

TTW Europe

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Destination Diary

Durbuy

Smallest City in the World

Meeting Points

Thessaloniki

HUB OF BUSINESS CULTURE IN EUROPE

Dear Readers,

Welcome to another new edition of TTW Europe. The people are travelling to Europe in large numbers. According to the latest data released by United Nations World Tourism Organization (UNWTO), the international tourist arrivals grew 6% in 2018, totalling 1.4 billion, which was forecasted to be reached only in 2020. It is expected to be more in numbers in the 2022-2023 tourism season.

In Europe, there are 710 million international tourist arrivals or about half of the total number. Southern and Mediterranean Europe drove the growth; however, the Western and Central European countries remain not only the most visited in Europe but also the top tourism destinations in the world.

In this edition, we are focusing on the countries to travel to this summer for any UK citizen. The number of outbound visits from the UK fell dramatically due to the coronavirus pandemic. The vacations abroad decreased from nearly 59 million in 2019 to roughly 14 million in 2020. Now travel to any European destination for UK citizens is easy due to the relaxation of COVID-19 rules.

Also, we are highlighting the cruise tourism boom and its contribution in the European travel industry. Also we are featuring Durbuy, a smallest city in the world, which is noted for its narrow streets, medieval buildings, and fine Art Nouveau houses.

Keep reading and plan your next vacation.

Editor-In-Chief
Mr. Anup Kumar Keshan

Editorial Desk





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04-Meeting Points: Thessaloniki is the most attractive city in Greece after Athens! A hub of business, commerce, and transportation, Thessaloniki is located in the heart of the Thermaic Gulf. The city is home to a beautiful culture and is a treasure trove of history.

16-Cover Story: More than any other type of tourism, **cruise tourism** had a transformative impact on European economies. Cruising proves beneficial if done with responsible measures.

20-Destination Diary: Durbuy in Belgium is a beautiful city in the province of Luxembourg. The city of Durbuy has been a centre of commerce since the Middle Ages. Durbuy is known for its narrow streets, medieval buildings, and fine Art Nouveau houses.

25-Special Feature: Amidst the COVID-19 pandemic, several countries have imposed certain restrictions on travel. Europe was one such continent with different restrictions and holiday bans in different parts. However, the good news for British travellers travelling from the United Kingdom is that Europe has lifted all travel restrictions from 2021. To help kick-start the **summer holiday season**.

The Beach Promenade is the city's most popular attraction. Locals and tourists alike enjoy long walks along the beach, marveling at the view of the sea and watching the sunset.

