

TTW Americas

Volume:8 Issue: January 2019



New York

The City That Never Sleeps

Dear Readers,

Happy New Year to all of you.

USA is offering a different panorama, plenty of varied attractions and diverse cultural insights. In our January edition, we are presenting America's best places to do adventure. We are highlighting the destinations which are apt to explore for its natural and urban delights. The visitors who prefer isolation can admire the fest of natural landscapes of West Virginia's most tourism cultivated destination, Fayetteville and Arkansas' most charming place, the city of Hot Springs. These two destinations allure the tourists not only for nature but also for the vibrant city life and shopping centres.

New York is a place where you can find multicultural aspects. Experience the New Year holiday at New York. When you think about events in New York, the Times Square New Year celebration is probably the first one that comes to mind.

We are also focusing on America's top-level meetings destination Cleveland. Cleveland attracted more than 18.5 million visitors every year as it has luxurious convention centres and top-rated hotels. With easy access and a gamut of cultural centres, this second largest city in Ohio represents modernization with a rustic flare.

Editor-In-Chief

Mr. Anup Kumar Keshan

Editorial Desk



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05 - Meetings Point: Ensclosed in the south shore of the Lake Erie, Cleveland is a hidden gem for Meetings, Incentives, Conventions, and Exhibitions (MICE). The amazing Clevelanders and their inclusive hospitality add to its appeal as a meeting point.

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Meetings Point

Ensconced in the south shore of the Lake Erie, Cleveland is a hidden gem for Meetings, Incentives, Conventions, and Exhibitions (MICE).

Cleveland has great convention centers with national major hotel chains humming around it. It has streamlined connectivity through public transit system — free trolley system, buses, a light rail network, and easy access to airports. The amazing Clevelanders and their inclusive hospitality add to its appeal as a meeting point.

There are 23,000 top rated hotel rooms throughout the city. About 5,000 of those are located downtown. Over 3,100 rooms across 20 Cleveland meeting hotels can be found near Cleveland Hopkins International Airport. Cleveland houses the headquarters of several Fortune 500 companies including KeyCorp and American Greetings; internationally recognized University Hospitals of Cleveland and several medical centers. The three convention centers share the slice of the skyline, providing space for conventions ranging from small meetings to large-scale events.

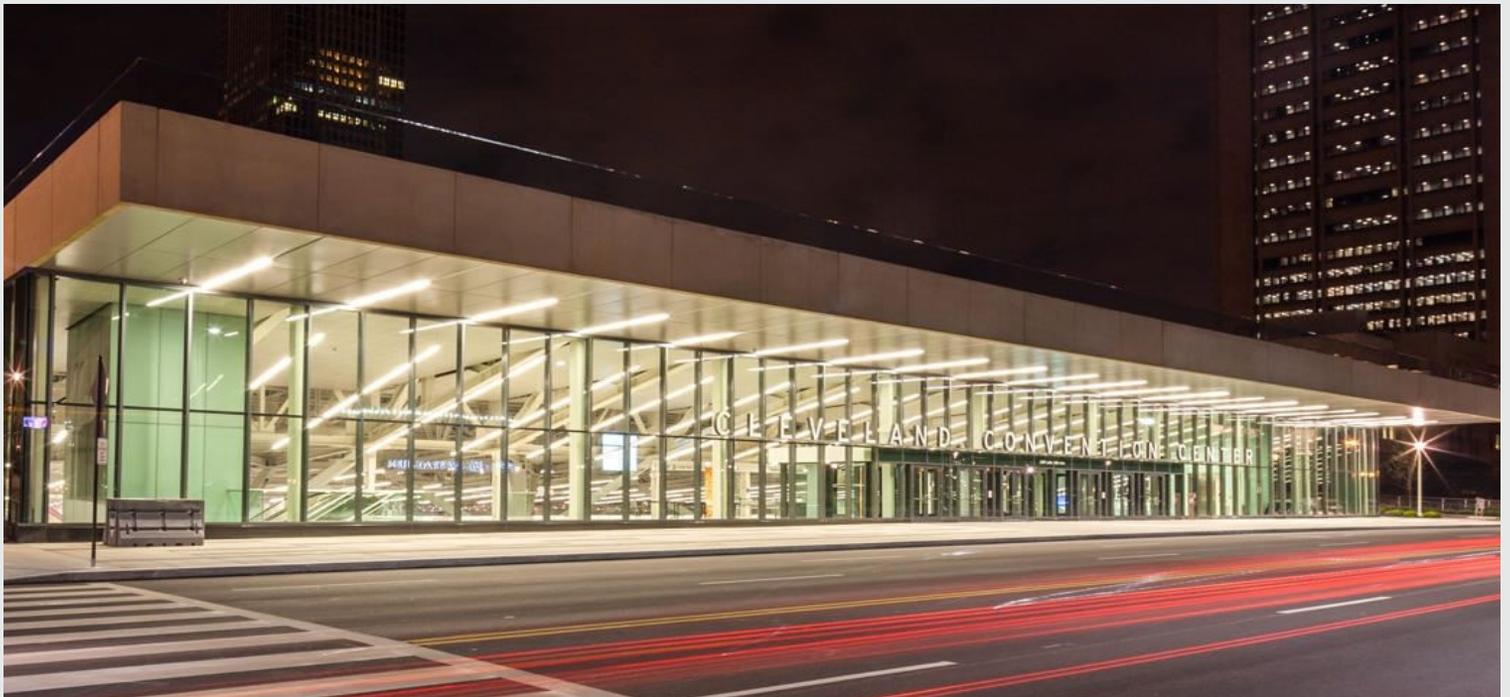
Hidden Gem for Meetings & Convention Planning



Convention Centres : Symposium of Thoughtful Minds

The Huntington Convention Center : The Huntington Convention Center of Cleveland offers 400,000 square feet of space for meetings and events of all sizes. The exhibit hall alone occupies the 225,000 square feet area and the Grand Ballroom is about 32,000 square feet. Its connectivity to the Global Center for Health Innovation offers an additional 38,000 square feet of space including an 11,000 square foot ballroom, an executive boardroom, a high-tech conference center and a total of 11 meeting rooms.

It is connected to the 600-room Hilton Cleveland Downtown and is at a convenient distance from around 5,000 hotels. It features modern layout, cutting-edge technology, and professional staff members. The advance technological grid can host more than 15,000 simultaneous connections, steady Wi-Fi and state-of-the-art audio, video, and lighting.



