

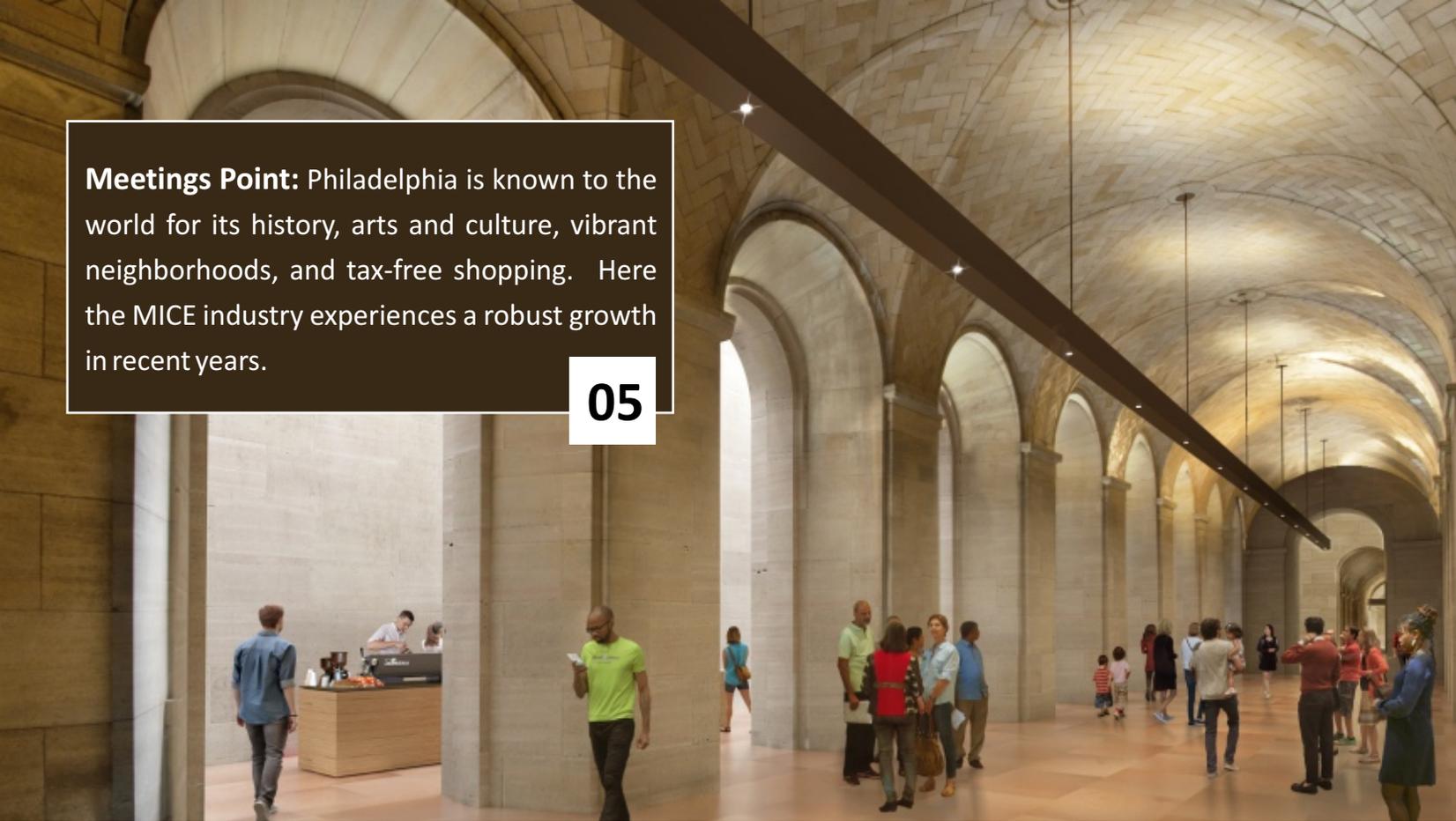
TTW Americas

Volume:9, Issue: January 2020

Orchid Festivals

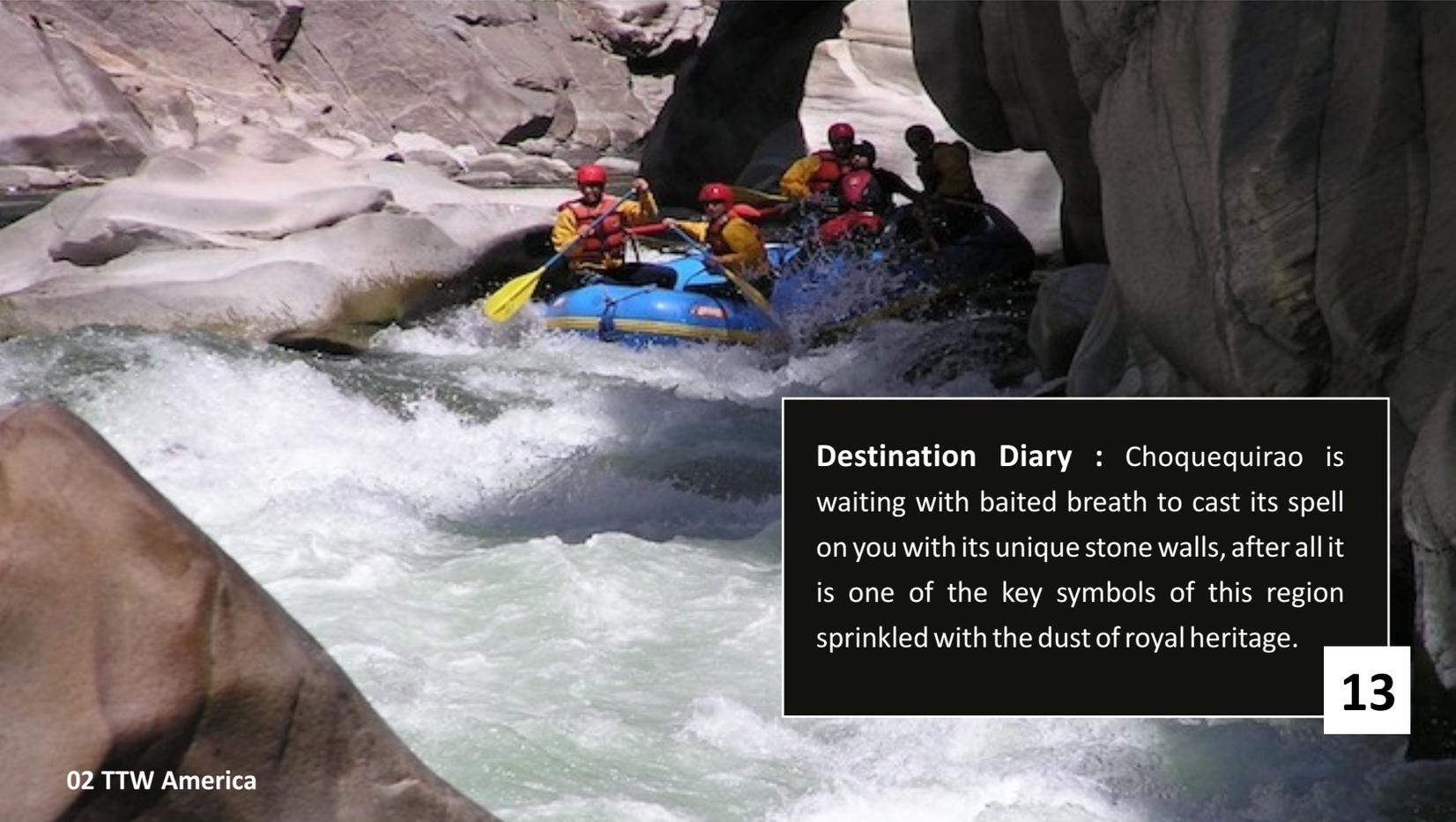
South Florida





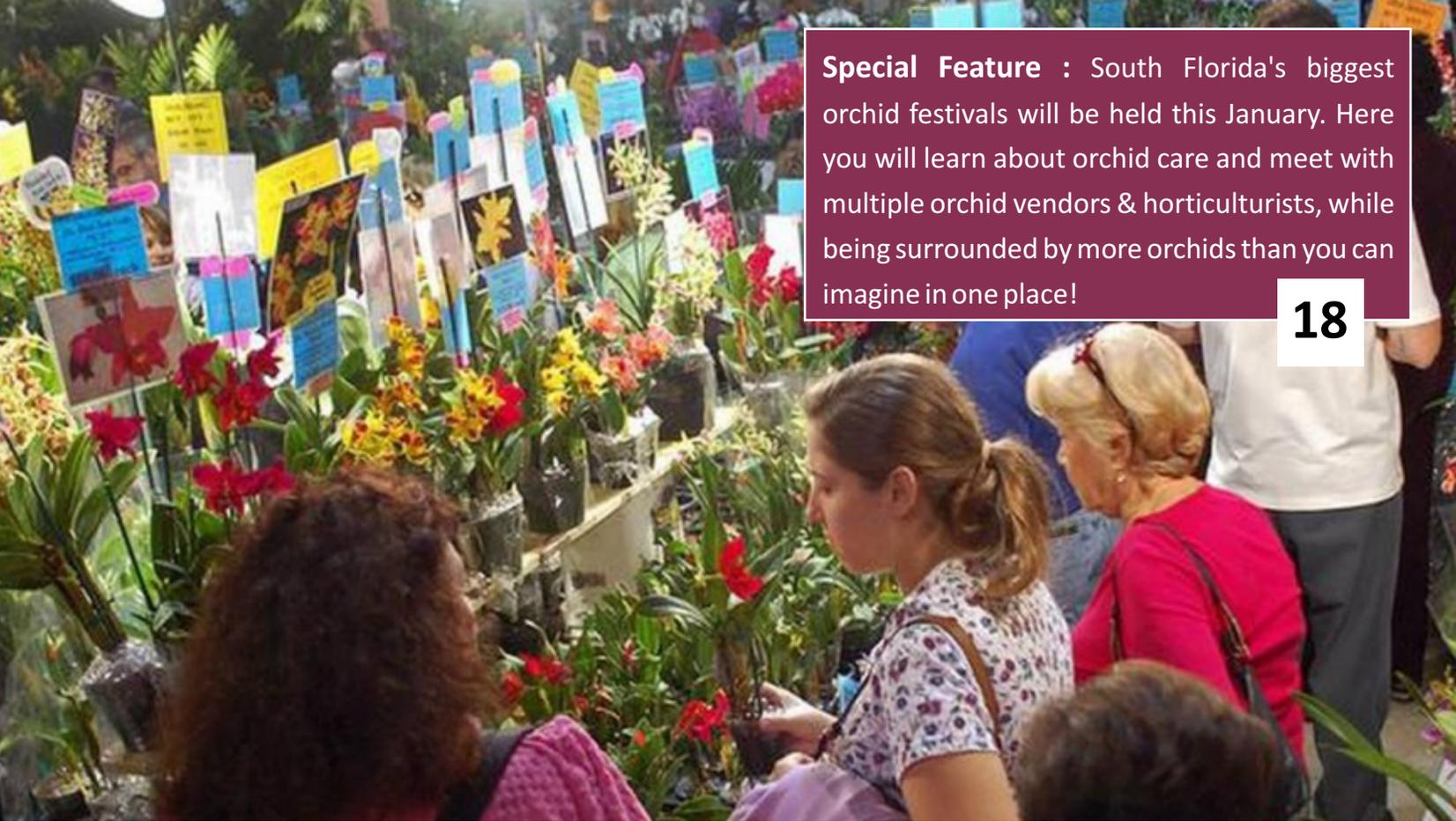
Meetings Point: Philadelphia is known to the world for its history, arts and culture, vibrant neighborhoods, and tax-free shopping. Here the MICE industry experiences a robust growth in recent years.

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Destination Diary : Choquequirao is waiting with baited breath to cast its spell on you with its unique stone walls, after all it is one of the key symbols of this region sprinkled with the dust of royal heritage.

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Special Feature : South Florida's biggest orchid festivals will be held this January. Here you will learn about orchid care and meet with multiple orchid vendors & horticulturists, while being surrounded by more orchids than you can imagine in one place!