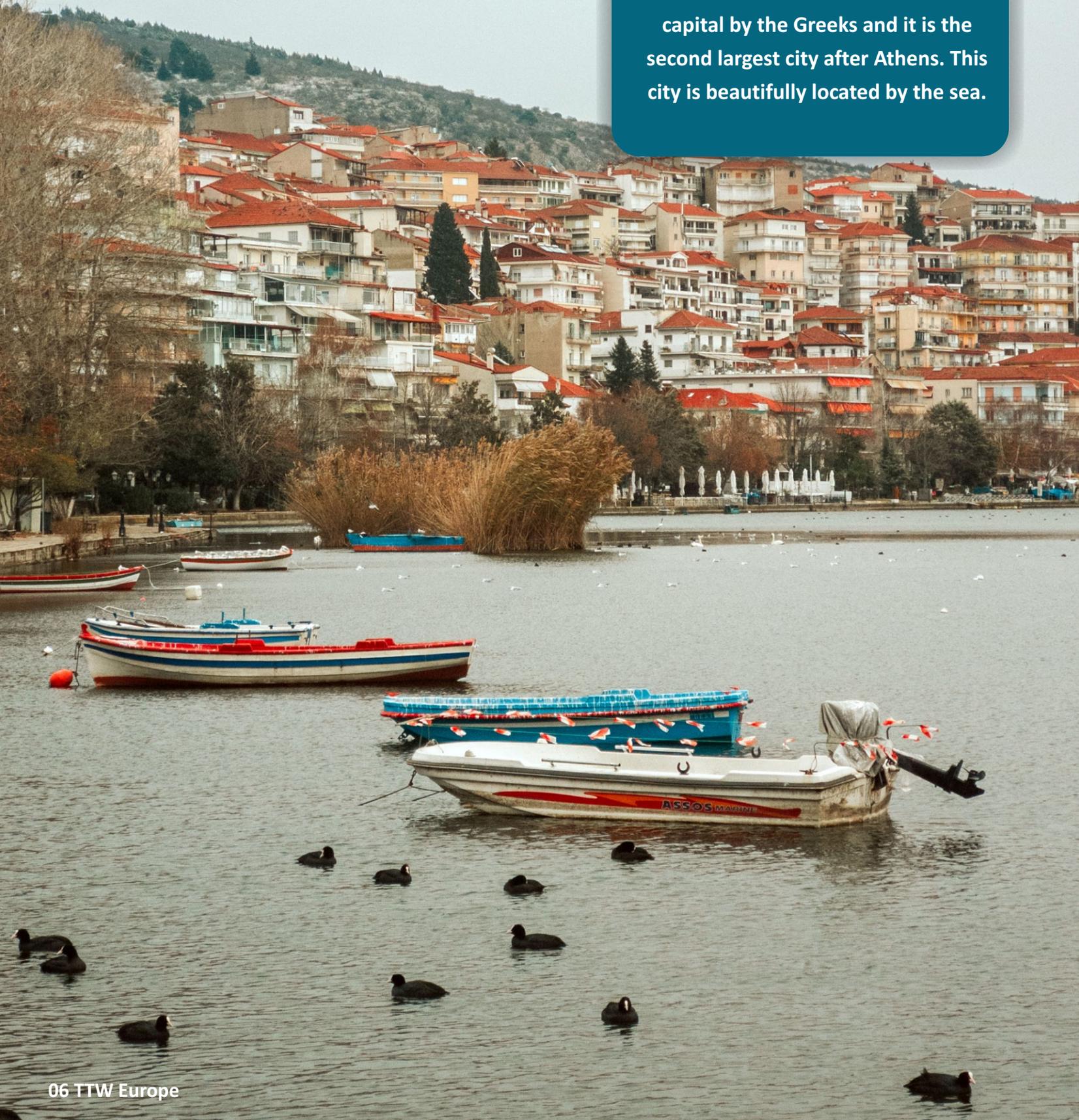


Thessaloniki is the most attractive city in Greece after Athens! A hub of business, commerce, and transportation, Thessaloniki is located in the heart of the Thermaic Gulf. The city is home to a beautiful culture and is a treasure trove of history. No matter whether you are here for leisure or business, Thessaloniki has a lot of things in store for you!

Thessaloniki

HUB OF BUSINESS CULTURE IN EUROPE

Thessaloniki is known as second capital by the Greeks and it is the second largest city after Athens. This city is beautifully located by the sea.



Top-Notch Convention Venues & Hotels

In addition to the country's rich cultural heritage, the unique natural environment, thousands of islands with mild climates throughout the year, and the constant improvement of its infrastructures, Greece is an ideal destination for international congress tourism. Here are some top convention centres in the city –

Thessaloniki International Exhibition

The Thessaloniki International Exhibition spreads across an area of 180,000 sq.m. It has successfully hosted over 27+ events and exhibitions. This building is located in the centre of Athens, at the crossroads of the most important avenues and streets.





Makedonia Palace Hotel

At Makedonia Palace Hotel in Thessaloniki, the Makedonian Palace Hotel Convention Centre boasts an impressive array of luxurious facilities and services. It includes mesmerising views of the White Tower and the Thermaikos Gulf. A number of function rooms offer a great deal of satisfaction to corporate guests along with various technology-assisted equipment. The hotel has well-trained staff and offers a range of business services to corporate event planners.

Holiday Inn Thessaloniki

Built in 1968, Holiday Inn Thessaloniki continues to grow and thrive as a major and famous meeting point in the city. There are a total number of 5 rooms in the hotel, expanding over 7,415 sq.m. area. The hotel is equipped with all the meeting facilities, making it an attractive spot in Thessaloniki for MICE travellers.



Things to consider before you host any event

- The tax rate is 29%(x2). Here you deposit business taxes for the next operating year, while VAT is 24%.
- The popular startup places for the capital quest are Athens, London and Berlin.
- The airlines tickets are inexpensive and there are also low budget airlines, so travelling often is quite affordable.
- The company set-up and operating costs are low.
- Thessaloniki is set on the crossroad of Europe and Asia.
- This busy city welcomes all types of businesses who want to connect.
- Thessaloniki is closest to dynamic Asian markets and European cities. Istanbul, the capital of Turkey is just a 6 hours cab ride.

