would help them to prevent the spread of the virus amongst the general populace. Restrictions were placed on the travellers who were coming from foreign locations. They had to stay in quarantine for 14 days in case they were carrying the virus, undertake PCR tests and fill up lots of forms. These procedures coupled with the restrictions on public gatherings and the limited operating hours of hotels and restaurants had taken the fun away from travelling. This deterred many people from leaving their homes and subsequently led the travel and tourism industry and its allied industries to suffer badly.



DELTA VARIANT AND ITS EFFECT



When people across the globe had breathed a sigh of relief after the first 2 waves of COVID-19, the Delta variant hit everyone like a tsunami. The hardest hit was the business travel sector as many companies had slashed their corporate travel budget and out-station meetings in favour of virtual meetings. The restrictions in the E.U. also meant that the various U.S. companies had to cut down on their corporate travel plans. This decreased travel meant a severe blow to the travel and hospitality industry. The first wave had done enough damage to the travel and tourism industry. But during the third wave, the layoffs in tourism and hospitality industry reached its peak. Europe saw 3.6 million jobs cut throughout 2020.



TRAVEL INDUSTRY RECOVERS

As the pandemic is receding across the world the travel industry is coming back for both commercial and vacation travels, the industry is looking to evolve in various ways to ensure contact less travel and increased security for the travellers in various enhanced and sustainable ways. Ecotourism is a fast-growing industry focused on conservation and local job creation has become a popular trend in the post pandemic global tourism. This has given the industry the necessary boost it needs in the post pandemic world. Technology features like touchless technologies, RFID locks and various other touchless delivery service and investments in this digital technology can help in recovery of the tourism industry across Europe.

Various factors like sustainability, eco-conservation, and tourism have led to many countries adapt measures like water conservation management has already become an important sustainability goal that tourism officials monitor in the city of Valencia in Spain. Greece is a nation that is depended on tourism, is showing signs of recovery which will help the national economy getback in shape. Similarly the recovery of tourism sector is helping these countries' recover their national economy. In these times, the people are often looking for modest and camping trips, rather than hotels. Many tourists are opting for the trend of staying in rural areas in tents, campers or motor-homes Greek tourism industry officials are predicting that the revenues may reach 80-90% of the record seen in 2019, when 33 million tourists brought in 18 billion Euros in revenues thatwereworth one fifth of national output.



ITB Berlin highly satisfied with the ITB Berlin Convention and Digital Business Day

The high levels of international participation in both formats – 60,700 convention attendees from 125 countries and more than 100 sessions featuring 223 speakers – Focus of lectures, discussions and industry meetings on the most pressing topics of global concern – 20,000 initial business contacts were made, resulting in 14,000 leads and 3,200 business meetings being arranged at the Digital Business Day – ITB Berlin goes into its next round in the summer.

As the virtual ITB Berlin Convention and Digital Business Day with this year's formats came to a close, ITB Berlin drew a positive conclusion: the World's Leading Travel Trade Show was highly satisfied with the event. The three-day ITB Berlin Convention featured more than 100 online sessions with over 220 industry experts. The world's largest convention for the industry reported 60,700 users over the three days of the event. The focus of the industry think tank was on the key topics of future and resilience, digitalisation and sustainability. Numerous sessions also examined what the war in Ukraine means for international tourism. A second streaming channel for press conferences and exhibitor presentations, which also attracted keen user interest, augmented the convention.

Victoria wins gold at Qantas Australian Tourism Awards

Victoria and its iconic tourism accommodation, attractions and experiences have been recognised

14 TTW Europe

at the Qantas Australian Tourism Awards, with the state taking home eleven honours. The Acting Minister for Tourism, Sport and Major Events Mary Anne Thomas today applauded the successful local businesses and operators, commending them on their resilience and commitment as the sector continues its bounce back from the challenges of the global pandemic.

Held on the Sunshine Coast, Victoria was honoured with five gold, four silver and two bronze awards for 2021. Leading the way with gold were the Royal Botanic Gardens in the Major Tourist Attractions category, Ballarat Heritage Festival in Festivals and Events, Destination Gippsland for their stunning tourism marketing campaign, Wilsons Promontory Cruises in New Tourism Business and Green Olive in Red Hill for Excellence in Food Tourism.



IATA: Progress in opening the world to travel

- The International Air Transport Association (IATA) welcomed the increasing momentum towards re-opening of borders and relaxation of travel restrictions, as COVID-19 moves into the endemic phase. An IATA survey of travel restrictions for the world's top 50 air travel markets (comprising 88% of international demand in 2019 as measured by revenue passenger kilometers) revealed the growing access available to vaccinated travellers:
 - 25 markets representing 38% of 2019 international demand are open to vaccinated travelers without quarantine measures or testing requirements up from 18 markets (28% of 2019 international demand) in mid-February.
 - 38 markets representing 65% of 2019 international demand are open to vaccinated travellers with no quarantine requirements up from 28 markets (50% of 2019 international demand) in mid-February.

The repeated surveys of passengers by IATA during the pandemic have shown that testing and especially quarantine are major barriers to travel.

Sarawak to emerge as Malaysia's favourite destination at MATTA fair

Sarawak will be Malaysia's favourite destination at the MATTA fair which will be happening from 9th – 10th April 2022 at World Trade Centre (WTC), Kuala Lumpur as announced by the press conference today. Sarawak Tourism Board's (STB) Chief Executive Officer (CEO) Sharzede Datu Haji Salleh Askor said that Sarawak's participation in MATTA Fair is a good step forward to boost domestic tourism in Malaysia.

She said as domestic tourism continues to drive tourism recovery in 2022, they are very optimistic about increasing domestic visitor arrivals.



Liechtenstein isn't a very popular tourist destination among travellers. However, situated in the Upper Rhine Valley and bordered by Austria and Switzerland, Liechtenstein is one of its kind.

Liechtenstein is a landlocked country in Central Europe, about the size of San Francisco. It's a haven for financial privacy, with some of the world's highest bank secrecy laws.

The principality is a treasure trove of history, with a jaw-dropping collection of baroque castles and fortifications. But it's the nature reserve that brings the tourists to Liechtenstein – the mountainous country is a haven for outdoor enthusiasts, with some of the continent's best hiking and skiing.



