

# TTW America

Volume: 8, Issue: September 2019

Eat, Play and Explore at Alabama's Shrimp Festival





04



08

**04- Meetings Point:** **Phoenix**, the capital of Arizona is attracting a good number of meetings, conventions and events within its scope. This most populous city of Arizona and fifth most densely inhabited city of the U.S. is drawing huge revenue from MICE industry.

**08- Destination Diary:** The Maroon Bells, the twin claret-colored peaks known as the most photographed peaks in Colorado allures huge number of adventure tourists, as this serene location is best for trekking, hiking and camping.

**14- Cover Story:** Creepy places, a glimpse of something unexpected, lingering spirits and abandoned places is fast catching the fancy of many for the thrill of fear. Ghost tourism is designed to be adventurous and is not just about spiritual experience.

**21- Special Feature:** One of the premier outdoor festivals in USA, the National Shrimp Fest is held each year during the second full weekend in October in Gulf Shores, Alabama. Read this article to know about this unique celebration which features more than 250 fine arts, and crafts, and retail marketplace vendors.

**America Festivals: 27**

**Show Highlight: 34**

**Travel News:32**

**Calendar of Events: 39**

## Dear Readers,

America is a country where you can visit cosmopolitan cities, explore outstanding national parks, beautiful landscapes and study the hair-raising haunted places which are known as “the melting pot” of America's tourism. Small towns, ultra-modern metropolis, most upgraded business centres, and meeting venues along the coastal corridor feature some of the famous historical sites, unique cultural festivals and interesting places to see.

In this edition, we are featuring some of the spooky places of Louisiana's candid cultural destination New Orleans. Popularly known for its history and jazz music, this city has infamous houses which will surely lure you to explore hidden truths and mysteries. We are focusing Maroon Bells in our Destination Diary. Known as the most photographed place in Colorado, Maroon Bells allures you with a reflective lake and two giant snow-striped mountain tops, offering a nice place to do camping, hiking, and trekking. Autumn is a particularly dreamy time to visit when the Maroon Bells are cradled by cloud-speckled blue skies and golden-hued aspen groves. So don't miss this opportunity. Read this article and plan your next awesome trip.

American cultural festivals are observed with great importance and happiness by the people who belong to a specific culture. Different festivals take place around the year depending on the diverse population that lives here. In our September issue, we are highlighting Alabama's National Shrimp Festival, one of the popular food and cultural fiestas in autumn. Here you can see a platter of seafood and wine to meet your gastronomical hunger. America is a hub of meeting destinations. Spectacular technological innovations and infrastructural investments are shaping the future of the American event's business economy. This edition includes Arizona's beautiful business city, Phoenix which delivers every year some of the most highlighted events. If you're looking to plan an event in this growing metropolis, you'll read this article to know about the convention centres or resorts in this city.

# Editorial Desk

**Editor-In-Chief**  
Mr. Anup Kumar Keshan

**President & Editor-In-Chief**  
Mr. Anup Kumar Keshan

**Editor**  
Mr. Apratim Ghoshal

**Executive Editor**  
Mrs. Puja Keshan

**Associate Editor**  
Mr. Devansh Keshan

**Content Writers**  
Ms. Hena Ahmed  
Mr. Tuhin Sarkar  
Ms. Meeta Agarwal

**Design Team**  
Mr. Mufaddal Chithiwala  
Ms. Sonali Khan  
Mr. Rajat Singh ( Web)  
Mr. Kaushik Das(Web)

**Marketing Executive**  
Mr. Vijay Kumar  
Ms. Sutrishna Barua

**Asst. Communication Exe.**  
Mr. Rana Singh

**Circulation**  
Mr. A.K. Sharma  
Mr. Kajal Mandal

Follow us



Phoenix is the capital of Arizona, a province of the U.S. It is the most populous city of Arizona and fifth most densely inhabited city of the U.S. In the past, Spanish explorers migrated and settled in this city, and thus, gradually it experienced growth in the sectors of cotton, citrus, cattle and copper.

Many people believe that only traditional first-tier cities like New York, Chicago, Toronto, London, etc. are the best meeting venues. But, since the last few

years, Phoenix has been successful in attracting good number of meetings, conventions and events within its scope. The number of start-ups has quadrupled and lot of strategically planned new venues have been established in the nearby locations of various heritage sites of the city. Therefore, within a short period of time, Phoenix has emerged as an ideal platform for unmetered growth of the MICE industry.

A 'desert oasis' for  
modern meetings!

# Phoenix

# Why Phoenix is an effective meetings point?

There are about 500 hotels in Phoenix and among them, more than 460 hotels and resorts offer spaces, halls and convention centres for meetings and events. Many hotels have created unique themes to grow enthusiasm. Moreover, a huge number of hotels have collaborated with many top-rated food suppliers and tourism companies so that their meeting delegates can enjoy their finest moments. WE-KO-PA Resort & Conference Center, Corona Ranch, Phoenix Convention Center, The Heard Museum and The Phoenician are some of the best meeting venues and event locations in Phoenix.