I-X Center: Perched just next to the Cleveland Hopkins International Airport and close to several hotels, I-X Center offers 1.1 million square feet of exhibit space. According to the Trade Show Executive magazine, I-X Center is the 8th largest convention center in North America. Meetings involving 10 to 30,000 attendees can be seamlessly incorporated in this center. Over 2 million visitors set foot in this center every year for meetings, conferences, consumer and trade shows, and other events. It is 20-minutes' drive and a 15-minutes rail ride to the city center . Illustrious shows such as Cleveland Auto Show, I-X Indoor Amusement Park, The Great Big Home + Garden Show, and others have been hosted in I-X Center. Home + Garden Show and others have been hosted in I-X Center.



Seamless Connectivity : Cleveland is located within 500 miles of nearly half of the U.S. population. It can be reached via 3 airports located close by - Cleveland Hopkins International Airport, Akron-Canton Airport, and Burke Lakefront Airport.

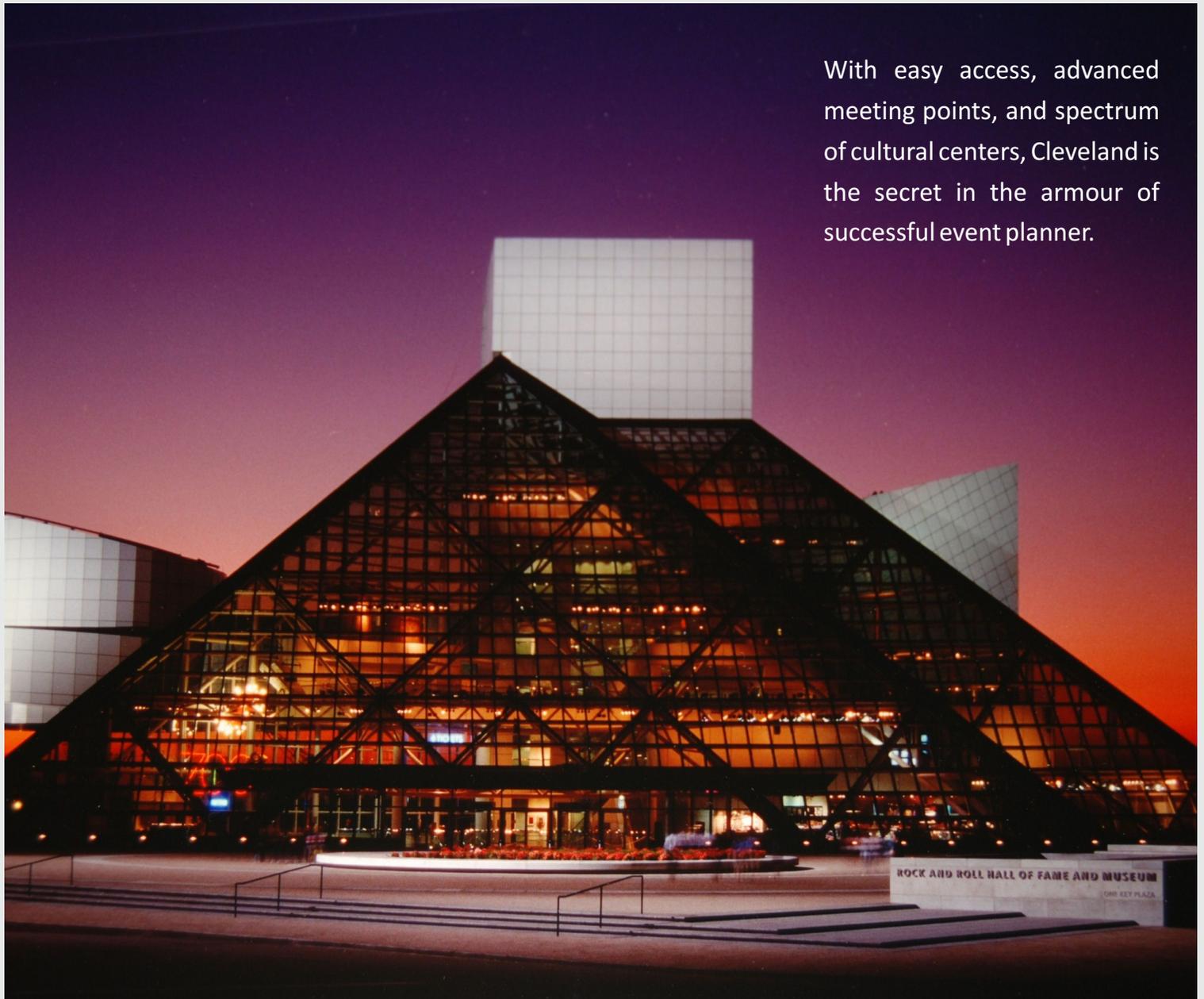
Visitors can reach Cleveland through any of the three major interstate highways too— I-77, I-90, and I-71. The Greater Cleveland Regional Transit Authority (RTA) can be reached by bus, rail, or trolley.

Windows to the rich cultural heritage : Only work and no play make a visitor a dull traveller. Five Vaudeville-style theaters, four modern performance spaces, and various arts, culture, and educational centers create a silhouette against Cleveland's skyline. Cleveland is considered the birthplace of the 'Rock and Roll' music. Rock and Roll, Jazz, R&B, and Mozart symphony are integral to the city and the Clevelanders can assimilate music into any event planning. The city is dotted with fine dining restaurants including chef-owned restaurants such as Greenhouse Tavern and more. Cleveland offers microbreweries, and The Flats on the banks of the Cuyahoga River is lined with bars and restaurants.

Top Tourist Attractions

Rock and Roll Hall of Fame : The Rock and Roll Hall of Fame archives the history of the most prominent artists, producers, engineers, and others who played an important role in the development of Rock and Roll. This architectural feat featuring geometric forms and cantilevered spaces echo the energy of Rock and Roll.

Cleveland Museum of Art: Cleveland Museum of Art houses an international art collection of more than 45,000 works of art around the globe including masterpieces by famous artists like Van Gogh and Picasso.



With easy access, advanced meeting points, and spectrum of cultural centers, Cleveland is the secret in the armour of successful event planner.



New York

The City That Never Sleeps

New York City is a classic destination for the New Year party. It is because this vibrant city blooms with festive parties and dinners. Whether looking for a big party, a delightful dinner, or a dance event, New York City has it all.