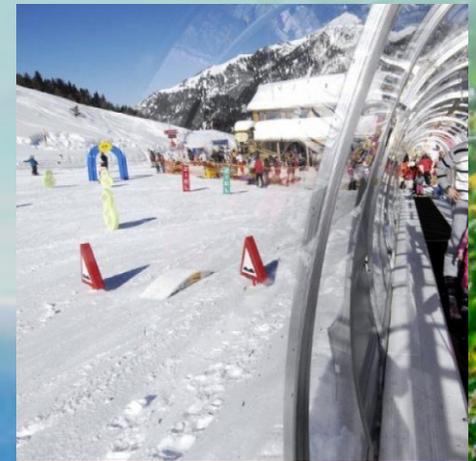
LIECHTENSTEIN

A Booming Tourist Destination

Tourism is a leading sector of Liechtenstein's economy. The government heavily sponsors tourism and most of the visitors come from the surrounding European countries. Most of the visitors centre their activities in **Vaduz**, the country's capital city. Tourism has become an increasingly vital part of the economy in recent years, and the government has invested in hotels, resorts and other tourism infrastructure to attract more visitors.



The principality is home to many glaciers and mountain peaks, making it a popular travel destination for mountain lovers. Liechtenstein is also known for its many excellent hiking trails and its myriad winter sports and activities.



Explore the best attractions in Liechtenstein

Vaduz, the Capital City

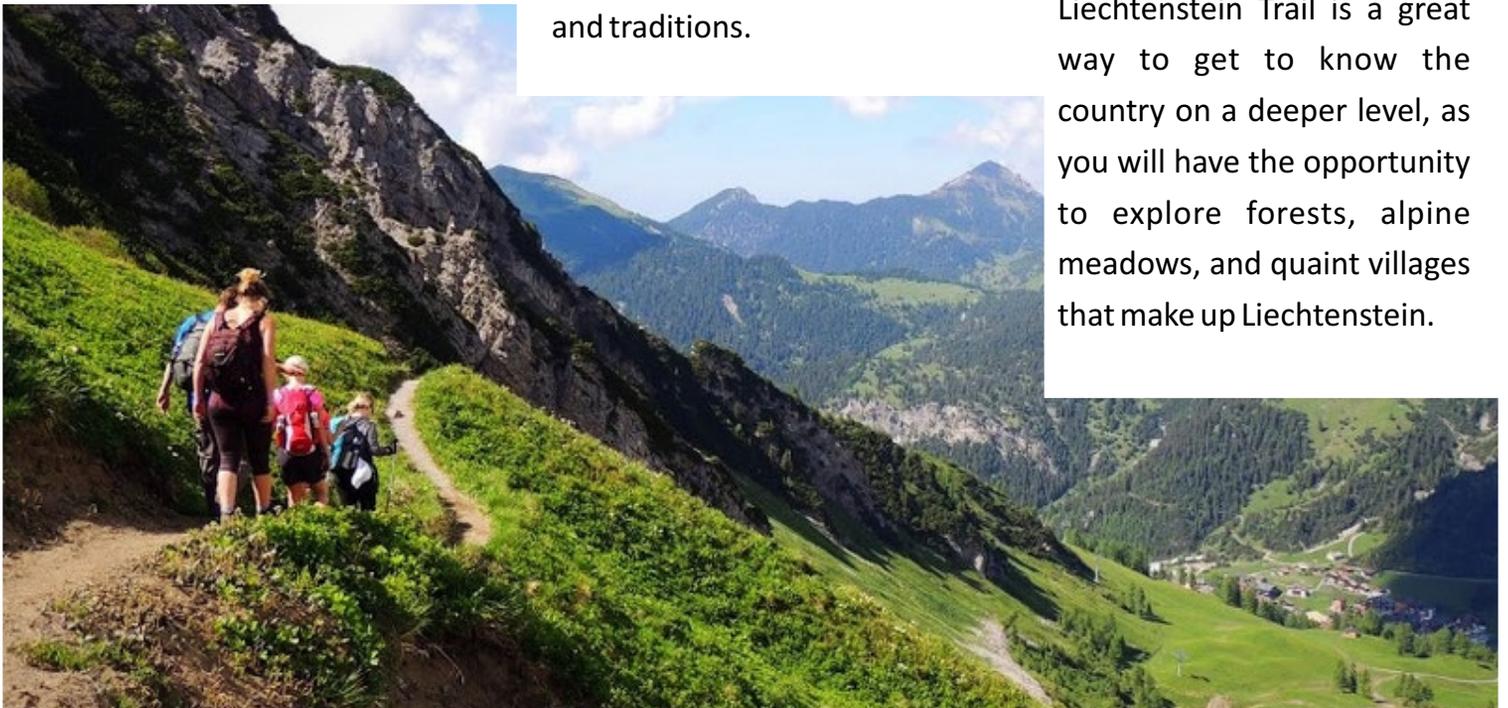
Vaduz is an inescapable destination when you are in Liechtenstein. It is one of the most beautiful capitals in Europe and certainly, the smallest. It is also home to the Liechtenstein Center. There are several interesting things to explore in the capital – the parliament building, also called the Landtag, Rathausplatz that is home to the historic Town Hall.

The Farmhouse Museum

The Farmhouse Museum in Schellenberg is a great way to learn more about Liechtenstein's history, as it is located in a historic wooden farmhouse that was first built in 1518. The Farmhouse Museum preserves Liechtenstein's agricultural heritage, and it is a great way to learn about Liechtenstein's unique agricultural practices and traditions.

Liechtenstein Trail

The 47-mile Liechtenstein Trail is the most popular hiking route in the country and it winds its way through the heart of Liechtenstein. This trail is best undertaken along with a full-day tour of the principality, as it is impossible to see everything in a single-day trip. Hiking the Liechtenstein Trail is a great way to get to know the country on a deeper level, as you will have the opportunity to explore forests, alpine meadows, and quaint villages that make up Liechtenstein.





Gutenberg Castle

Sitting high above the village of Balzers in the south of Liechtenstein, Burg Gutenberg is one of the most splendid and best-preserved castles in the country. The site was later converted into a museum, which today is one of Liechtenstein's most visited attractions. One of the best things you will witness here is a beautiful rose garden, along with a few events and festivals that display the culture of the principality. The castle also hosts outdoor concerts and theatrical performances.