## More into this...

Phoenix Convention Center is the most preferred destination for meetings and events. Here, you will find 502,500 square feet of exhibit space, 46,000 square feet of ballroom space, a Symphony Hall with a seating arrangement for 2,312 individuals, an Orpheum Theatre with a seating arrangement for 1,364 individuals and 99 meeting rooms. So, the Phoenix convention Centre has the capacity to host meetings and events of any size.

If you're an event organizer, aiming to arrange a meeting or event in the nearby location of Phoenix Sky Harbor International Airport, then WE-KO-PA Resort & Conference Center should be your perfect choice. Your guests can reach this conference centre within 20 minutes from the airport. Here, your guests will experience the true beauty of nature. WE-KO-PA Resort & Conference Center is located alongside the River Verde and the Red Mountains. Arizona's four  
**05 TTW America**

peaks are also visible from this centre. You will find 25,000 square feet flexible and creative space for conventions and events. It has a seating arrangement for 2000 guests. In the resort, there are 246 guest rooms and luxury suites. In the premises, you will find Arizona's best golf course, a horse-riding trail and landscaped gardens, adding a lovely grace note to every event! In all of these luxurious venues, strong Wi-Fi signals and other technical facilities are available. Guests and meeting attendees can enjoy all types of cuisines prepared by the world's best chefs.



## Spotlight on few past & upcoming events that **Phoenix** can boast of!

In June 2019, in the Phoenix Convention Centre, the Arizona Bridal Show has been arranged with more than 450 best wedding experts. Various latest wedding products and services have been offered to the guests and random visitors.

In Pointe Hilton Squaw Peak Resort, from 25<sup>th</sup> to 29<sup>th</sup> August 2019, Annual Conference on Code Development and Education will take place. Several industry professionals, engineers and contractors are anticipated to attend this conference.

### **A dense network created by multiple transportation modes**

Bus and Metro Rail Services create a thick network of transport in Phoenix. Thus, getting around Phoenix is easy and quick. Local, Express and Rapid commuter buses can take you to the suburbs of Phoenix straight away. The Sky Harbor International Airport provides domestic and international flight services covering various cities of the U.S, Canada and the European Union.



## Explore the exuberant downtown when the business day ends

In Phoenix, there are a lot of well-established shopping destinations, live music, rooftop lounges, art galleries, theatres to name a few. For upscale shopping, visit Biltmore Fashion Park. To buy trendy outfits, the Tanger Outlet stores on Phoenix's Westside can be your one-stop shop. There are also many fashion stores for families and casual buyers. In various parts of the city, there are adventure rides, movie theatres, strip malls and water parks.

Phoenix has been popularly termed as a city for foodies. Here, visitors can enjoy the national and continental dishes of south-western U.S., Mexican,

Native American and Sonoran desert culture. Designer brews, aged mescal cocktails dotted with jewels of agave, steak 'n' eggs lunches and organic bakery products are enough to express delight!

Cutting a long story short, Phoenix has everything within its platter to make any meeting well-run and well-remembered! By any chance, if you have an impending event, looking for a destination with comprehensive facilities, Phoenix can give you a sigh of relief, making your event go from good to fabulous!





# Maroon

# Bells

## *Rings In the Beauty that Defines You*

**T**he Maroon Bells, the twin claret-colored peaks, are the most photographed peaks in Colorado. Maroon Bells near Aspen feature the North Maroon Peak (14,014 ft) and the South Maroon Peak (14,156 ft), separated by about half a kilometer. The Maroon Bells are made of a soft, crumbly rock called mudstone. The mudstone is responsible for the peaks' reddish color and its fragility. The unique composition of the sediments makes the rock break and fracture. Over the years, the oxidation of the minerals in these sediments deepened their red color. Around 70 million years ago, the sediments were pushed skyward by the mountain-building event that created the current Rocky Mountains, including the scenic peaks of the Maroon Bells. About 300,000 people visit the base of the Bells each season. The claret rocks on bare mountain ranges punctuated with green valleys and lush vegetation lining the Maroon Creek etch a stunning tapestry. Maroon Lake captures the delicate beauty of the peaks in its pure form.



The Maroon Bells tower over 14,000 ft above the pristine Maroon Creek Valley featuring a variety of natural habitat specific to the wild Elk Mountain range. It is dotted with wildflower meadows, coppice of Aspen trees, and alpine tundra. The surrounding wilderness area comprises 9 passes over 12,000 ft and 6 fourteeners presenting a façade of sharp granite slopes as well as gentle curves. A fourteener is a mountain peak with an elevation of at least 14,000 ft. Above the Maroon Lake, the conifer forests consist mostly of Engelmann spruce and subalpine fir. The riparian habitats consist mainly of shrubs such as river birch, willows, alder, blue spruce, and aspen trees. Alpine tundra characterises cold temperature, a short growing season, and harsh, drying winds. Some of the species of fauna and flora that can be spotted here are Bighorn Sheep, Red Fox, Yellow-bellied Marmot, Mule Deer, Red Osier Dogwood, Rufous Hummingbird, Gray Jay, and many more.