Watch Ball Drop in Times Square

If you are in NYC for the New Year Eve, watch the ball drop in Times Square. Tons of partygoers and tourists fill Times Square to watch the ball drop at midnight.

Feast Your Way into the New Year

One of the best ways to celebrate the New Year is to fill the stomach with a hearty, delicious meal or drinks. Check out some of the luxury restaurants that usually serve special New Year menus. Consider early booking if you want to raise a toast in the NYC for the New Year celebration.

Dance or Drink the Night Away at These Clubs and Bars

Most of the New York City clubs and bars host New Year parties. Details vary from place to place. Make sure to ask what's included — for instance, some tickets may include bar open 24/7, others may offer food, while some others may give you free drink tickets or only a free champagne toast. Usually you get what you pay for, so if you hear of a very good bargain, examine the offer closely.





Looking for something new

Most unusual way to celebrate the New Year in New York City is to explore different landmarks in the city. Walking across the Brooklyn Bridge, an icon of NYC for over 125 years, will be ideal. Walk across the Brooklyn Bridge from Manhattan into Brooklyn or vice versa. Enjoy the pretty spectacular skyline view

while you are walking. However, if you are considering a hop-on-hop-off bus service, most of the major hop-on-hop-off buses have stops near both entrances. You can also stroll and see the Brooklyn Heights, America's and New York City's first suburb and DUMBO (Down Under the Manhattan Bridge Overpass).

Lying at the brink of the picturesque New River Gorge, the town of Fayetteville brims with an array of activities to engage the discerning visitors. Fayetteville has quite a few accolades in its basket. It is considered to be one of the coolest small towns in America. Most tourists consider Fayetteville as the Best River Town.

While the outstretched mountain ridges provide the canvas for outdoor activities like hiking, mountain biking, and rock climbing; the New River takes white-water rafters and kayakers in its gushing flow. Visitors can finish their day with loads of shopping and fine dining. The adventure at Fayetteville is well complemented with a quiet retreat in a cosy cabin or hotel room. Fayetteville offers a slice of *'Almost Heaven'* West Virginia.

West Virginia

Fayetteville

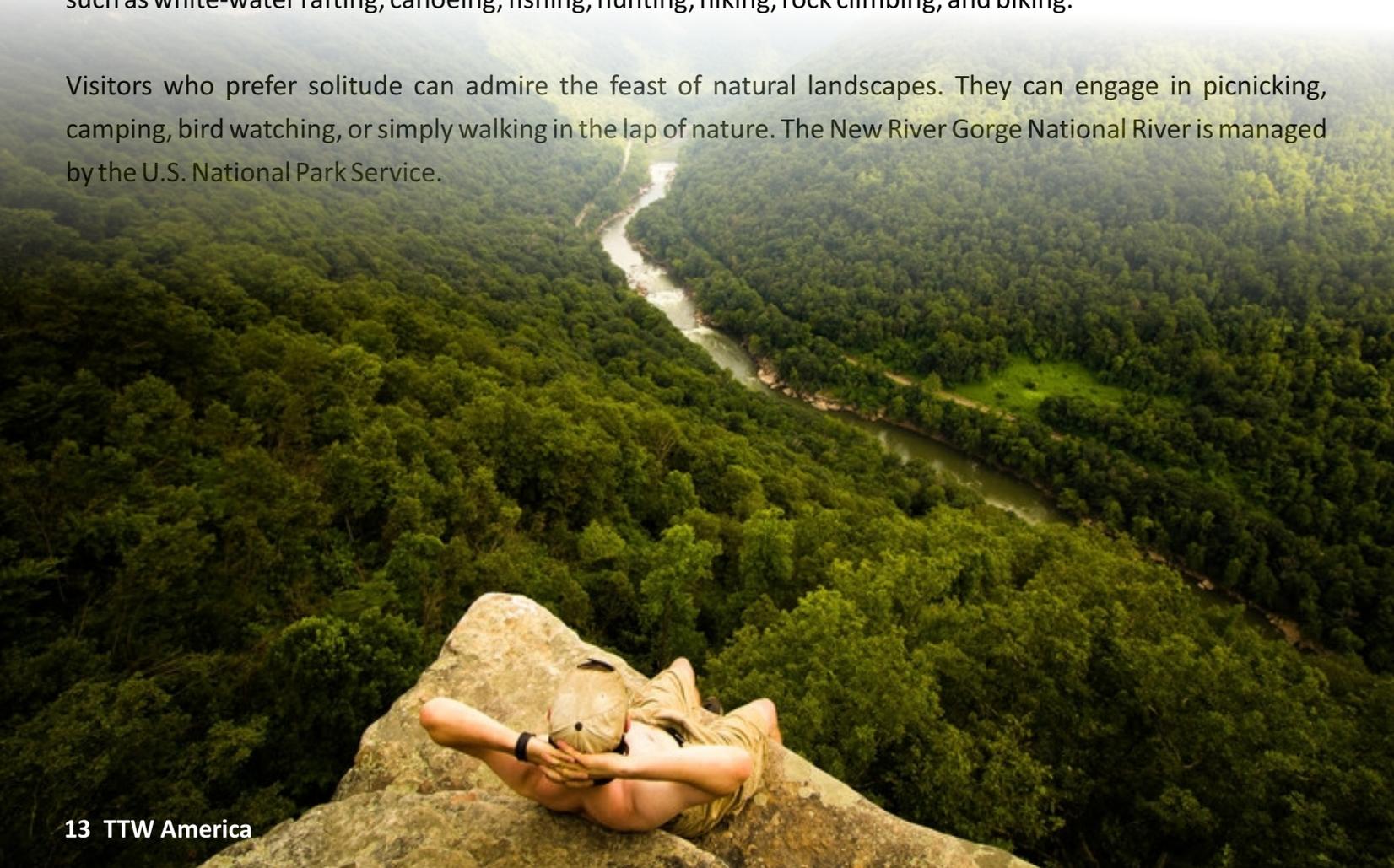
Slice of Heaven

New River Gorge

From Bluestone Dam to Hawk's Nest Lake, along the 53 miles, flows the rugged, white-water New River through deep and amazing canyons. The New River is one of the oldest rivers on the Earth. The New River Gorge spreads over 70,000 acres of land along the New River. In Southern West Virginia, the New River carves the deepest and longest river gorge in the Appalachian Mountains. It offers heaps of scenic and recreational opportunities.