Rediscovering the City

With rich culture, delicious food, deep history, and scenic beauty, Thessaloniki is home to a little bit of everything!

Did you know from where the name came from?

Thessaloniki was the sister of ancient Greek Emperor, Alexander the Great. She was married to a man named Kassandros and it was he who founded the city in 315BC. Before that, a much older settlement called Therme lived here.





The White Tower

A scenic walk along a waterfront promenade will get you to the White Tower, one of Thessaloniki's most recognisable landmarks. This imposing tower was built by the Ottoman Turks around 1530 for use as a prison.

Archaeological Museum of Thessaloniki

Artifacts from Thessaloniki as well as from all over ancient Macedonia are on display at this renowned museum. The artifacts date from the prehistoric to medieval periods. It would be best if you don't miss the sculptures from the Archaic to the Late Roman period.

The Aegean Sea

The seaside location of Thessaloniki is undoubtedly its best asset. An evening stroll along the promenade with ice cream in hand is a great way to spend the evening. You can also go on a harbor cruise during the day to get a magical view of the city from the sea.



What a big city it is!

It is such a big urban-polis that, there are many shops everywhere. Area around Aristotelous Square and the White Tower has many boutiques, souvenir shops, bistros and bookstores. You get all kinds of shops on the main streets of Tsimiski, Mitropoleos, Egnatia and the coastal Nikis. Many international tourists often visit Thessaloniki for shopping. Every year Thessaloniki Expo, the cynosure of the city is held.



Travel News

Avinor's airports rose from 65,180 passengers in 2021 to 1,315,930 in April 2022

Avinor's airport sees a gradual increase in air transport movements. The number of commercial air transport movements increased from 29,100 to 50,917 in April 2022, which is equivalent to an increase in 75 per cent compared with April 2021. Compared to April 2019, there were three per cent fewer air transport movements.

The number of passengers travelling to and from international destinations at Avinor's airports rose from 65,180 passengers in 2021 to 1,315,930 in April 2022. This equates to an increase of 1,919 per cent. Compared to 2019 figures, 27 per cent fewer passengers travelled.



Hotelbeds announces a partnership to distribute its portfolio

Hotelbeds has just announced a partnership to distribute its full hotel and car rental portfolio on Xenix, a B2B service offering a complete white label travel booking and payments platform.

Xenix users – which include small to medium-sized leisure agencies, experience sellers cross-selling

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travel and organisations seeking discounted travel for their community – will gain access to 300,000 hotels and 500 car rental providers that are part of the Hotelbeds portfolio.

Global tourism roaring back to life

Global tourism is back to life despite COVID-19 travel headaches, but it is yet to return to its pre-pandemic health. Most regions have seen travellers return and rebound from the low levels of early 2021.

Global tourism is roaring back to life despite COVID-19 travel headaches and the effects of the war in Ukraine, but it is yet to return to its pre-pandemic health. International tourist arrivals worldwide have more than doubled, up 130 percent in January 2022 on the same period last year, according to the latest UN World Tourism Organization figures.



BESarawak and MATTA ties for international corporate meetings and incentives

Business Events Sarawak (BESarawak) and the Malaysian Association of Tour and Travel Agents (MATTA) are fulfilling one of their strategies to educate and raise awareness of Sarawak's destination readiness for national and international corporate meetings and corporate incentives. 50 international destination management companies from MATTA participated in an interactive workshop held in Kuala Lumpur; one of BESarawak's strategies to develop Sarawak as a competitive corporate meetings and corporate incentives destination. With international borders reopened since April 4, destination readiness is one of three emphases on BESarawak's blueprint for corporate meetings and corporate incentives and key in luring business events back to the State.



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Celestyal puts Thessaloniki on the cruise destination map

Celestyal Cruises on Sunday officially launched its 7-night voyages out of Thessaloniki for the 2022 season, recognizing the incredible potential of the Greek Northern city as a homeport (ports where passengers begin or end their cruises). Named Idyllic Aegean, the voyages from Thessaloniki, which include stops at Kusadasi (Turkey) and Greek ports Rhodes, Heraklion, Santorini, Mykonos, Milos and Piraeus, will take place on the Celestyal Crystal, a moderate size-cruise liner with a big ship feel that can accommodate up to 1,200 cruisers.