There are several activities that help the visitors to make their experience at the mountain range more immersive.

## *Clarion Call from the Maroon Bells*

# Activities at the Maroon Bells

## Hiking

The Maroon Bells lie 10 miles from Aspen up the Maroon Creek Road. It provides an opportunity for hiking through 6 trails, thereby letting tourists plunge into the exemplary natural beauty all around. The trails include Maroon Lake Scenic Trail, East Maroon Trail, West Maroon Pass, Buckskin Pass, Willow Lake Trail, and Crater Lake. Maroon Lake Scenic Trail at an elevation of 9,500 ft - 10,000 ft is easy to meander. The trail presents extraordinary views for images and camping. While the 6.5 miles Willow Lake Trail is the most difficult one to tread, the other trails provide moderate difficulty of traversing.



# Camping

Visitors can spend time at the Maroon Bells ranging from an hour to several days. Camping is allowed in the Maroon Valley only at the three developed campgrounds along the Maroon Creek Road, Silver Bar Campground (4 sites); Silver Bell Campground (14 sites on the banks of Maroon Creek); and Silver Queen Campground (5 campsites near Maroon Creek). It is advised that visitors carry adequate stocks of food during camping.

T-Lazy-7 Ranch offers a wide variety of activities including winter snowmobile tours, summer horseback riding, fly-fishing, and venues for special events. Tourists can engage in trout fishing in the Maroon Creek.

The Maroon Bells rings in joy, inner beauty, serenity, and purity that define you. Let the visit to the claret peaks reverberate eternally in your memories.



## Getting There



\*Bus is the easiest means to reach the Maroon Bells. The free Castle/Maroon bus leaves downtown Aspen from the Rubey Park Bus Station at a frequency of 20 minutes (available 6:20 am - 2 am). It connects to the Maroon Bells shuttle at Aspen Highlands (available 8 am- 5 ). Maroon Bells can be accessed by car and bike as well. However, the road is closed to private vehicles once the parking lot is filled. The road leading to the Maroon Bells is closed in the winter. Visitors can hike on this road in winter but it takes a 12-mile round trip to make it to the lake.



# Spine chilling haunts in

# NEW ORLEANS



Creepy places, a glimpse of something unexpected, lingering spirits and abandoned places is fast catching the fancy of many for the thrill of fear. Ghost tourism is designed to be adventurous and is not just about spiritual experience. America is a land of million ghost stories and intriguing tales which have grown over generations.

So, prepare yourself for an eerie tour with a dash of excitement.

New Orleans, Louisiana is majorly known for distinct music, creole cuisine, unique dialect and the full on celebration of the most cherished festival Mardi Gras. However, it is believed to be deeply haunted by the souls of the dead. The paranormal city is full of contrast and has a distinctive flavor- historic and modern, sinful yet religious. Ghosts are known to wander in old building, there are vampires, werewolves and monsters of the human kind to take your breath away. New Orleans is in close competition with Savannah for the title of the most haunted city in America.

LaLaurie Mansion in the French Quarter, one of the city's most infamous haunted houses is the former home of the Madame LaLaurie who was a wealthy widow and socialite. The buildings in the French Quarter are similar to each other but the LaLaurie Mansion is still extremely unique with imposing three-story size and sports grey paint. After a fire at the house in the year 1834, rescuers saw bound slaves in a secret torture chamber in the attic. It is presumed that they were tortured for long and there were signs that others got murdered. Madame LaLaurie left the city when others got to know about it and the house was raided by an outraged mob of citizens. It is believed that the building is still haunted by the ghosts of her victims.



# LaLaurie Mansion

VERT  
MART  
WE DELIVER  
374-7767

St. Louis Cemetery No.1 was built in 1789 and is the oldest cemetery in New Orleans and holds the graves of several notable figures like Bernard de Marigny, Marie Laveau and Paul Morphy. It has the reputation for the dead not staying in their graves. The infamous Voodoo Queen, Marie Laveau was known for solving issues and there are countless legends and songs on her intimidating powers. She died in 1851 but is known to materialize above the crypt where she got buried each St. John's Eve (June 23). Most of the tombs here are the work of architects from France and Italy. Her tomb is the most visited, she practiced occult and fortune telling and was known to attend the poor and needy with herbal medicines.