Liechtenstein National Museum

In Vaduz, the Liechtenstein National Museum (Liechtenstein Landesmuseum) is a state-owned national museum. This attraction is housed in a splendidly preserved 15th-century former inn which was once visited by the likes of Johann Wolfgang Goethe. It is the main museum in the country and has a wide range of collections, including archaeology, weaponry, history, and art.

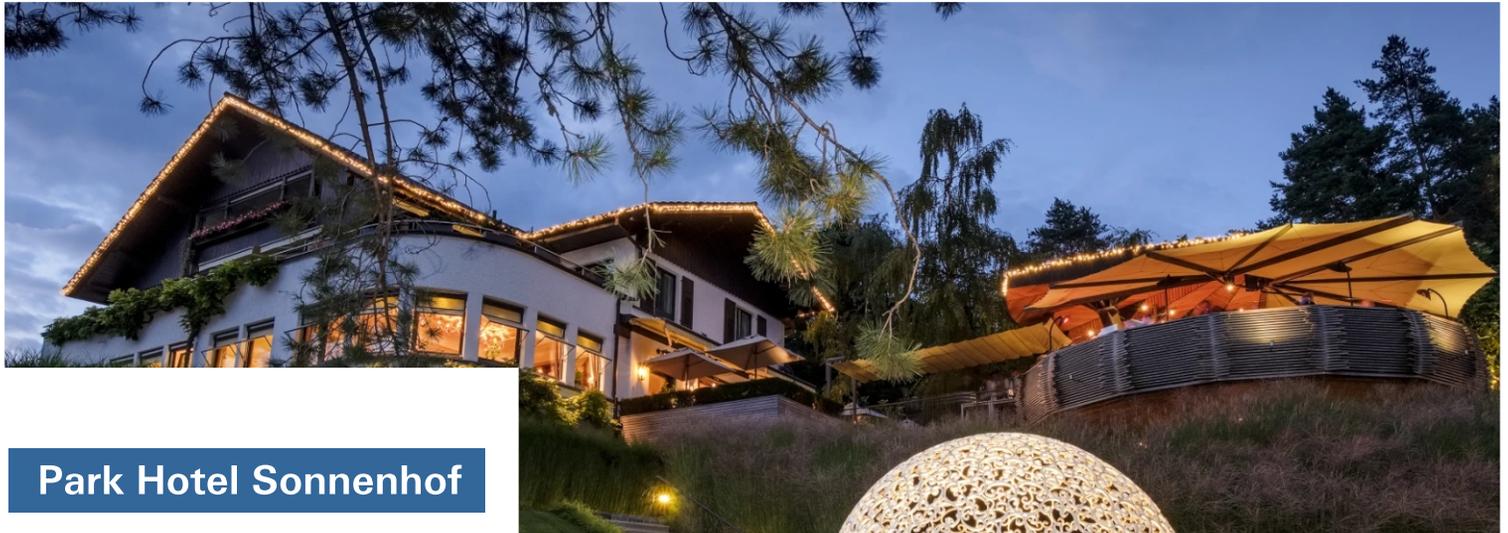


Top-class

ACCOMMODATIONS



Not only does the destination offer picturesque beauty and great things to explore, but it also has some of the best stays for a luxurious and comfortable stay.



Park Hotel Sonnenhof

The Park Hotel Sonnenhof is a romantic Relais & Chateaux residence, located in the heart of Liechtenstein, overlooking the Rhine valley, Swiss Alps, and the Vaduz Castle. Situated in the capital city of Vaduz, The Park Hotel Sonnenhof is only a short walk from the most important cultural and historical sights of the principality. The property was awarded the coveted “5 Stars Diamond” by the Liechtenstein Tourism Office, signifying the highest quality standards.

The Residence hotel

This modern 4-star hotel is located in the heart of Vaduz, Liechtenstein's capital city. There are a number of top-rated restaurants and souvenir shops in the area, including several souvenir shops and the Vaduz Cathedral. Most of the country's main attractions are just a few steps away, including Vaduz Castle, the Kunstmuseum, the National Museum of Liechtenstein, and various souvenir shops.



Hotel Oberland

If you are in for a fun stay with several outdoor activities to indulge in, here is where you should be! Hotel Oberland has several fun activities in store for you!



With so much to explore and such beautiful places to stay at, why would you think twice before heading to Liechtenstein for a fun trip?



In an interview with Travel And Tour World, **Sagid Zaremukov, CEO of Russian Convention Bureau** puts the accent on the responsibilities and business plans of the Russian Convention Bureau to promote MICE tourism in Russia.

Travel And Tour World: What are the key responsibilities of Russia Convention Bureau (RCB) for the development of the MICE industry?

Sagid Zaremukov: The Russian Convention Bureau was founded in November 2017 with the support of the Government of the Russian Federation for effective development of the event industry of the country, its integration in the global meetings industry. As part of its mission to create a positive image of Russia as a country with a favourable business and investment climate through the development and support of the national event industry, the RCB identifies the following key goals:

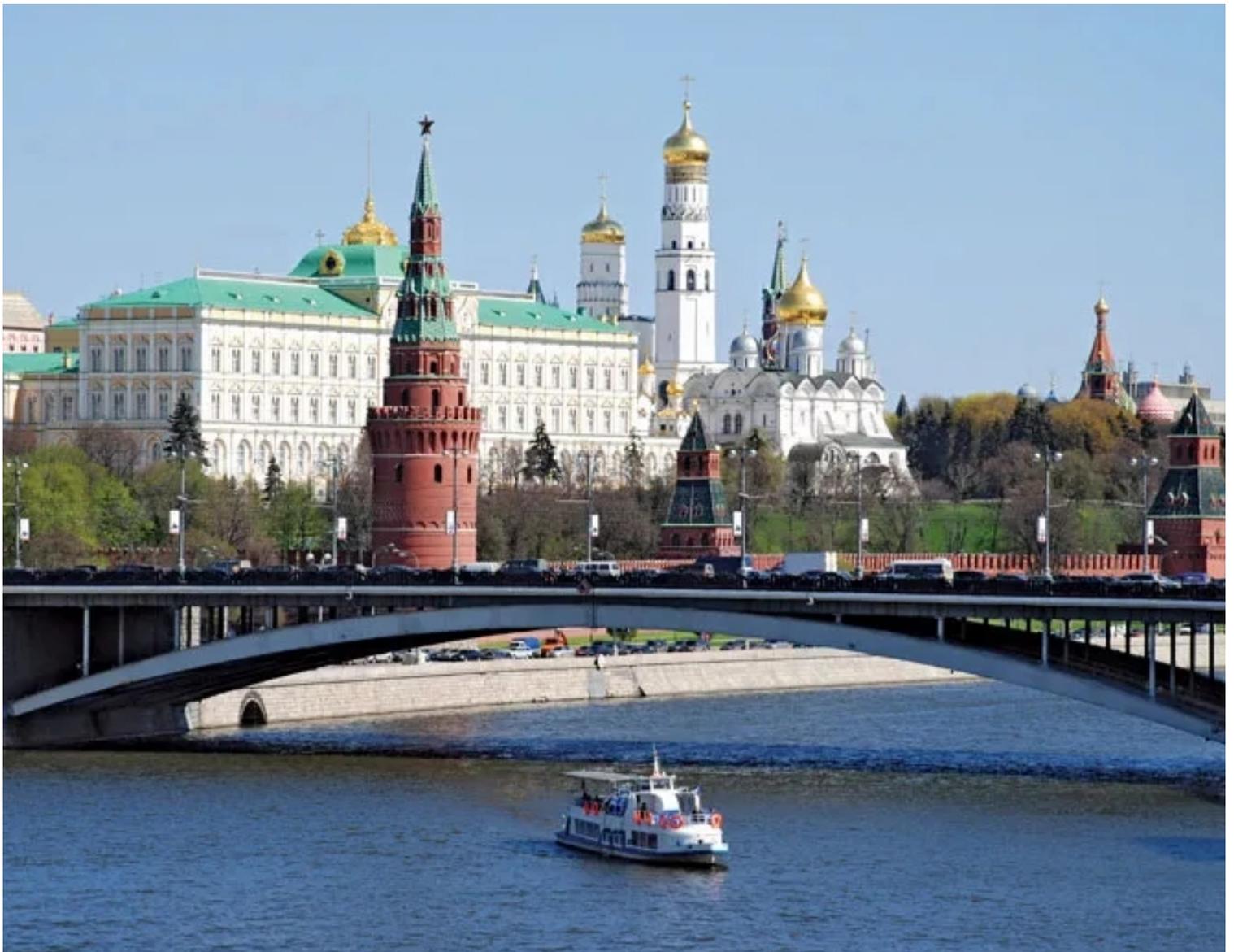
- Attracting significant international business events- increasing the flow of business tourists to Russia
- Increase in export earnings for Russian companies in the meeting industry
- Development of the country's event market (event industry)
- Promotion of the event potential of Russian regions in the domestic and foreign markets.

Among the priority tasks of the RCB activity are: The formation of a national marketing event product, the attraction and promotion of international events in Russia, the representation of the industry in international industry associations and authorities, and the improvement of the quality of services through professional training.

Travel And Tour World: What are your plans regarding the Annual Congress of the European Association for Cognitive Behavioural Therapy (EABCT) which is to be held in Russia in 2023?

Sagid Zaremukov: We hope to see more "live participation", participants from Europe, and we also plan to collect a significant number of participants from the Russian region.

Firstly, we hope to return to face-to-face events and plan to see more European participants in Moscow. And secondly, the Russian community also has the goal of attracting a large number of Russian colleagues from the regions to the congress. There is an intention to attract the attention of the local community and gather a significant number of participants from the Russian regions, at least 300 people, and in a good scenario up to 400-500, which will provide an opportunity for their development, and will also be useful for the potential expansion of membership for the European association.



Travel And Tour World: Looking back at the year 2021, how challenging has been the year 2021 for Russia Convention Bureau? What are your plans for 2022 to retain your position in the event industry?

Sagid Zaremukov: We all know that the past year was difficult, but work has already been carried out on the restoration of the industry - in compliance with sanitary and epidemiological requirements, the largest international forums were held, work was actively carried out in the domestic market in terms of the development of business tourism, many projects were based on the resumption of international cooperation and access to foreign markets. Of course, active work was carried out with government authorities in terms of lobbying the interests of the industry and searching for new prospects.

In 2021, the Russian Convention Bureau, together with leading industry associations and associations, took steps to support the domestic convention and exhibition industry.

The key topic of the business agenda of the Russian Convention Bureau in 2021 was the presentation of the convention and exhibition industry as a safe communication channel and an effective tool for economic development.

And in general, in 2021, the situation on the event market was very different from what we observed the year before last. For example, St. Petersburg International Economic Forum took place in St. Petersburg. In June, more than 13,500 participants from 141 countries were able to come to the Northern capital, despite ongoing restrictions. In early September, the Eastern Economic Forum (EEF) was held in Vladivostok with a focus on the Asia-Pacific region and the development of the Far Eastern regions of Russia. The forum brought together about 4,000 participants. In October, Moscow hosted the International Forum Russian Energy Week 2021, which brought together 2,500 participants from more than 80 countries. And at the same time, the Eurasian Women's Forum was held in the northern capital, which, with the participation of more than two and a half thousand people, certainly became a bright international event.

For the Russian Convention Bureau, 2021 has been a busy year, and we expect that the next year, 2022, will be even more active, and the resources and efforts that were invested during the period of forced calm will allow us to move forward at an accelerated pace.

Among the key tasks of the RCB for 2022, we see such areas as the project of creating a network of regional congress bureaus, work on standardizing activities for companies in the congress and exhibition industry, forming an international agenda taking into account new realities, as well as making legislative initiatives for authorities.

Travel And Tour World: Since RCB has just published 'The Event Potential Rating of the Russian Regions for 2021', how would you evaluate the development of event tourism which received high score in the ranking?

Sagid Zaremukov: In 2021, a set of evaluated performance indicators - such as availability of specialized infrastructure and material and technical base, availability of a program to promote the region as a tourist destination in the domestic and foreign markets, the presence of an approved policy for the development of the region's congress and exhibition potential, experience in attracting and holding significant high-level events, tourist attractiveness and transport accessibility of the destination - was extended based on the relevant trends linked to the growing impact of event tourism. The rating scope included a new set of indicators on regions' event tourism performance.

In 2021, when international travel has been reduced to a minimum, many regions have focused on the development of domestic tourism, including event tourism. Many corporations also held their events in the morning market. Taking into account the huge diversity of Russian regions, as well as in combination with the availability of the necessary infrastructure, a number of regions were able to raise their positions in the ranking precisely thanks to such an indicator as the development of event tourism.