Some of the viewpoints such as Diamond Point, Grandview, Long Point provide a stunning view of the diverse flora and fauna of the gorge. The New River creates a tapestry of the cliff, rimrock, wetlands, forest seeps, and bottomland forests. These habitats are home to various species of animals, birds, and aquatic life including the rare ones. The tapestry provides not just diverse species of life but also multitude of outdoor engagements such as white-water rafting, canoeing, fishing, hunting, hiking, rock climbing, and biking.

Visitors who prefer solitude can admire the feast of natural landscapes. They can engage in picnicking, camping, bird watching, or simply walking in the lap of nature. The New River Gorge National River is managed by the U.S. National Park Service.





New River Gorge Bridge

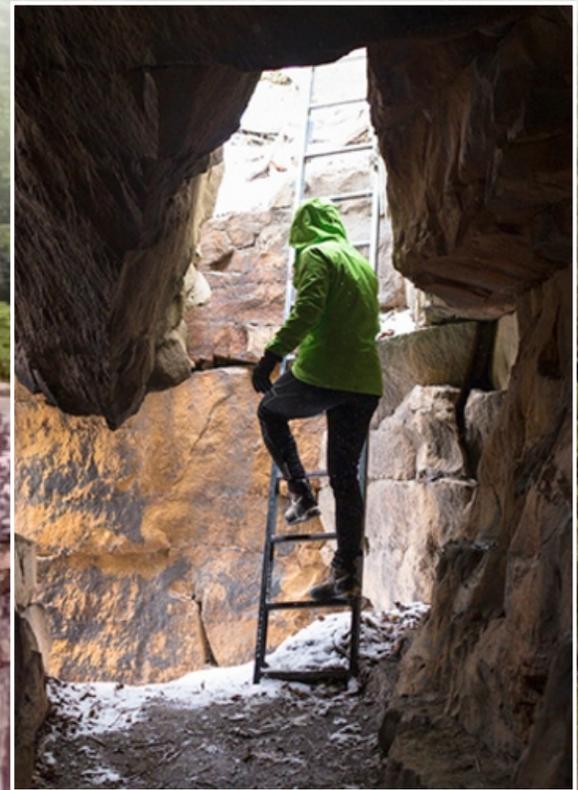
The New River Gorge Bridge is the longest arch bridge in the Western hemisphere. A 45-minute journey from one side of the gorge to the other on US 19 has been shrunk to about a 45-second sojourn.

The 876 feet high New River Gorge Bridge is one of the longest (3,030 feet) single-span arch bridges in the world. It stretches over the New River Gorge near Fayetteville, West Virginia, in the Appalachian Mountains. The New River Gorge Bridge hosts 'Bridge Day' on the third Saturday of every October. The festival includes rappelling and BASE jumping. Bungee jumping during the Bridge Day has been banned since 1993. There is a two feet wide steel catwalk that extends along the full length of the bridge underneath. Another activity on the bridge is the guided Bridge Walk.

Endless Wall Trail

Crowned with the USA Today Reader's Choice Award for Best National Park Hike, Endless Wall Trail provides the visitors with a panoramic view of the New River Gorge and the climbers scaling the sandstone cliff. Endless Wall is a 2.7-mile trail and visitors can walk, hike or climb the rock on this trail.

Sandstone walls provide a striking silhouette for Endless Wall Trail along the New River Gorge. The New River has been flowing since 350 million years, exposing layers of sandstone, shale, and carboniferous coal. The sandstone cliffs are 98 per cent quartz perfect for rock climbing.



How to get there?

The nearest airports to Fayetteville, West Virginia are Yeager Airport and Raleigh County Memorial Airport.

There are several tourist trains available in West Virginia which connect to Fayetteville.

Hawks Nest State Park

Spread over 270 acre, Hawks Nest State Park offers umpteen activities to engage in – boating, swimming, and fishing. The recreational area features a nature museum, aerial tramway, hiking trails, golf course, and more. Its 31-room lodge offers not just luxurious rooms and dining options but also advance conference and meeting facilities. Hawks Nest State Park offers a beautiful view of the New River Gorge National River and the gorge itself.

Within the Hawks Nest State Park lies the 2-mile long Hawks Nest Rail-Trail. It has two tresses and visitors can traverse along it by bike or on foot. The park is ideal to absorb the immensity of the New River and its surrounding habitat.



Top 5 places to indulge near Hot Springs

The city of Hot Springs, situated in Arkansas, USA, is one of the most fascinating places in the United States of America. It is located near the Garland County and holds a special mention for the unique name it possesses. The city was named so because of the huge number of hot springs present here. These hot springs act as a magnet to attract a huge number of tourists and is surrounded by hills and mountains. The Bath houses of 19th and 20th century and the botanical garden are must-visit sites here.

Hot Springs National Park : It is located adjacent to Arkansas, which gets its name from the fact that it houses a huge number of hot springs. These are a delight to watch as they are the nature's gift and can occur anytime. The Hot Springs National Park has a public bath place along with other outdoor activities which brief you about the hot springs. They also have natural mineral baths.

Garvan Woodland Garden : For a place like Hot Springs, nature is in abundance. To witness nature in true sense, visit this beautiful botanical garden in Hot Springs. This garden has over 160 different types of fauna which are very rare to find. It was mainly opened as an attempt to stop deforestation and educate the population about the importance of conservation and environment. It consists of a garden, waterfalls, streams, and a lot more things.

Lake Ouachita State Park: If you are looking for a place to sit, eat your favorite cuisines, and chill amidst the mesmerizing greenery and lakes, this is your spot. Go for a picnic here. The State Park is located on the shore of Lake Ouachita. With restaurant, campsites, and small Cabanas, it is all set to give you a homely vibe. Also, this place includes the area of Grand Promenade, where you can walk down from the Fordyce Bathhouse to mountain base, crossing through the vegetation blending with the woods. It is also a walk to remember.





The Bathhouses of 19th century : The Bathhouse row was constructed between the year 1892 to 1923. This is a national historic landmark of this place. Walking down this area, learning about the history of the Hot Springs will give you a lot of wisdom.

What is the best time to visit? If you want to avoid the crowd, the best time to visit the Hot Springs is November and December. However, the most number of footfall happens in summer. Hotel prices are higher in May and June. The perfect time to visit this place is between these two phases, that is in August. During this month, summer is in last phase and the hotels are not that packed.

British Virgin Islands and Airbnb signs MoU for home sharing

Airbnb signed a Memorandum of Understanding (MOU) with the British Virgin Islands (BVI) to work together on areas of common interest especially in tourism. This strategic partnership aims to drive local, authentic, and sustainable tourism to the islands, democratise the tourism economy and directly benefit Virgin Islanders. Airbnb plays an increasingly important role in BVI's tourism sector with over 100 hosts throughout the archipelagic nation earning extra income through home sharing. This income helps support families and strengthen the local economy.