# St. Louis Cemetery

A daytime walking tour will give you a glimpse of the alleged haunted houses and the popular filming locations for Interview With a Vampire, Dracula 2000 and the American Horror Story: Coven. The district is famous for the grandiose mansions of the New Orleans's sugar, cotton and fruit barons of old. Writer , Anne Rice was inspired by the Spanish moss-draped ambience. A real vampire subculture dwells here which deems it a favorite playground for television and movie vampires. One can visit a number of haunted houses and true crime locations.



# Garden District

Arnaud's is a popular restaurant in the French quarter that provides the best juxtaposition of Creole food with fine dining atmosphere. But you have to wait long to get a table and will be shocked to know the price of famous entrees. Arnaud Cazenave founded the restaurant a century before and his ghost haunts the restaurant. It doesn't don't terrorize the guest instead it ensures that all experience are of rigorous standards of luxury as he had set it when he was alive. Instead of complaining if something goes wrong with your meal or dining experience expect Arnaud to fix it. Scarry enough?



# Arnaud

Old Absinthe House served as a type of store, coffee house and bar throughout the history and was built 200 years ago in the French Quarter where many renowned people like Mark Twain, General Robert E. Lee, Oscar Wilde made their way.

People have seen chairs, bottle and glasses moving about the bar on their own and that the ghosts of Andrew Jackson and Jean Lafitte roam on the premises. Another common occurrence is the random opening and closing of doors, women will long dress and frequent laughter.



# Old Absinthe House



Are you brave enough to step out and explore!



**N**oted as one of the premier outdoor festivals in the USA, the National Shrimp Fest is held each year during the second full weekend in October in Gulf Shores, Alabama. This unique celebration features more than 250 fine arts and crafts, and retail marketplace vendors, as well as the traditional sand sculpture contest, plus, of course, lots and lots of shrimp!

This year, the festival will be held from 10<sup>th</sup> to 13<sup>th</sup> October with a great variety of seafood and non-seafood items, country music, classic rock, jazz, and more. Whether you like paintings, sculpture, jewellery, or all kinds of arts & crafts, National Shrimp Fest has everything for you. If you like paintings, sculpture, jewellery, or all kinds of arts & crafts, National Shrimp Fest is only for you.

# Enjoy this grand **beach side** extravaganza



The Annual National Shrimp Festival was started in 1971. It was started with an intention to keep the tourists at the beach after Labor Day, which was traditionally the end of the season and their departure time. The local businesses and local residents provided the fund and the volunteers to host this event which turned out to be not much more than a shrimp boil on the beach, which lasted about 5 hours. There were more than six booths leased by local restaurants, a sand castle contest, and a turkey shoot at the local American Legion Post. The main attraction was an exhibit set up by the Marine Resources Division which consisted of Gulf Sea Life swimming in a large aquarium.



## Feel pleasure with cooking



The Annual Seafood Cooking Contest is a part and parcel of the National Shrimp Fest. It has evolved into the **“Best of the FEST”** Seafood Contest for the food vendors. Celebrating its 46<sup>th</sup> year, the Annual National Shrimp Festival, which draws over 250,000 people, is one of the Southeast Tourism Society's top rated events contributing over \$46 million total economic impact. There are over 300 exhibitors offering everything from fine art, arts & crafts, and a retail marketplace to the Children's Activity Village, where kids can let all their creative talents loose. You can taste shrimp cooked in every way possible and enjoy 4 days of continuous music featuring major national recording artists as well as all the local favorites.





## Play with Shrimps

This annual National Shrimp Fest offers unlimited seafood range along with different delicacies,- both American and European. Always happening after Labor Day holidays, the beaches are filled with both local and international vacationers. Shrimps and lobsters are the stars of this show, so it's no surprise to find dozens of vendors serving favorite crustaceans in all kinds of yummy dishes.

Every year widely acclaimed chefs challenge each other to create the festival's best dish, so be sure to try something new. Of course, there are plenty of other seafood items on the menu, from festival favorite crawfish pistols to crab claws and everything in between. If you are not a seafood maniac, this fest will offer you tons of other options. Just be sure to save room for dessert.

The U.S. state of Alabama is abode to a range of tourist attractions and things to do for all ages and interests. There are several Alabama cities that are home to some of the most important Civil Rights monuments, museums, and historic sites.

**USS Alabama Battleship Memorial Park :** The star attraction of the Memorial Park in Mobile is the 1942 USS Alabama Battleship docked along the waterfront. This BB-60 battleship is nicknamed "the Mighty A," and was decommissioned after the end of WWII. Visitors can tour many parts of the ship, including the captain's cabin, bridge, mess hall, and turrets.



**U.S. Space and Rocket Center :** The U.S. Space and Rocket Center in Huntsville is an exciting attraction for all ages, providing exhibits, interactive experiences, presentations, and one of the world's largest collections of spacecraft on display.