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Cover Story : Aviation museums in United States have a range of focuses- from military aviation varieties to NASA space centers. Here you can also get to know more on hundred years old aircrafts to futuristic airplanes.

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Dear Readers,

The United States is the largest revenue generator in MICE and leisure tourism. The trade tensions between the US and China have influenced business and leisure travel demand between these two powerful countries with a fat year-on-year growth in 2018.

This trade tension in these two consecutive years(2018-19) has influenced travel trade demand between these two countries. After ten years of huge growth, international visitor numbers from China were flat year-on-year falling from average annual growth of 23% over the previous decade. The international visitors from China account for 4% of total U.S. visitors but 11% of all spending. It is demonstrating their economic importance to the country. In this issue, we are focusing on Philadelphia's hospitality industry scenario that sees a record increase in room supply. The United States is the hub of diversity and tourism opportunities. USA has full of surprises for all kinds of tourists and backpackers. It is the melting pot of various cultures exhibiting cultural and sociological diversity with its third-largest population in the world. We are highlighting some popular aviation and aerospace museums in the United States. These greatest aviation museums capture the achievements and aircraft of the pilots, designers, and engineers and educate us on aviation products.

From jam-packed mega-cities to tranquil small towns, magnificent natural beauty, man-made wonders, fast-paced, mysterious archaeological remnants, exciting and ever-changing environs, United States will leave anyone awe-inspired with its brilliance. Here, you can get to know about the ancient charm of Incas, Choquequirao and South Florida's orchid festivals that attract thousands of visitors for exquisite beauty.

Keep reading and plan your next trip.