TOP-5

Region	Administrative Center	Rank								
		2021	Pro-gress	2020	2019	2018	2017	2016	2015	2014
St. Petersburg and Leningrad Region	St. Petersburg	1	0	1	1	1	1	1	-	-
Sverdlovsk Region	Ekaterinburg	2	0	2	2	2	2	2	2	2
Republic of Tatarstan	Kazan	3	0	3	3	4	5	5	4	3
Nizhny Novgorod Region	Nizhny Novgorod	4	+7	11	7	5	7	8	-	5
Krasnodar Region	Krasnodar	5	+2	7 (4)	5 (4)	7 (3)	4 (3)	4 (3)	3 (1)	6 (1)

The top three leaders kept their positions. **St. Petersburg**, still leading the Rating, has a well-developed event infrastructure and is actively enhancing and promoting its brand both in external and domestic markets, and has extensive experience in the hosting of major international events. **Sverdlovsk Region** and **the Republic of Tatarstan**, as regions having a high event potential, also kept their second and third positions in the Rating. While Tatarstan kept its third place as in 2020, it improved its score reducing the gap with Sverdlovsk Region. The improvement in its ranking is mainly driven by the indicators reflecting the expertise in convention hosting and attracting major international events to the region. Sverdlovsk Region kept its second place in the Rating due to a higher score for event industry development strategy, industry support, and its performance in the Russian Event Awards. In most other positions, Sverdlovsk Region and the Republic of Tatarstan are almost equal.



Nizhny Novgorod Region significantly improved its overall indicators advancing from the 11th to the 4th place. In 2021, Nizhny Novgorod celebrated its 800th anniversary, which contributed to a significant improvement of the city's architecture, including the construction and launch of a new 3,200 sq.m exhibition pavilion, upgrades of existing pavilions, and area improvements. The rich anniversary event agenda formed a solid groundwork for the development of event tourism, which received high overall scores in the Rating.

In this year's Rating, Krasnodar Region and Sochi are for the first time considered as a single region. Moscow's results, as the capital region with great resource capacities, are not considered in the overall ranking.

Travel And Tour World: What are the major events on the cards in the year 2022?

Sagid Zaremukov: We look forward to seeing more “live participation” and participants from Europe and other countries in 2022, we hope that postponed events will take place and decisions will be made on previously submitted applications for events postponed due to the pandemic. We very much look forward to intensifying the activities of associations in terms of planning live meetings. We also plan to resume international activities in terms of participation in international exhibitions and organizing press tours and buyer tours for foreign guests.

We plan to visit IMEX and IBTM World, take part in the largest Russian international forums in St. Petersburg, Sochi and Vladivostok, as well as industry events across the country remain on our agenda.

On 24 - 27 October 2022 the 25th World Energy Congress will be held in St Petersburg. The World Energy Council has announced Russia as the next host for the World Energy Congress in 2022. The bidding campaign for the right to host the World Energy Congress 2022 was conducted by the Russian Convention Committee of World Energy Council, the Ministry of Energy of the Russian Federation with the participation and support of the Ministry of Foreign Affairs of the Russian Federation, as well as the Roscongress Foundation, the Russian Convention Bureau, the Convention and Exhibition Bureau of St. Petersburg and the Expo Forum-International (official venue of the event).

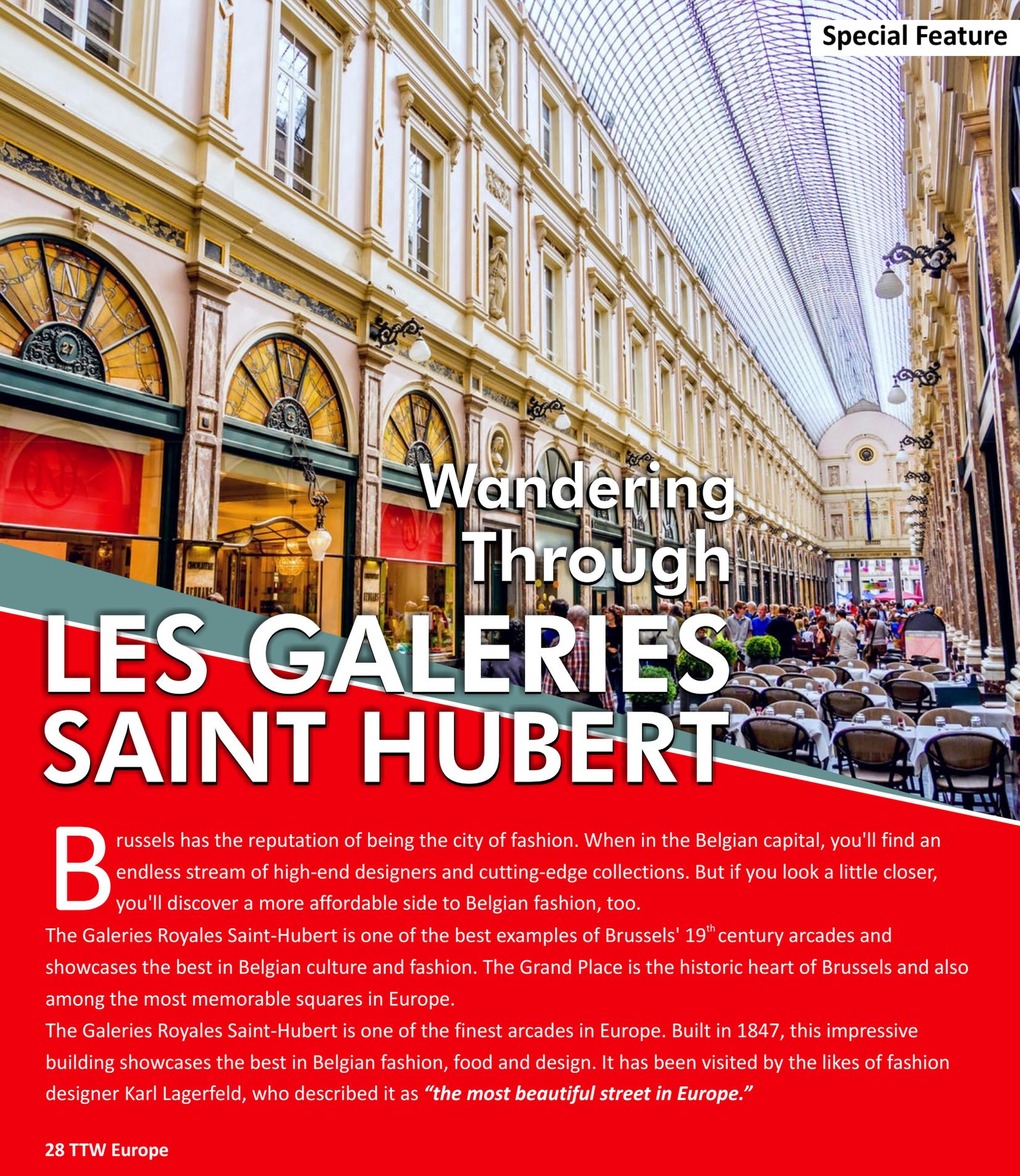
Travel And Tour World: How is Russia Convention Bureau collaborating with the convention centres to host successful events in Russia?