**McWane Science Center :** McWane Science Center is home to a variety of exhibits and interactive experiences, which encourage both kids and adults to learn through hands-on activities. This popular family tourist attraction explores topics from the natural sciences to the latest technology and allows visitors to participate in their own experiments. One of the most popular areas of the museum is its aquarium, which is home to many species of ocean and freshwater life, especially those native to the region.





**Frank Lloyd Wright Rosenbaum House Museum** : Rosenbaum House was built by Frank Lloyd Wright in 1939 for newlyweds Stanley and Mildred Rosenbaum. Located in Florence, the house is the only structure in Alabama designed by Wright. It is constructed of cypress, glass, and brick. The Usonian design features a flat, multi-level roof, and board and batten walls.

### **Barber Vintage Motorsports**

**Museum:** The Barber Vintage Motorsports Museum is home to a collection of more than 1,400 motorcycles, from some of the earliest and rarest models to modern machines. Around half of the collection is on display in the museum, and it is regularly rotated, so true aficionados will want to consider a repeat visit.





# America Festivals



*For most parts of U.S., September is a month to enjoy nice temperatures, outdoor activities, street carnivals, gallant fairs, flea markets, and sports events. In fact, the month begins with a national holiday, Labor Day, when many barbecue cookouts and beach gatherings happen to celebrate the unofficial end of summer.*



**When: First Monday  
(Sep 2, 2019)  
Where: All over U.S.**

Labor Day in the United States of America is a public holiday celebrated on the first Monday in September. It honors the American labor movement and the contributions that the diligent workers have made to the development, growth, endurance, strength, security, prosperity, productivity and well-being of the country. In the year 1887, Oregon became the first state of U.S. to make Labor Day an official public holiday. By the time it became an official federal holiday in 1894, thirty U.S. states officially celebrated Labor Day. Later, all U.S. states, the District of Columbia, and the United States territories have subsequently made Labor Day a statutory holiday.



**When: September 2, 2019**

**Where: Waikiki, Hawaii**

**W**aikiki Roughwater Swim is one of the popular events in Hawaii. The beach of Waikiki is one of the most well known beaches in the world, with perfect sand, wind, waves and sunny temperatures. Started in 1970, this event is offers to see the swimming of world famous swimmers.



**When: 16-22 Sep, 2019**  
**Where: Bardstown, Kentucky**

**K**entucky Bourbon Festival attracts the visitors to the bourbon capital of the world, Bardstown, Kentucky with more than 30 bourbon-related happenings, including the chance to taste many different flavours of bourbon and whiskey. Kentucky Bourbon Festival originally began in 1992 as a Bourbon tasting and dinner, and has grown tremendously over the past 27 years. This festival is now Commonwealth's leading community festivals, and is not only a celebration of Bourbon, but also the people and the community that have supported the industry for generations.



*Grapevine's Grape Fest  
Wine Tasting Festival*

**When: 12-15 Sep, 2019**

**Where: Texas, California**

**G**rapefest is one of the popular wine tasting festivals in Grapevine, Texas. Happening just outside of the Dallas-Fort Worth area, Grapefest marks the harvest and celebration of the month with special wine tasting and concerts. Grapefest also features grape stomping contests, live music, and delicious festival food.



## *State Fair of Texas*

**When: Last Friday in September**

**Where: Dallas, Texas**

**S**tate Fair of Texas is an annual state which was first held in 1886. It usually begins the last Friday in September and ends 24 days later. With an annual attendance of over 2 million people, it is consistently recognised as one of the most highly attended and best state fairs in U.S.

# Travel News

## **Tourism Australia named as most engaged tourist board in US & Canada**

Tourism Australia has been recognised as the Most Engaged Tourist Board in the US and Canada by Virtuoso. The honour was awarded at Virtuoso Travel Week in Las Vegas with an attendance of more than 6,000 people. During the week, Tourism Australia conducted 224 meetings and 96 training sessions, resulting in over 1,000 advisors educated in Australian tourism experiences, including culinary, adventure, and Signature Experiences of Australia.



## **Thailand hopes to receive 40 million visitors this year**

Thailand hopes to receive 40 million visitors this year. Most of the travellers to Thailand are from China and other countries in the region, but millions also come from Europe and the U.S. and currency conversion rates impact decisions when budgeting for trips. Thailand also proposed a \$10 billion economic stimulus package that included spending money to boost domestic tourism and visa-free proposals for Chinese as well as Indian travellers, whom travel operators are hoping to court. This measure will make it an easier decision for tourists in those two main markets, said Chattan Kunjara Na Ayudhya, the deputy governor of international marketing for the tourism authority.