China to build and renovate 21,000 toilets for tourists in 2019

The Ministry of Culture and Tourism said that Chinese government plans to build or renovate about 21,000 toilets at the tourist destinations next year. The move is part of the "toilet revolution" ongoing in China's tourist industry since 2015 that bids to provide tourists with modern and clean toilets. Between 2015 and 2017, China invested 1.64 billion yuan (about 237.8 million US dollars) to install or renovate over 70,000 toilets for tourists. Now the Chinese government will build toilets with advanced technologies and proper hygiene. The new toilets is going to improve their hygiene standards, save energy and water, and make them more accessible. To boost domestic tourism, China aims to install or upgrade a total of 64,000 toilets

for tourists from 2018 to 2020, according to a three-year action plan released by the government.

Al-Ahsa named as Arab Tourism Capital for 2019

The officials in Al-Ahsa congratulated King Salman and Crown Prince Mohammed bin Salman after the city was named Arab Tourism Capital for 2019 by the Arab Ministerial Council for Tourism on Wednesday. The decision confirms that Al-Ahsa fulfilled all the terms of reference set by the Arab League's Arab Tourism Organization. Al-Ahsa officials said the decision is recognition of the city's success in tourism, its historical and cultural value, and its archaeological sites.



5,000 pigeons to be exiled by Cadiz in Spain

After the local hotel owners complained that pigeons were “menacing” tourists and putting people off visiting Cadiz in Spain, the city has pledged to remove 5,000 pigeons. The issue was brought up two years ago by Horeca, a federation of hoteliers in the Spanish city stating that Cathedral Square was prevalent with the birds. Due to the complaints, a pigeon census was commissioned by the Cadiz council which decided that the population of 8,000 was three to four times too many for the city to hold. The councilor said that he will not be fining the residents for overindulging the pigeons.

China to build underwater bullet train to boost tourism

China is about to build the first underwater bullet train route connecting Ningbo to Zhoushan, an archipelago off the east coast. The proposed underwater tunnel is a part of the 77-kilometer Yong-Zhou Railway plan (Yong is the nickname of Ningbo) to promote tourism. It will create a two-hour-commute zone within Zhejiang Province. The feasibility study of the Yong-Zhou Railway plan was approved by Beijing in November.



Add these festivals this January in your bucket list. It is because these are once in your lifetime. So experience the winter thrill, history, heritage, music and American culture.

AMERICAS FESTIVALS

Carnival of Negros y Blancos

When: 2 to 7 January, 2019

Where: San Juan de Pasto, Southern Colombia



Carnival of Negros y Blancos or Black and White Carnival is the largest festival, celebrated in the city of San Juan de Pasto. The carnival begins when the Mayor delivers the batons of command to the indigenous officials. It is accompanied by bands and popular processions. The Black and White Carnival has been declared in 2009 as "Intangible Cultural Heritage of Humanity" by UNESCO.



In "Atlas Golden Fest" enjoy live music from sunrise to sunset in an atmosphere full of enthusiasm and fun, where you can dance and enjoy for 24 hours straight. A great musical billboard offers to chill, relax, socialize and share your thoughts and musical talents.

Atlas Golden Fest

When: January 5, 2019

Where: Gamboa, Panama

2019 Mardi Gras season kicks off from January 6th with the Feast of the Epiphany. There will be parades including the Joan of Arc parade in the French Quarter and the start of a new Mardi Gras tradition with the Phunny Phorty Phellows who will travel via streetcar Uptown.



Mardi Gras

When: 6 January, 2019

Where: New Orleans, Mexico

Havana Jazz Festival

When: January 16-21, 2019

Where: Havana, Cuba



This annual jazz festival has taken place since 1978. Over the years, Havana Jazz Festival lineup has included artists such as Dizzy Gillespie, Charlie Haden, Roy Hargrove and more. It draws large international audience annually.



It's a citywide food carnival organized by Tourism Vancouver. Dine Out Vancouver Festival is the largest festival in Canada that attracts both national and international visitors. Launched in 2003, Vancouver Festival gives all diners the opportunity to select from over 250 restaurants, each offering unique three (or more) course prix-fixe meals.

When: January 18 – February 3, 2019
Where: Vancouver, Canada

Dine Out Vancouver Festival

EMITT - East Mediterranean International Tourism and Travel Exhibition

EMITT - East Mediterranean International Tourism and Travel Exhibition is organized by ITE Turkey, the organizer of international exhibitions held for the industries of Turkey that fuels the economy, will open the doors at TUYAP Fair Convention and Congress Center between January 31 and February 3, 2019.

Emitt, which is expected to see a record-high foreign visitors this year, is considered as a tourism exhibition that delivers great value for its participants and paves the way for important business collaborations.

Within the scope of “invited tour operators” program organized every year as part of the exhibition with the collaboration of “Travel Shop Turkey”, around 900 invited tour operators from more than 100 countries including Asia, Europe, Far East, and Latin America will attend the exhibition this year. All issues regarding the future of the tourism industry will be discussed at the leading tourism exhibition Emitt!

With the impact of digitalization and consumer behaviors, the issues we are talking about today are rendered as obsolete tomorrow and decision-making and investments for the future are becoming increasingly difficult for industry professionals. With the event programme which will take place simultaneously with the exhibition for four days, all questions raised with regards to the industry will be addressed with a comprehensive conference program.

The agenda of Emitt Conference program which is a meeting point for tourism industry professionals such as government bodies, associations, tour operators, travel agencies, hotels as well as airlines,

accommodation facilities, transportation companies, and information technology companies to help you to stay ahead of your competitors, increase brand awareness, and maximize customer satisfaction include:

- Roadmap of Turkey for the tourism industry
- Tourism Economy
- Global trends and changing customer insights
- Digitalization
- Hotel management
- City and destination marketing
- Markets in Focus: An examination with special attention to China
- Alternative tourism trends: Gastronomic Tourism
- Online marketing strategies
- Purchasing strategies
- Content marketing for the tourism industry
- The effectiveness of online communication channels

Emitt
23rd East Mediterranean International Tourism & Travel Exhibition

When :
Jan 31 and Feb 3, 2019

Where :
Tüyap Fair Convention
and Congress Center
Istanbul, Turkey

President of Skal International Istanbul Club, Ata Eremsoy will be the moderator of the session titled as “The New Trend: Being the Trend Itself”. The session will focus on the global trends and insights of tourists. In the “Skålite Awards” which also celebrates its 21st years anniversary, the EMITT Exhibition was granted the Skålite Award with its 23 years of experience as it was selected as one of the 20 privately-selected institutions and organizations that contributed to the tourism industry and promotion of Istanbul in the last 20 years.