Sagid Zaremukov: The Russian Convention Bureau actively cooperates with its partners, which include regional convention bureaus and organizations that perform their functions, leading convention and exhibition venues and congress hotels. We interact in the framework of bidding for international events and in holding domestic events. Most of them are the members of the Russian Convention Bureau Association.

Travel And Tour World: What marketing strategies have you adopted to promote MICE tourism in Russia?

Sagid Zaremukov: In 2019-2020, the Russian Convention Bureau cooperated with ENITED Business Events (Austria) and Roscongress Foundation for working on the strategy of promoting Russia as a favourable place for business events, which is expected to become the foundation of RCB activities on the international market. The main goal was to determine key directions for working with international associations and more effective promotion of various regions of the country, considering the expectations that foreign audiences have.

Also in its regional agenda, the RCB is guided by the annual results of the Rating of the Event Potential of the Regions. The rating is a tool for developing areas of cooperation and making efforts to develop the event potential of the regions and bid for events.



Wandering Through LES GALERIES SAINT HUBERT

Brussels has the reputation of being the city of fashion. When in the Belgian capital, you'll find an endless stream of high-end designers and cutting-edge collections. But if you look a little closer, you'll discover a more affordable side to Belgian fashion, too.

The Galeries Royales Saint-Hubert is one of the best examples of Brussels' 19th century arcades and showcases the best in Belgian culture and fashion. The Grand Place is the historic heart of Brussels and also among the most memorable squares in Europe.

The Galeries Royales Saint-Hubert is one of the finest arcades in Europe. Built in 1847, this impressive building showcases the best in Belgian fashion, food and design. It has been visited by the likes of fashion designer Karl Lagerfeld, who described it as *"the most beautiful street in Europe."*



You can explore the Galleries on a guided tour, which also provides background about the arcade's history and architecture.

The Grand Place

The Grand Place is one of the best-known and most beautiful public spaces in Europe. The focal point of the city, The Grand Place is a graceful ensemble of buildings, streets, and squares that have been the heart of Brussels for over 600 years. It is the largest square in the old town area, surrounded by the Town Hall, the King's House, and the arcades of Belgian national architecture. It is one of the most visited tourist attractions in Europe, drawing over 3 million visitors annually.

Grand Place consists of several buildings and historically impressive houses. Here is a list of them



Hotel De Ville or the

Town Hall: The Town Hall, better known as the Gedempte Raadhuis ("Subdued Council Hall"), is the symbol of Brabant and the seat of the Provincial Government. Built in the Brabantine Gothic style in 14th century, the Town Hall is one of the oldest buildings in the square and is listed as a UNESCO World Heritage Site. The square in front of the City Hall is a common meeting point for the locals and is one of the most photographed spots in Brussels.

Maison Du Roi or the King's House: The King's House is one of the most iconic buildings in Brussels. It was originally built to be a palace for the Duke of Brabant, Charles V, ruler of the Spanish Empire and the Holy Roman Empire, but was later remodelled by the Belgian government. It is now used as an art gallery and museum. The original building was constructed in 1536 but has since been remodelled on multiple occasions.



The Galeries Royales Saint-

The Galeries is one of the oldest pedestrian arcades in Europe. It was originally constructed in 1847 and today it is home to more than 50 independent boutiques and shops. For hundreds of years, the Galeries Royales Saint-Hubert has been a destination for Belgium's upper class. Visitors can expect to find a wide variety of shops, including high-end fashion retailers, art galleries and specialty stores. The Galeries has been home to some of Brussels' most renowned traditional and artisanal businesses, including world-renowned chocolatiers, jewellers, glassmakers and leather goods retailers. The Galeries' Royale, in particular, is renowned for its collection of handmade leather goods, including wallets, handbags, briefcases and belts. The building also includes state-of-the-art chocolate and confectionery studio, allowing visitors to indulge in various Belgian chocolate creations. The Galeries' Royale also includes the Queen's Gallery, a collection of designer shoes, handbags, clothing and accessories. Today, the arcade draws a wide audience, attracted by its luxury brands, elegant cafés and cultural spaces. But the Galleries' most coveted asset is the view.



Le Renard, Le Cornet

and Le Roy d'Espagne: Maison du Renard Renard (Fox House) dates back to 1690; Le Cornet (boatmen's guild) dates back to 1697. It once belonged to the bakers' guild and today is La Grand Place's most popular bar that offers (apart from its great Belgian beer) stunning views of the main square.

Therefore, when you are in Brussels, the Grand Place and its neighbouring Galeries Royales Saint-Hubert are sites you cannot miss the opportunity of exploring. The vibrancy, liveliness, and energy of these sites are unparalleled.

When you are in Brussels, the Grand Place and its neighbouring Galeries Royales Saint-Hubert are sites you should not miss. The vibrancy, liveliness, and energy of these sites are unparalleled.



Europe Festivals



Hamburg DOM is one of Germany's most sought-after annual events. Taking place in spring between 25 March-4 April. The biggest public festival in Northern Germany, taking place three times a year. Vintage carousels, high-tech roller coasters, special events, fireworks, food trucks this festival has everything for everyone.

Hamburg DOM
Date- 25th March -4th April,
Place- Hamburg, Germany



This is a unique world, a portal to a 1001 dreams in the heart of the capital of the European Union. Apart from numerous exhibitions, street theatre animation, magical creatures or the famous Vampire Ball, more than 150 movies are shown in premiere in 3 comfortable theaters. 60,000 people come together each year to enjoy an experience that is unique in the world.