## **Australian state Victoria gets \$54.5 million funding to improve livability**

The Andrews Labor Government is investing in great community facilities across Victoria including libraries, local parks, playground, community centres and sporting facilities. The latest rounds of the Growing Suburbs Fund and the Living Libraries Infrastructure Program are now open – delivering \$54.5 million in funding to ensure residents have access to better facilities. It will boost tourism and livability as well. This funding will help bring forward the delivery of new facilities or necessary upgrades to improve livability and access to vital services in the outer suburbs. The Government is also supporting councils to build, redevelop or refurbish libraries as part of the \$4.5 million Living Libraries Infrastructure Program.



## **Philippines saw 4,133,050 international tourists during the first half of 2019**

Philippines saw a 11.43 percent increase in international visitors during the first half of 2019 having a total of 4,133,050 international tourists. It is according to Department of Tourism (DOT), the country had already already breached the 4 million mark within the first 6 months of the year. The Philippine tourism industry has indeed come a long way with better and increased connectivity. New, rehabilitated and expanded airports have contributed much to this growth.

## **Hotel prices in Europe drop in August 2019, Madrid sees steepest fall**

The hotel prices in August 2019, across most of the European capitals decreased as per trivago Hotel Price Index (tHPI). Madrid recorded the highest drop of 12 per cent in comparison to the last month. Istanbul registered the sharpest increase of 8 per cent in hotel prices for the month of August among the cities listed on the index. Madrid sees the sharpest drop in hotel prices this month on the tHPI, with its average rate for standard double room being 79 euros per night, a decrease of 12 per cent from July. Paris follows with a 10 per cent decrease compared to July, with its average hotel price now at 124 euros per night.

## Show Highlight

**When:**

**15 October, 2019**

**Where:**

**Marina Bay Sands,  
Singapore**

## **HOTEL REVENUE** DISTRIBUTION SUMMIT

### **HOTEL REVENUE & DISTRIBUTION SUMMIT (HRDS) 2019**

The Hotel Revenue & Distribution Summit (HRDS) 2019 will take place on Tuesday, 15 October 2019.

So don't miss this unique chance to meet and network with 200+ hoteliers and learn from inspiring case studies and top-notch panel discussions.

#### **WHAT YOU CAN EXPECT AT THE CONFERENCE**

Hear from top brands and thought-leaders such as AccorHotels, Google, Preferred Hotels & Resorts, Simon-Kucher & Partners, STR, Traveloka, TripAdvisor etc. on how they share key solutions and innovations for hotel revenue management and distribution in Asia.

Network with like-minded industry peers from Far East Hospitality, InterContinental Singapore, Marriott International, Meliá Hotels International, Pan Pacific Hotels Group, Radisson Hotel Group, Worldwide Hotel and many more!

Join your industry peers and get your tickets today!



“Communication channels in housekeeping were tedious, training was not given much importance, and staff were not able to communicate well with guests especially international guests”, reflects Nizar Ahamed Muthukuni, Assistant Executive Housekeeper at Le Royal Meridien who started his housekeeping career in the Middle East in 1984.

The 55-year-old housekeeping veteran emphasises that events like Middle East Housekeepers League of Champions, set to roll out its third edition during The Hotel Show taking place from 17th to 19th September at Dubai World Trade Centre, is a “morale booster” for housekeeping professionals in the UAE. The competitions sponsored by Restonic is also supported by Diversey and Ideal Standard.

“Housekeeping as a profession has grown in terms of technology, training, career growth, and recognition. Today, there are seminars, workshops, awards, competitions available for the housekeeping sector which never happened before”. He added that the League does not only motivate housekeepers but also helps spread a good word about the housekeeping fraternity in the UAE.

Flora Creek Deluxe Hotel Apartment bagged the 'Best Housekeeping Team' title last year and will be defending their title this year, giving tough competition to over 50 hotels from across the UAE that have registered for the most widely attended edition of the competition yet.

The competition, which will be one of the highlights at The Hotel Show taking place as a part of the inaugural Middle East Design and Hospitality Week, will see participating teams be judged on skill, speed, spirit, and teamwork while resetting a thoroughly trashed room.

Pamini Hemaprabha, Complex Executive Housekeeper at Mina Seyahi Complex and one of the judges of the competition says, “The Middle East Housekeepers League of Champions is a rewarding and motivating event for housekeeping staff, or should I say housekeeping heroes in the UAE. It gives them a platform to excel in terms of professionalism, creativity and in cultivating winning spirit amongst healthy competition”.

Lea Ruhimbaccus, Executive Housekeeper at Fairmont Dubai and a judge of the competition says, “Participating in the Housekeeping Challenge boosts the entire housekeeping team's morale; the challenge will help housekeepers to step out of

their comfort zone and to further develop a strong rapport with their peers across various properties. It's a fantastic opportunity for housekeeping professionals to showcase their talent and expertise to a broader audience”.