Greece expects half a million US tourists this year. Never before has Greece had half a million tourists from the United States in one year, or more than 60 direct weekly flights between the US and Athens, Tourism Minister Vassilis Kikilias told a media, adding that the government expects significant revenues from the sector in 2022. Tourism is the great economic engine of the country – and rightly so, said the minister, referring extensively to the optimistic messages for this year's tourism season, both in terms of reservations and the level of first-time arrivals in the country, citing the example of increased tourist flows from the US.





Contribution of Cruise Tourism to boost European Economy

More than any other type of tourism, cruise tourism had a transformative impact on European economies. Cruising proves beneficial if done with responsible measures such as using more fuel-efficient vessels, conserving marine ecosystems by reducing waste discharged into the sea, reducing pollution, and lowering fuel consumption.

Cruise Tourism Boom

While Europe has become an important destination for cruise passengers, Europeans are not the only ones who have benefited from the growth of this industry. Since the beginning of the European cruise boom, European economies have seen an increase of almost 30 percent in sales revenue and a nearly 22 percent increase in gross revenue, according to data.

Europe has witnessed a steady rise in the economy due to its cruise tourism. Europe has grown over the years to become the biggest cruise market.

Cruise passengers generate an estimated \$3.3 billion annually, with over 7 million visitors spending on cruise tourism. However, cruise tourism in Europe has seen the most deadly decline during the pandemic.



Europe's Cruise Industry

Cruise tourism in Europe contributes heavily to the economy as there are several other departments associated with it like ports of embarkation, ports of call, shipbuilding, ship maintenance and provision.

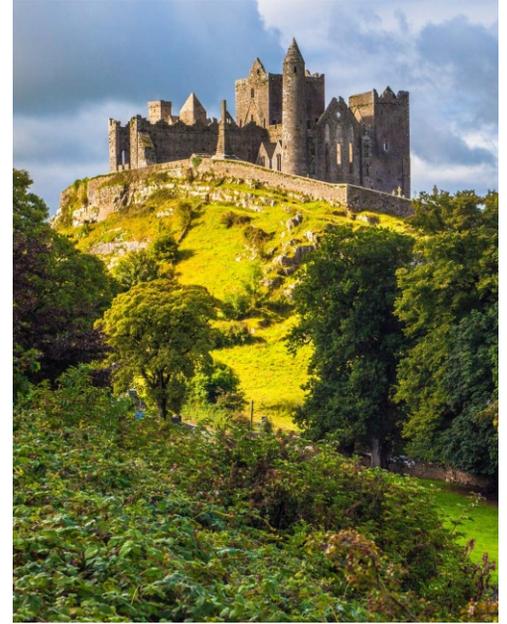
According to a study, in 2017, there were 6.5 million passengers who set on cruises from European ports and over 37 million passengers were received at the EU ports. In recent years, Europe has become the centre of cruise ship construction and refurbishment.

Not only has it produced some of the biggest and highest-technology cruise ships in the world, but it has also refined and streamlined the design process to ensure efficiency and quality. This has allowed it to build state-of-the-art vessels at a fraction of the price of other cruise shipbuilders.

Growth in Job Industry

Europe has a large number of cruise ships and cruise ships create jobs and opportunities in the European economies in which they dock. Cruise ships bring new money into local economies and provide employment for local people. However, the suspension of cruise tourism in 2020 has jeopardized the jobs of hundreds. Some of the individuals most hit by the pandemic were service providers, tour operators, travel agents, port staff, cruise staff, etc. But now, Europe is back on track and 2022 is predicted as a year of full recovery.

Some of the countries that are responsible for the revival of Europe's cruise tourism are –



- Germany
- United Kingdom
- Ireland
- Italy
- Spain
- France
- Switzerland

Europe's Framework for Reviving Cruise Tourism



Europe is currently thinking of revival strategies for its cruise tourism and one such strategy is sustainable tourism. Sustainable tourism has been in high demand, especially with the younger generation who wish to travel the world in affordable packages. Besides, travellers are beginning to demand sustainable, environment-friendly and socially responsible tourism. Therefore, there is an urgent need to cater to people's requirements. The cruise industry has begun to work with local cultures and landmarks so they can restrict the environmental footprint. Also, they have started taking care of sustainable practices like waste management, volunteerism initiatives, marine life conservation, etc. Large ships are using special technology that can help them reduce wastewater, install solar panels and use biodegradable fuels.