**Brussels International
Fantastic Film Festival**
Date-29th March- 10th April
Place- Brussels, Belgium



Time Warp's German flagship event of techno music's evolution. It is the quintessential rave for any techno purist.

With ground-breaking audio-visual production, the scene's biggest names, this is the scene that every techno-purist will crave for. Richie Hawtin, Nina Kraviz, Adam Beyer, Sven Väth, Charlotte de Witte, Amelie Lens, Seth Troxler are amongst the line-up at the festival.

Time Warp
Date-2nd April 2022
Place- Mannheim, Germany



Richard Wagner's romantic opera Lohengrin, that was last performed at the Easter Festival in 1984 is the main attraction at this year's Salzburg Easter Festival. Christian Thielemann will conduct this eagerly awaited new production, directed by Jossi Wieler, Anna Viebrock and Sergio Morabito. The traditional choral concert, also conducted by Christian Thielemann, is dedicated to Anton Bruckner with his Symphony No. 9 and the Te Deum, featuring the Bavarian Radio Chorus.

Salzburg Easter Festival
Date-9th - 18th April
Place- Salzburg, Austria



The Dutch celebrates one of their important festivals, the King's Day in the spring season.

It is organized on the 27th April and the people dress in orange, and celebrate the day with the locals where the markets street markets, live music and brightly decorated boats. This day is locally known as Koningsdag.

King's Day
Date- 27th April,
Place- The Netherlands

IMEX Frankfurt

Date: 31 May – 2 June 2022

Place: Frankfurt, Germany

The destinations, venues and suppliers confirmed so far span the world and include: Boston, Cuba, Egypt, Intercontinental Hotels Group, Istanbul, Malta, Meliá Hotels, Radisson Hotel Group, Titanic Hotels, Singapore and Spain.



From our conversations with buyers, suppliers and partners around the world, we know there's a huge appetite to meet in person and to be together again, doing business and building forwards better.

“The return of IMEX in Frankfurt this May is set to supercharge this momentum, bringing the global business events community together for three days of business, networking, inspiration and celebrating the sheer joy of being face to face again. We can't wait to see old friends, make new connections and enjoy the energy of the show floor together with our friends from across the globe,” Carina Bauer sets out how IMEX in Frankfurt will return in style from 31 May – 2 June 2022.

Over 2,000 buyers from agencies, corporates, associations and more have already committed to attending the show and with three months still to go, many more are expected to join them. New intermediaries are bringing buyer groups from countries as far afield as Australia, Brazil and the USA. 10 hotel intermediaries including Melia, Hilton, Marriott, Radisson and Hyatt are also set to bring their international clients to the show in force.

A chance to shape the agenda – dedicated learning for planners

As well as meeting suppliers, colleagues and clients all in the one global marketplace, planners can also refresh their skillsets with dedicated education taking place the day before IMEX in Frankfurt, on Monday 30 May. Experts from SAP, KPMG, Bolt and LinkedIn lead a compelling programme of learning and networking for corporate executives. Case study-led education and peer-to-peer discussions will cover several topics, including how experiential marketing and innovation are revolutionising corporate events and how to reduce the environmental impact of events.

Agency planners can shape the focus of IMEX's co-

created Agency Directors Forum, choosing what best fits their needs from subjects including: growth opportunities, lessons learned from the pandemic, adapting to a changed event landscape, trends and technology impacting business strategy and reconsidering staffing options. Separately, Association Focus will deliver learning and networking exclusively for association professionals of all levels. The collaborative programme offers insight, inspiration and real-world recommendations and resolutions to the challenges facing associations across the world today.



Being the best you can be is an inside job

mindset matters

A free learning programme, open to all, takes place during the three days of the show. Over 150 education sessions will address the most urgent business issues of the moment including: community engagement, sustainable leadership, brand-building, regenerative event management and policy engagement. Experts will share first-hand experiences gathered from their time within the business events sector or, in the case of Paul McVeigh, from the world of elite sport.

As a Premier League and International football player for Tottenham Hotspur, Norwich City and Northern Ireland, Paul competed with and against the best players in the world, which has shaped his understanding of high performance and the psychology of success. In his session, Psychology of Performance for Leaders, Paul will outline the mental tools required to elevate the performance of leaders and teams from organisations across the world. He explains: “After 28 years competing, observing and study elite performance, I'm fascinated by the habits and behaviours that people who've reached the top of their chosen field have in common. However, no time-blocking technique, influence skills or life hacks can improve your performance if what's going on inside your head is full of ineffective and unhelpful thoughts, contradictions, or doubts. Being the best you can

be is an inside job and it starts and ends with your own mindset. At IMEX in Frankfurt, I'll be sharing some of the 'tried and tested' techniques that elite performers use to help them reach – and more importantly stay at – the top of their game.”

Fine tuning leadership skills to hone-in on the three Ps – people, planet, profit – will be the focus of another education session by Claudia van't Hullenaar, founder of Sustained Impact. In her session, Why we need conscious leadership and mindset shifts for a regenerative future, Claudia will share details on how business leaders can manage companies with environment, society, and long-term sustainable development goals in mind.



The IMEX Group will be demonstrating its continued commitment to sustainability through their Talking Point for this year, “Giving Nature a Second Chance”. This will be championed at the IMEX|EIC People & Planet Village, a dedicated area of the show floor where IMEX's own 'Green Squad' will share what the company is doing around sustainability and DEI as well as showcasing best practice and ideas from across the industry. The show itself will also be measuring its sustainability performance for the first time, with results distributed openly post-show.

Carina Bauer, IMEX CEO, concludes: “The year marks 20 years of IMEX in Frankfurt and we're set to share a very special edition of the show, one that centres on cherishing human connections. Our connection to the planet, our community, our purpose and each other will all be celebrated at the show. This May, the global business events sector can expect a best-in-class business experience, full of transformational ideas. Above all, we'll be relishing the chance to be together again, talking business and planning ahead for 2023 and beyond.”



MICE and Tourism industry professionals will be gathering for the 9th time at ACE of MICE Exhibition on 25-27 May 2022 which will be held at Istanbul Congress Center. The show, which will be held with the theme of Sustainable Future, is aiming to increase the commercial volume of the industry while providing a unique MICE experience to the industry professionals.