Futurist Cem Kınay will be the moderator of the panel titled as “Digital Trend's Impact On Tourism: It Is Stronger Than Ever”. Pangea Digital CEO Ferda Kertmelioglu, Amadeus/Travel Audience Global Sales Director Sandro Cuzzolin, and Journalist and Filmmaker Elif Dağdeviren will be speakers at the panel.

At the session where we will be examining Asia and especially China market, we will be welcoming Dr. Marcus Lee, the chairman of the Association of SME Business Owners (ICIF) as the keynote speaker. Following the presentation in which we will listen to the important characteristics of the China market, an interactive workshop will be held by Destination Tourism Consultant Dr. Edward Drambergeron how to build a relationship with buyers and sales closing in order to be effective in China market.

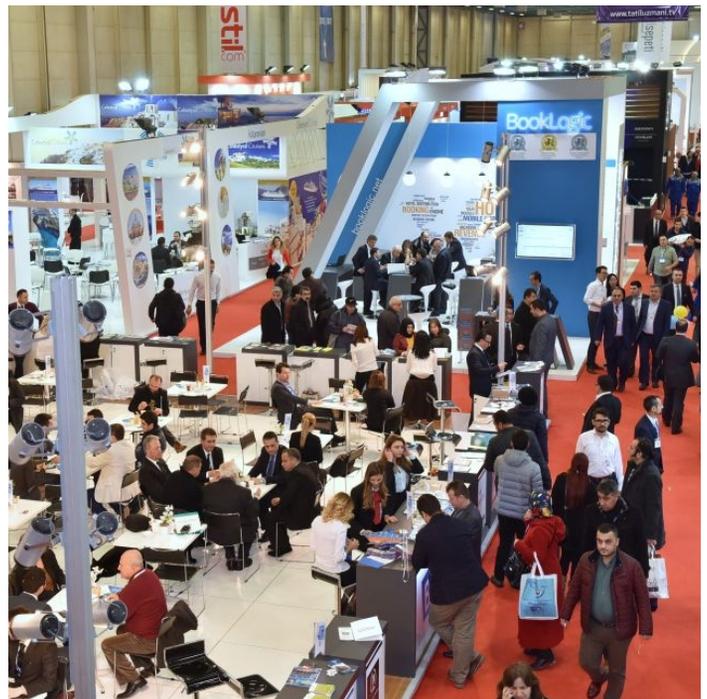
Çağlar Erol, the CEO of Enuygun.com will be the moderator of the session covering the future strategies of digital agencies where Koray Küçükylmaz, the General Manager of Tatilsepeti, and Orzun Tekin, the member of Otelz.com Board of

Directors, will be among the panel speakers.

The founders of Gezimanya, Murat Özbilgi and Tuğçe Yılmaz, will discuss the importance of content marketing for the tourism industry and give information on ways to carry out creative campaigns using social media influencers in order to stand out in the competition.

Just like a magnet, the issues discussed in detail in Emitt Conference Program will capture the attention of the C-Level executives, sales teams, marketing departments, suppliers, guides, and HoReCa stakeholders working in different areas of the industry.

Be part of this amazing experience offered by Emitt to get inspired, enhance your knowledge, and listen to leader decision-makers, top national and international speakers, academics, press members, and speakers from the field of technology in Emitt, a well-established meeting spot for the industry members!



PATA Adventure Travel and Responsible Tourism Conference and Mart 2019 (ATRTCM)

The PATA Adventure Travel and Responsible Tourism Conference and Mart 2019 (ATRTCM) is an international event that brings together highly qualified buying audiences, insightful content and high-level networking opportunities through a one-day travel mart and one-day conference.

The event is held in a new destination each year, reflecting PATA's commitment to highlighting new and emerging destinations in Asia-Pacific. This year's event, kindly hosted by the Uttarakhand Tourism Development Board, will be held in Rishikesh, Uttarakhand, India from February 13-15.

The three-day event comprises of a one-day travel trade mart and one-day conference, along with other value-added activities that facilitate networking and relationship building. Recent events have been held in Thimphu, Bhutan; Chiang Rai, Thailand; Luoyang, China, and Al Ain, Abu Dhabi, UAE.

The event's choice of host destination reflects the growing importance of dispersing tourists to emerging destinations. ATRTCM 2019 is kindly hosted by the Uttarakhand Tourism Development Board.

Through pre-matched appointments, delegates can meet face-to-face with adventure product buyers and sellers from across the world including state, regional and local tourism agencies from established and emerging markets, unique accommodation providers and tour operators.

The one day conference will explore the nuances, trends and dynamics of one of the fastest-growing tourism sectors. The programme brings together international experts at the forefront of the adventure travel industry from both private and public sectors to discuss the sector's issues and opportunities.



When :
13-15 February, 2019
Where : Rishikesh,
Uttarakhand, India

Digital Travel APAC 2019

Digital Travel APAC 2019 has already over with 80+ speakers and 400+ Heads of eCommerce, Digital Marketing and Customer Experience in travel, hospitality and leisure is heading to Resorts World Sentosa, Singapore this 1-3 April.

Today's travellers are more digitally savvy than ever before and Digital Travel APAC 2019 is the one-stop shop where leaders in APAC's travel industries can discuss the evolution of digital customer engagement, master customer personalization and boost omni-marketing strategies.