In 2021, the European Parliament met the Commission to establish a new sustainable and strategic tourism for visitors and tourists. These strategies are to adhere to the Digital Agenda, the European Green Deal, and the UN Sustainable Goals. In 2022, the same council was held to propose an outline for tourism in 2023.

More strengthening development and strategies have been emerging in Europe with the hope that cruise tourism will bounce back and at full speed. Europe as a famous travel destination has become greater with its cruise tourism. The economy of EU countries has witnessed a steady rise ever since travellers have developed a desire for the sea. Europe definitely gives a mystical sea experience!

Durbuy

Smallest City in the World



Durbuy in Belgium is a beautiful city in the province of Luxembourg. The city of Durbuy has been a centre of commerce since the Middle Ages. The present-day city has two parts: a newer, northern one which is relatively preserved, and a more dilapidated, older, southern one. Durbuy is known for its narrow streets, medieval buildings, and fine Art Nouveau houses.

Over three-quarters of Durbuy are covered with forests and meadows. There are 41 villages and hamlets here. While there are 45 restaurants in the area and a large number of designated picnic areas, you may feel spoiled for choice with 22 luxury hotels and a variety of B&B's to choose from. Moreover, you may wish to have more time to try kayaking, golfing, mountain biking, climbing via Ferrata, and geo-caching. It is truly an experience to be in one of the most sustainable cities in the world.

Let's walk you through some of the most alluring attractions in Durbuy.



Durbuy Adventure Park

If you are in for some outdoor activity in Durbuy, here is the best place to be! The fresh air, picturesque beauty, and tranquility will make you want to visit here again and again. Durbuy Adventure Park offers a range of activities like rock climbing, biking, paintballing and other fun activities. Therefore, if you are travelling with your kids, it will be a place worth exploring!

The Labyrinth of Durbuy

This theme park is located 1 hour away from Brussels and 30 minutes from Namur and Liège. It has 11 hectares of maze fields and 10 km of alleyways. The park attracts around 70,000 visitors every summer with different types of shows and activities.

La Ferme au Chêne Brewery

It is well-known for a special Belgian beer produced only here that has a distinctive "Belgium-ness." Durbuy is one of the most famous spots for its mesmerizing brewery. This brewery is a magical spot for those looking for some unique beers to try. Another great highlight of this place is its mystical settings and views. You can have a great view of the hillsides from the window.

The Old Towns

Since Durbuy is known as the smallest city on the Earth, you must visit the Old Town that reeks of tradition and culture. It dates back to the 17th century, so you can imagine the beautiful views and architecture. This town's main attraction is the flower-lined cobblestone streets lined with old stone houses along with shops, cafes, and restaurants. This old town is a must-visit for all who are in Durbuy.

Rocher de La Falize

Amongst the many monuments present in Durbuy, this natural one is considered breathtaking. A huge mass of limestone, dating back to 300 million years, sits at the town's top. The structure becomes all the more alluring because of the arch-like fold present in the limestone layers.



Best Accommodation Options

Since Durbuy is one of the best destinations to unravel and explore, there are some best options for accommodation to make your vacation complete and memorable. Here are a few options for the top-notch hotels in the city.

Hotel Des Comtes Durbuy: Located alongside the Ourthe River, this townhouse is rich in history and culture. It also provides an exceptional view to its visitors along with a peaceful garden. The rooms are quite spacious and nice, and the staffs are extremely friendly and helpful.

Hotel Victoria: In the historical heart of Durbuy, you will find this beautiful hotel where you can book your comfortable and luxurious stay. It comes with a delicious restaurant, spacious and equipped rooms, an outdoor garden, a terrace, and a kitchen.

Hotel La Caleche: This hotel includes 13 luxurious rooms with all amenities. It has a huge shower with LED lighting and a tranquil environment at night. For a peaceful and sound sleep, this hotel will give you precisely what you wish for!



With so many things to explore in the city, wouldn't you want to pack your bag and book your next vacation here?

Welcome Sunny Days



Amidst the COVID-19 pandemic, several countries have imposed certain restrictions on travel. Europe was one such continent with different restrictions and holiday bans in different parts.