Teams signed up to battle it out in the action-packed 3rd edition of the competition include Address Dubai Mall, Atlantis The Palm, The Fairmont Dubai (2017's champions), Kempinski Hotel Mall of the Emirates, Le Méridien Mina Seyahi Beach Resort & Marina, Marriott Hotel Al Forsan, Marriott Hotel Al Forsan, Rose Rayhaan by Rotana, Rove Downtown, Shangri-La Hotel, Dubai, Swissôtel Al Ghurair.

Yousif Kooheji, General Manager of Middle East Housekeepers League of Champions' headline sponsor Restonic said, “Our decision to participate in the Hotel Show and to sponsor the Housekeepers League of Champions may be the ideal opportunity to test our theory. Having a face to face with customers and collectively experiencing the lively demonstrations, which includes the Restonic products, can be beneficial to all concerned.

Unlike the previous shows, this years' event is a complete departure with some great new ideas. Hopefully the new format will cause a buzz and give us a greater feeling of involvement and hopefully elevate the Restonic brand even more”.

Nathan Waugh, Portfolio Director - Hospitality Division says, “Middle East Housekeepers League of Champions sponsored by Restonic has quickly become one of the main highlights at the Hotel Show, and for the hospitality industry in the UAE. A true testament to the competition's success has to be that many housekeepers across hotels in the UAE now plan their vacation around the competition so that they can participate in it. We are delighted to have received the highest number of registrations for the competition this year. I would like to thank the housekeeping fraternity in the UAE for turning Housekeepers League of Champions into an annual celebration of talent and expertise. A special thank you should also go to the UAE Professional Housekeepers Group; whose consistent support is critical to the competition”.

Register for free today to attend The Hotel Show along with the Leisure Show, INDEX, INDEX Home, Workspace, FIM, and Surface Design Middle East comprising Middle East Design and Hospitality Week 2019.

**When:**  
17 - 19 September  
2019

**Where:**  
Dubai World  
Trade Centre



## THE HOTEL SHOW

30 years ago, the GCC's world-class hotel sector and its unparalleled housekeeping standards as we know it today were nascent. "Communication channels in housekeeping were tedious, training was not given much importance, and staff were not able to communicate well with guests especially international guests", reflects Nizar Ahamed Muthukuni, Assistant Executive Housekeeper at Le Royal Meridien who started his housekeeping career in the Middle East in 1984.

The 55-year-old housekeeping veteran emphasises that events like Middle East Housekeepers League of Champions, set to roll out its third edition during The Hotel Show taking place from 17th to 19th September at Dubai World Trade Centre, is a "morale booster" for housekeeping professionals in the UAE. The competitions sponsored by Restonic is also supported by Diversey and Ideal Standard.

"Housekeeping as a profession has grown in terms of technology, training, career growth, and recognition. Today, there are seminars, workshops, awards, competitions available for the housekeeping sector which never happened before". He added that the League does not only motivate housekeepers but also helps spread a good word about the housekeeping fraternity in the UAE.

Flora Creek Deluxe Hotel Apartment bagged the 'Best Housekeeping Team' title last year and will be defending their title this year, giving tough competition to over 50 hotels from across the UAE that have registered for the most widely attended edition of the competition yet.

The competition, which will be one of the highlights at The Hotel Show taking place as a part of the inaugural Middle East Design and Hospitality Week, will see participating teams be judged on skill, speed, spirit, and teamwork while resetting a thoroughly trashed room.

30 years ago, the GCC's world-class hotel sector and its unparalleled housekeeping standards as we know it today were nascent.

**When:**  
**16-18 October 2019**  
**Where:**  
**Sands Expo and  
Convention Centre,  
Singapore**



## **ITB Asia 2019**

ITB Asia is an annually B2B trade show and convention for the travel industry. It is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses.

This is where international exhibitors of all sectors within the travel-value chain commerce, and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure, and Corporate Travel markets.

As Asia continues to be a major growth region for the travel and tourism industry worldwide, Asian outbound trips are expected to increase by 6% in 2019.

With Business, Networking and Content as key, the stage at #ITBAsia2019 is set for you to take advantage of the endless opportunities in the Asia travel market.

Join the three day B2B trade show and convention to meet with top international buyers from MICE, Leisure and Corporate Travel.

\*Trade Visitor passes are valid for both  
ITB Asia and MICE Show Asia



# Calendar of Events

30 Aug - 1 Sep

## CITE 2019

Guangzhou, China  
[www.gzlmice.cn](http://www.gzlmice.cn)



3 - 4 Sep

## QATAR TOURISM & HOLIDAYS EXPO

Doha, Qatar  
[qthexpo.com](http://qthexpo.com)



5 Sep

## THINC INDONESIA

Bali, Indonesia  
[www.thincindonesia.com](http://www.thincindonesia.com)



## HOTELIER SUMMIT ASIA

Jakarta, Indonesia  
[www.ide-global.com](http://www.ide-global.com)



4 - 6 Sep

## WORLD AVIATION FESTIVAL

London, U.K.  
[www.terrapinn.com](http://www.terrapinn.com)