2019 Topic Highlights:

Delivering a seamless travel experience – How to meet the needs of the domestic and outbound traveller with AI, big data and intelligent hardware

Mastering Localisation and Personalisation– How to diversify your offerings and create a truly frictionless and tailored customer experience

Social media marketing in an experiential world – How is social media influencing today's 'experiential' travellers and how to adapt and profit from this new global trend to boost conversions

Mobile site optimization -

How to effectively adapt your overall e-commerce strategy given the vital importance of mobile in Asia,

When :
1-3 April, 2019

Where :
Resorts World Sentosa,
Singapore

30 TTW America



improving speed and efficiency

The future of money and loyalty – How to deliver smooth and innovative engagements with your customers

Advances in ancillary technology – How to offer seamless transition between online and offline activity, whether that's before, during, or after a trip

Here's a snapshot of some of the digital travel innovators and disruptors speaking:

1. Jerome Thil, VP Digital Innovation, Singapore Airlines
2. Candice Iyog, VP of Marketing & Distribution, Cebu Pacific
3. Michael Perera, Head of Loyalty & Product Owner of GO-POINTS, GO-JEK
4. Yuki Huang, Chief Marketing Officer, KKday
5. Rotsen Quispe, Head of International Marketing, Traveloka
6. Spencer Lee, Head of Commercial, AirAsia
7. Anita Ngai, Chief Revenue Officer, Klook
8. Mindy Teo, VP of Brand, Marketing & Digital Innovation, The Ascott
9. Azran Osman-Rani, TEDx Speaker, Ex-CEO, iflix&AirAsia X

FITUR 2019



Feria Internacional de Turismo

FITUR 2019 will again transform the halls at Feria de Madrid into a global meeting point for tourism industry professionals.

Organised by IFEMA, this is the leading event for both inbound and outbound Latin American markets, which will this year incorporate important new features geared toward increasing business opportunities.

In this regard, and as part of its commitment to specialisation and boosting key segments in the development of the tourism industry, the trade fair is unveiling a new B2B area focused on MICE tourism (Meetings, Incentives, Conferences and Events). FITUR MITM - MICE & BUSINESS, organised in partnership with GSAR Marketing, the specialist company in MITM Events, will provide a platform for meetings between a select group of industry professionals and FITUR exhibitors.

The format for FITUR MITM - MICE & BUSINESS will involve a schedule of up to 30 pre-arranged appointments between exhibiting companies interested in taking part in the programme (up to a limit of 100 companies, with priority given to the main exhibitors) and 100 top-tier international executives (from corporate companies, incentive companies, events and conference organisers, and international

When :

28th February – 2nd March, 2018

Where :

Convention Center - Jeddah Hilton, Saudi Arabia

associations).

Companies can register for

participation through the FITUR website.

In recent years, MICE tourism has seen steady growth, becoming a key option for the industry, as demonstrated by the 12,558 congresses for international associations held across the globe during 2017, according to data from the International Congress and Convention Association, ICCA. The rankings placed Spain in fourth position (564), with the USA (941), Germany (682) and the UK (592) holding the top three positions.

Hosted Buyers Workshop

FITUR is also organising its traditional Hosted Buyers Workshop, another important B2B platform, which has consolidated its position as a mechanism of proven effectiveness and extensive participation. Through these pre-arranged business meetings, FITUR 2019 will again connect supply and demand, in line with the commercial and strategic interests of exhibiting companies and their partners, and international buyers.

10th Anniversary of the INVESTOUR Tourism Investment and Business Forum for Africa

FITUR will also be hosting the 10th anniversary of the INVESTOUR Tourism Investment and Business Forum for Africa, geared toward boosting the development of sustainable

tourism, attracting investment and promoting entrepreneurship in Africa. As usual, the event will feature a round table that will discuss the twin topics of Safe, uninterrupted travel in Africa: promoting resilience and risk management in the tourism industry and Embracing digital transformation, innovation and promotion of niche tourism. Alongside this activity are B2B sessions aimed at supporting leading African companies in their development of sustainable tourism projects by connecting them with international investors.

In this way, FITUR 2019 offers a key platform for focused, high-quality matching of supply and demand in the international tourism sector across all its segments. This is reflected in the figures for the previous trade fair, which brought together 251,000 participants and played host to more than 6,800 business meetings.

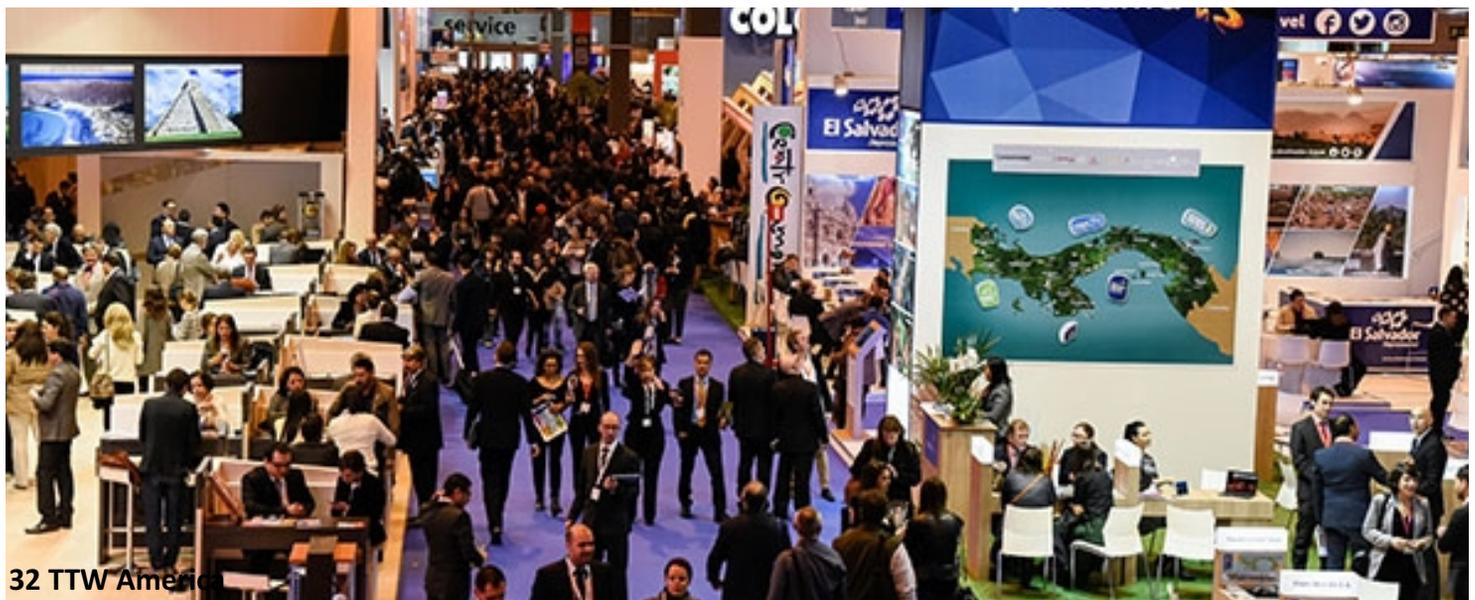
Segmentation and specialisation

FITUR 2019 will continue its drive toward specialisation, consolidating some of the recently introduced sections such as FITUR FESTIVALES, which will be joined this year by new platforms with

significant development potential, such as FITUR CINE, geared toward film tourism.