However, the good news for British travellers travelling from the United Kingdom is that Europe has lifted all travel restrictions from 2021. To help kick-start the summer holiday season, the European Commission wants different EU travel restrictions to be lifted in 2021. British tourists will also be able to take advantage of this.

Tourists can now travel with their COVID-19 vaccination certificates. The EU ambassador said that the UK residents can enjoy their summer break in EU countries if they agree to a certificate system.

Travellers will be able to obtain a digital or paper EU certificate indicating that they have been vaccinated, have a recent negative PCR result or have recovered from a past infection and are therefore immune.



“As more and more restrictions were brought in, travel to and across Europe once again became increasingly difficult for tourists. Omicron aside, we shouldn't dismiss the other factors that have also weighed on tourism recovery such as the confusion around the colour-coded EU travel system applied differently across European destinations. Overall, gaining control over the pandemic, global tourism recovery is now dependent on the removal of travel restrictions, especially for international travel..”

Eduardo Santander, Executive Director of the European Travel Commission (ETC)

Europeans are set to take advantage of this summer holiday after the travel restrictions were relaxed. A recent study revealed that a third of people in France, Germany and the United Kingdom are looking for a beach holiday, while bookings for both city breaks and seaside getaways are up significantly.



Countries to travel from the UK this summer

Europe is home to some of the best countries coveted for holidays. If you are a UK resident, you can book your tickets to the following countries –

Spain

Spain is one of the most desired destinations for a vacation in Europe. In Spain, you have Marbella and Ibiza as two of the top cities to explore. If you are in for some sun and beautiful views, along with crazy festivals, here is where you should be.

Cyprus

If you are heading out with your family, Cyprus has several things in store for you. From the rich history and beautiful culture to natural beauty and fun activities for kids, the country is a big attraction in Europe this summer.

France

For yachting and beach clubs, there is no better option than French Riviera in France. France is anyway a destination that most people wish to travel to, but not all have the means. French Riviera and other similar places in France are perfect for a summer holiday to soak up the sun and have the best vacation.



Greece

Greece can be considered the most beautiful country in Europe. Given its vast expanses of picturesque beauty, natural wonders and history, travellers are attracted to visit the country for a memorable experience of a lifetime!



The #OpenUpToEurope campaign is a great collaboration among the European Travel Commission, the European countries and the tourism industry to inform and inspire European tourists to travel once again.

Therefore, if you live in the UK and wish to travel to Europe, you can now follow a few safety protocols set by the EU countries and travel to your desired destination.

Europe Festivals

The highlight of the Carnival of Cultures is usually the street parade on Pentecost Sunday in Kreuzberg where thousands of dancers, musicians and artists perform and about half a million people from all over the world line the streets. The parade starts at noon at **Yorckstraße / Großbeerenstraße** and moves east on **Gneisenaustraße** and **Hasenheide** towards Hermannplatz in **Neukölln**.



Date: 3-6 June, 2022

Place: Germany

Carnival of Cultures

Nos Primavera is an event, inspired by the large scale event held in Porto. The festival takes place in the months of June and follows a chain of musical diversity. It is one of the best Portugal electronic festival, with multiple stars studding the occasion.



NOS Primavera Sound

Date: 9-11 June, 2022
Place: Portugal

Luminara of Saint Ranieri is celebrated June 16 in Pisa, the eve of the feast day of Saint Ranieri, Pisa's patron saint. The Arno River, buildings lining the river, and bridges are illuminated with the flames of over 70,000 lumini, small glass candle holders.



Date: 16 June, 2022

Place: Italy

Luminara of Saint Ranieri

San Vino, also known as La Batalla de Vino de Haro takes place in the month of June every year, in the town of Haro, La Rioja. The fight goes down amongst some of the world's best red wine vines, where for centuries now locals and visitors have celebrated this tradition by throwing wine on each other.



*San Vino Wine Fight
Festival 2022*

Date: 26-30 June, 2022
Place: Spain

CALENDAR OF EVENTS

IMEX Frankfurt

31 May - 02 June 2022

Frankfurt, Germany

imex-frankfurt.com



Routes Asia



06-08 June 2022

Da Nang, Vietnam

routesonline.com/events/211/

routes-asia-2022/

Aviation festival Asia 2022

14-15 June 2022

Suntec Singapore, Singapore

[terrapinn.com/exhibition/aviation-](http://terrapinn.com/exhibition/aviation-festival-asia)

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