4 - 6 Sep

5 Sep

**HOTEL MANAGEMENT  
SINGAPORE SUMMIT**

Singapore  
[www.questevent.com](http://www.questevent.com)

**HOTEL MANAGEMENT  
SINGAPORE SUMMIT**

5 - 7 Sep

**ITE HCMC**

Ho Chi Minh City  
Vietnam  
[www.itehcmc.com](http://www.itehcmc.com)



**MEETING PLANNERS  
RUSSIA**

Moscow, Russia  
[www.europecongress.com](http://www.europecongress.com)



9 - 10 Sep

**OTDYKH INTERNATIONAL  
RUSSIAN TRAVEL  
MARKET**

Moscow, Russia  
[www.tourismexpo.ru](http://www.tourismexpo.ru)



10 - 12 Sep

**6<sup>th</sup> AFRICA HOTEL &  
RESORT EXPANSION  
SUMMIT 2019**

Mombasa, Kenya  
[www.africa.hotelandresortsummit.com](http://www.africa.hotelandresortsummit.com)



11 - 12 Sep

11 - 13 Sep

**TBEX NORTH  
AMERICA**

Billings, Montana  
tbexcon.com



10 - 12 Sep

**IMEX AMERICA**

Las Vegas, USA  
www.imexamerica.com



11 - 13 Sep

**SEA TRADE CRUISE  
EUROPE**

Hamburg, Germany  
www.seatrade-europe.com



**SAHIC**

Quito, Ecuador  
www.sahic.com



16 - 17 Sep

**The Hotel Show Dubai**

Dubai, UAE  
www.thehotelshow.com



17 - 19 Sep

17 - 19 Sep

**The Leisure Show**

Dubai, UAE

[www.theleisureshow.com](http://www.theleisureshow.com)



18 - 20 Sep

**PATA TRAVEL MART**

Nur Sultana, Kazakshtan

[www.pata.org/ptm/](http://www.pata.org/ptm/)



**AMUSEMENT &  
ATTRACTION PARKS  
EXPO (TAAPE 2019)**

Thailand, Bangkok

[www.taape.cn](http://www.taape.cn)



19 - 21 Sep

**WORLD ROUTES**

Adeleide, Australia

[www.routesonline.com](http://www.routesonline.com)

[/events/204/world-routes-2019](http://www.routesonline.com/events/204/world-routes-2019)



21 - 24 Sep

**THE LODGING  
CONFERENCE**

Phoenix, Arizona

[www.lodgingconference.com](http://www.lodgingconference.com)



23 - 26 Sep

23 - 24 Sep

**3<sup>rd</sup> ANNUAL GLOBAL  
HOTELS & RESORT**

Ho Chi Minh City, Vietnam  
bricsaconsulting.com  
/event/3rd-annual-  
global-hotels-resorts



24 - 26 Sep

**IT&CMA AND  
CTW ASIA-PACIFIC**

Bangkok, Thailand  
itcma.com



27 Sep

**Hotel Management  
Summit Asia 2019**

Hong Kong  
www.questexevent.com/  
hotelmanagementsummit



**UZAKROTA SUMMIT  
LONDON**

London, U.K.  
www.uzakrota.com  
/europeansummit19



27 Sep

# Travel AND Tour™ WORLD



Paris



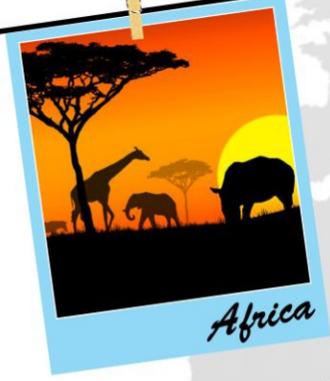
Egypt



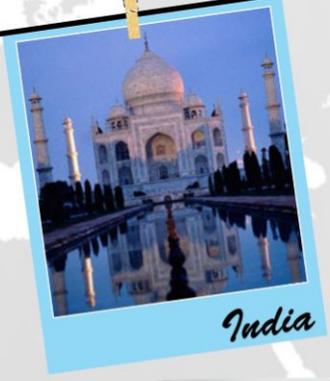
Brazil



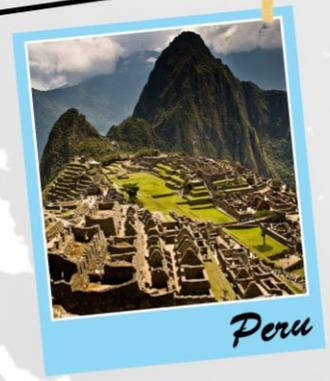
Italy



Africa



India



Peru



Subscribe  
to our daily  
travel newsletter  
**FREE**



➡ Download for free in a flip- book format

➡ Magazine catering to global travel industry

➡ Special coverage on MICE destinations every month