The trade fair will also feature well-established specific sections which already account for a significant volume of business, including FITUR GAY (LGBT) and FITUR SALUD, as well as FITURTECHY and FITUR KNOW HOW, where technology is spotlighted as an essential lever for growth in the sector and for progress toward the concept of intelligent tourism.

One of the main areas of focus at FITUR 2019 will be knowledge and know-how, best represented through its programme of seminars, which covers every section of the trade fair, as well as its many different activities, organised within the framework of the fair by international organisations such as the World Tourism Organization (UNWTO) and the Latin American Conference of Tourism Ministers and Entrepreneurs (CIMET), who will be joined this year by EXCELTUR, with a new programme, and the World Travel and Tourism Council (WTTC).



Routes Americas 2019

Taking place from 12-14 February, Routes Americas 2019 will enable to meet with senior decision makers from the region's airlines, airports and destinations to discuss new market opportunities and the evolution of existing services.

The event will provide an efficient platform for building high-value relationships with some of the most influential aviation professionals from across the region and beyond.

Hosted by Québec City Jean Lesage International Airport (YQB) and Québec City Tourism, the 12th Routes Americas event will take place in Québec City, Canada, an important commercial hub surrounded by breathtaking landscapes. Having undergone exceptional economic development in the past 25 years, Québec City's metropolitan area has demonstrated the most sustained growth rate of any Canadian region.

The city boasts a remarkable mix of architecture, heritage, art, culture and state-of-the-art facilities, making it the perfect destination for the event.

With leading carriers such as American Airlines,



Lufthansa, Delta Air Lines and British Airways already confirmed to attend,



Routes Americas 2019 will offer a unique opportunity to present your business case to your key targets. Attendees will be able to request meetings with some of the largest carriers from the Americas and the world to discuss new and existing air services.

In addition to an unrivalled meeting platform, Routes Americas 2019 will feature a conference programme offering exclusive insight into the most critical factors facing the industry. Leading aviation professionals, such as Javier Suarez, the CEO of Canada Jet lines, Steven Greenway, President of Swoop, and other aviation experts, will discuss the state of the industry and the future of aviation in the Americas.

The event will also include a series of networking functions held at some of Québec City's most enchanting locations, offering the optimum setting for developing business relationships with your industry peers and cultivating contacts.

When : 12-14 February, 2019

Where : Québec City, Canada

conventa

The 11th Conventa will gather the key meetings industry professionals from all over New Europe. From 23 to 24 January 2019, Slovenia and Ljubljana will host the 11th Conventa, New Europe exhibition for meetings, events and incentives.

Conventa is known for highlighting a boutique business experience with a personal touch. This year 120 exhibitors, 100 regional and 150 international meetings planners will gather at GR – Ljubljana Exhibition and Convention Centre.

Conventa has been connecting the meetings industry of New Europe for a decade. Since its outset, the show has hosted 2,576 hosted buyers (of which for 90% will be the first time on Conventa) from 48 countries and attracted 1,319 exhibitors.

Conventa every year commences a new business year and presents destinations from New Europe on one place. The destinations have four major characteristics in common: extreme wish for hosting events, sincere hospitality, the ratio in the price and the offer and the fact that many of the destinations are emerging and have not yet become well known among the event planners.

In 2019 Conventa is making its first steps in a new decade. With a new branding, though it remains focused on quality not quantity, on implementing sustainable practices, and sharing knowledge with national and international speakers with expertise in MICE and travel marketing, and most importantly on saving time and money with pre-scheduled meetings.

This year the fair trade is setting a new record in the

number of organised fam trips – the hosted buyers will be able to

decide between eleven destinations in Slovenia and the neighbouring countries Austria, Croatia, and Serbia.

In cooperation with Conventa's partners MPI and IMEX the key event for career development in the meetings and events industry – Future leaders Forum will be held on the 22nd of January.

11th Conventa will be connecting the destinations of New Europe with a new integrated visual based on the symbol of apples – the fruit of the gods and the symbol of life. Once you get the taste of it, you can never go back.



When : 23 to 24 January 2019

Where :
Ljubljana Exhibition and Convention Centre,
Ljubljana, Slovenia

CALENDAR OF EVENTS

Adventure Travel Show India

New Delhi, India

<http://adventureshowindia.com/>



04 - 06 Jan

Travel Congress 2019

Supernova, Jaarbeurs, Neatherlands

<https://travelcongress.nl/>



8 Jan

IITT

Mumbai, India

www.tourismfair.asia/



10 - 12 Jan

SATTE Delhi

Noida, Delhi, India

www.satte.in/



16 -18 Jan

BLTM Delhi

New Delhi, India

<http://bltm.co.in/>



18 - 19 Jan

Adventure Travel Show

Olympia, London

www.adventureshow.com/



19 - 20 Jan

Conventa

Ljubljana, Slovenia

www.conventa.si/



23 - 24 Jan

FITUR

Madrid, Spain

www.ifema.es/fitur_06/



23 - 27 Jan

OTM

Mumbai, India

<https://www.otm.co.in/>



23 - 25 Jan

EMITT

Istanbul, Turkey

<http://emittistanbul.com/>



31 Jan - 3 Feb

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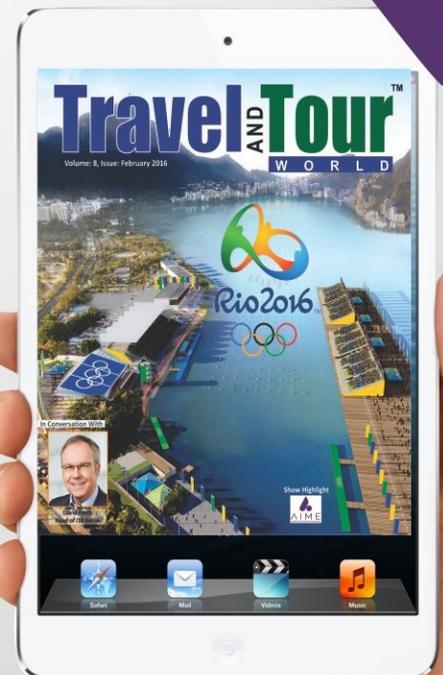
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W O R L D

2019

HAPPY NEW YEAR

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