ACE OF MICE Exhibition offers unique MICE experience with 15,000 professional visitors, B2B meetings with 160 national-international buyers in the Hosted Buyer Lounge area specially created for the participants, session programs that open new perspectives, network activities and colorful contents.

ACE of MICE is being organised under the name sponsorship of Turkish Airlines, in strategic partnership with TURSAB and with the support of Republic of Turkey Ministry of Culture and Tourism-TGA, Istanbul Governorship, Istanbul Metropolitan Municipality, Istanbul Chamber of Commerce, TUROFED, TUROB, Antalya Promotion Foundation, AKTOB. Infinity Visual Fx Studio Will Fascinate You From the First Step You Take to the Exhibition! We are waiting for you to watch our Magic Hologramic Opening Show. Prepared to fascinate you from the first step you take to the exhibition, Infinity Visual Fx Studio invites you to the impressive ambiance of ACE of MICE with its special concept and experience areas. We are waiting for you to watch

ACE OF MICE Exhibition

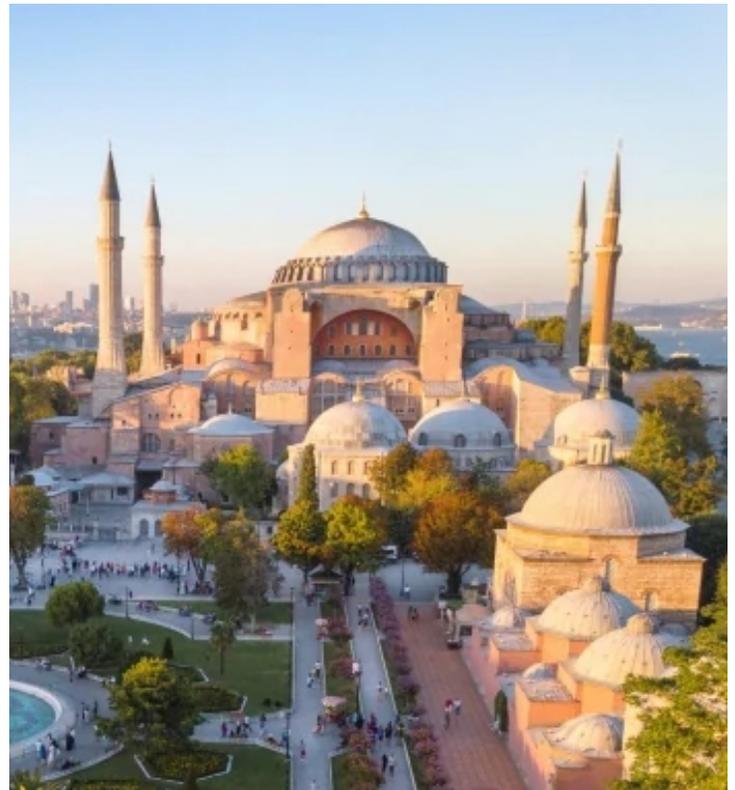
Date: 25-27 May, 2022

Place: Istanbul Congress Centre, Turkey

our magical hologramic opening show in the concept of Anti Gravity that will dazzle you.

“ Sustainable Future Summit

United Nations Turkey and its partners are working to achieve the Sustainable Development Goals. 17 interconnected and ambitious goals aim to solve the main problems faced by people all over the world, including Turkey. In order to achieve these goals, everyone needs to be informed. Based on this purpose, we will listen to the projects carried out by the brands within the framework of sustainable development within the scope of the **"Sustainable Future Summit"**.



Speakers of the main session where Energy, Water Efficiency and Climate Crisis will be discussed:

Orhan SOLAK; Head of Climate Change, Republic of Turkey Ministry of Environment, Urbanisation and Climate Change

Prof. Dr. Levent KURNAZ; Director at Bogazici University Center for Climate Change and Policy Studies

Emrah KURUM; President of Sustainability Steps Association

Almila Kırdan CEBBARI; Blue Flag Program National Coordinator at Environmental Education Foundation of Turkey (TÜRÇEV)

'Brands Tell Their Own Stories'

Corporate companies will share their projects achieve about sustainability with the participants on 40-minute individual sessions.

Intense Interest in the International Hosted Buyer Program! 90 National, 90 International Hosted Buyers and more than 15,000 Visitors...

Within the scope of the International Hosted Buyer Program; 90 international incentive companies, PCO (Professional Congress Organiser), DMC (Destination Management Company) and corporate buyers to participate from the foreign market will hold B2B meetings with the participating companies. Within the scope of the National Hosted Buyer Program; 90 corporate buyers will establish their partnership for their upcoming events through the ACE of MICE Exhibition.

More than 15,000 professional visitors are expected to attend the exhibition for 3 days. Participants will have the opportunity to expand their networks with both a quantitative and a qualified hosted buyer program thanks to collaborations with an increasing number of international industry partners and media organizations for 2022. In order to rise the appearance and position of the exhibition in international MICE markets, cooperation with media organizations and international associations working mainly on MICE and event tourism is being expanded within the framework of the comprehensive communication strategy established.



FIT -TO -GETHER!

AMEzing Party : Are You Ready for the Most Ambitious Party of the Year?

AMEzing Party, which has become an ACE of M.I.C.E. classic and brings together the global and local MICE industry on the first day of the exhibition, is preparing to make an unforgettable night with the concept of **"Fit To Gether"**.

Calendar of Events



TTF Chennai
31 Mar- 2 Apr, 2022
Chennai, India
ttfotm.com



WTM Latin America
5-7 April, 2022
Sao Paulo, Brazil
wtm.com/latin-america



ITB India
Virtual
5-7 April, 2022
itb-india.com



BIT 2022
10- 12 April, 2022
Milan, Italy
bit.fieramilano.it/en/



ILTM Africa
4-5 April, 2022 (Virtual)
11-13 April, 2022
Cape Town
iltm.com/africa



KITF
20-22 April, 2022
Almaty, Kazakhstan
kitf.kz/en



WTM Africa
11 - 13 April, 2022
Cape Town, CTICC
wtm.com/africa

Travel AND Tour™

www.travelandtourworld.com WORLD

*be a trendy
traveller
with*

**Travel
And
Tour
WORLD**

APP



pr@travelandtourworld.com