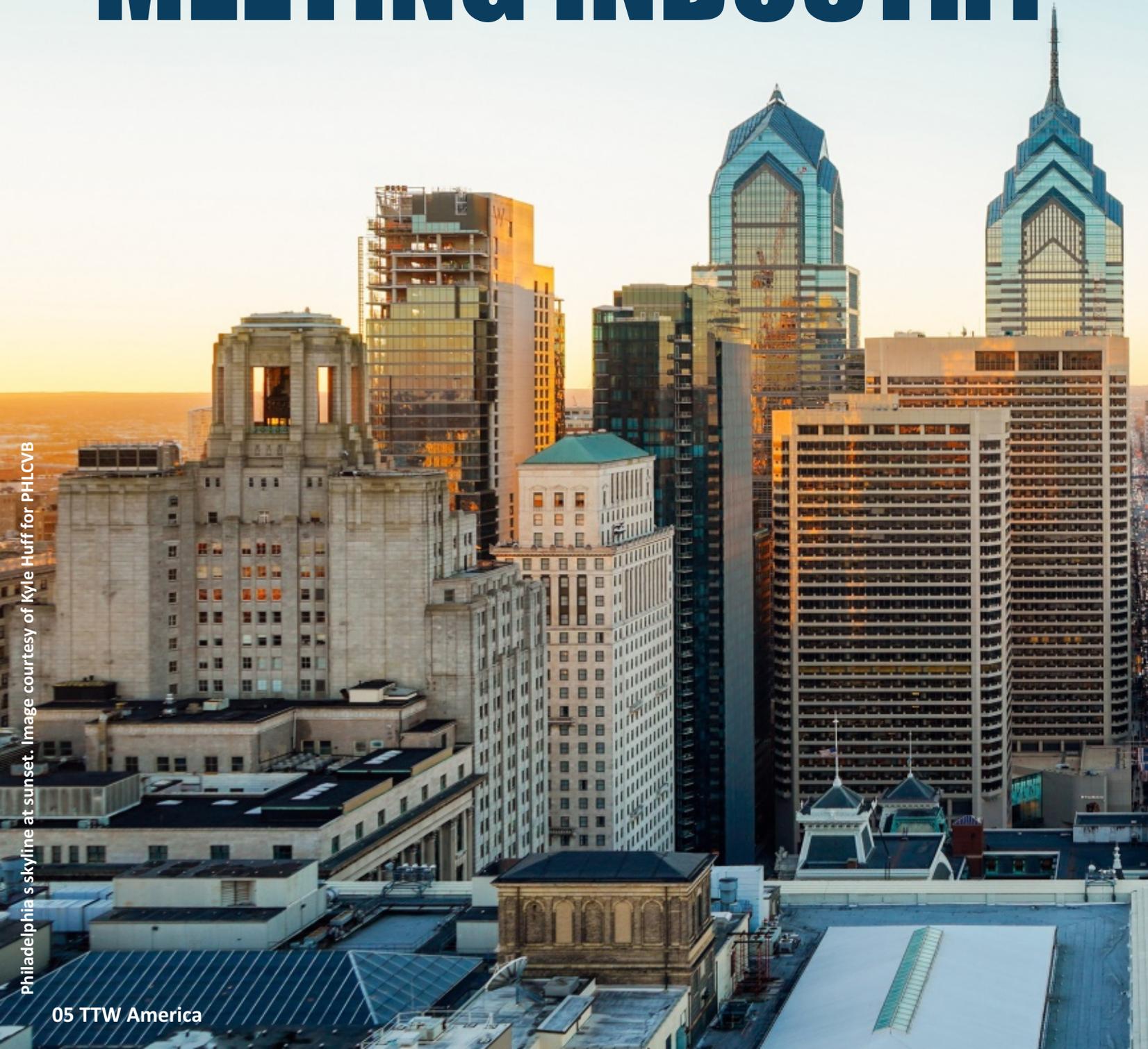
Editor-In-Chief

Mr. Anup Kumar Keshan

Editorial Desk



PHILADELPHIA'S MEETING INDUSTRY



Philadelphia's skyline at sunset. Image courtesy of Kyle Hurf for PHLCVB

Meetings Point

***P**hiladelphia is known to the world for its history, arts and culture, vibrant neighborhoods, and tax-free shopping. The city will see new tourism developments and hotels opening throughout 2020. Here the MICE industry is experiencing a robust growth with infrastructural developments.*

“The Birthplace of America”

**PERFECT ORCHESTRATION OF
TOP-LEVEL HOSPITALITY**



From architecture to design, artistry and innovation, culinary mastery and wellness expertise, most of the convention centres and the hotels in Philadelphia are working closely with their visionary partners to offer world class hospitality services, classical quality and artistry to the global event planners. Philadelphia sees a rapid rise in tourism sector not only for its history, but also for its vibrant murals, glinting metal-works, multihued mosaics and kaleidoscopic light installations, art collectives in garages, and a traditionally Italian neighborhood famous for cheese-steaks now sprouting vegan-punk-metal coffeehouses.

Philadelphia's Best Meeting Venues

The residents and visitors of Philadelphia from colonial era, places for large assemblies since the colonial era, and a variety of temporary and permanent facilities served this purpose in the 18th and 19th centuries. Modern, multipurpose convention centers appeared in the late 1920s and have since grown in size and scope. By the early 21st century, many of the region's cities, suburbs, and resort towns developed convention centers to attract business, development, and revenue.

Pennsylvania Convention Center

Pennsylvania Convention Center is a multi-use facility in the Market East section of Philadelphia. This meeting venue was designed to accommodate conventions, exhibitions, conferences and other events. This convention centre comprises of four main halls or rooms, smaller meeting rooms and auditoriums, and the Grand Hall, which occupies much of the tarnished of the former Reading Railroad terminal.



Greater Philadelphia Expo Center : The Greater Philadelphia Expo Center at Oaks is an exhibition center located in Oaks, Pennsylvania, which is approximately 7 miles (11 km) northwest of King of Prussia via the Pottstown Expressway (U.S. Route 422). It has four adjoining exhibit halls, 15 meeting rooms, two small food courts, and a total area of over 240,000 square feet on one floor. It is among the largest suburban exposition centers on the East Coast of the United States.

Lincoln Financial Field: Lincoln Financial Field, home to the Philadelphia Eagles, is much more than a first-class sporting facility. It is ideal for corporate meetings, customer events, team building, fundraisers, special occasions, and special events.

Philadelphia Phillies: Philadelphia Phillies is unique in serving in meetings industry. It is new, world-class and perfect place to host your next event! Citizens Bank Park, the spectacular home of the Phillie's, has the space for almost any gathering of any size.

Starwood's new dual-branded W and Element Hotels property is projected for completion in June 2020. Image courtesy of Marriott International.



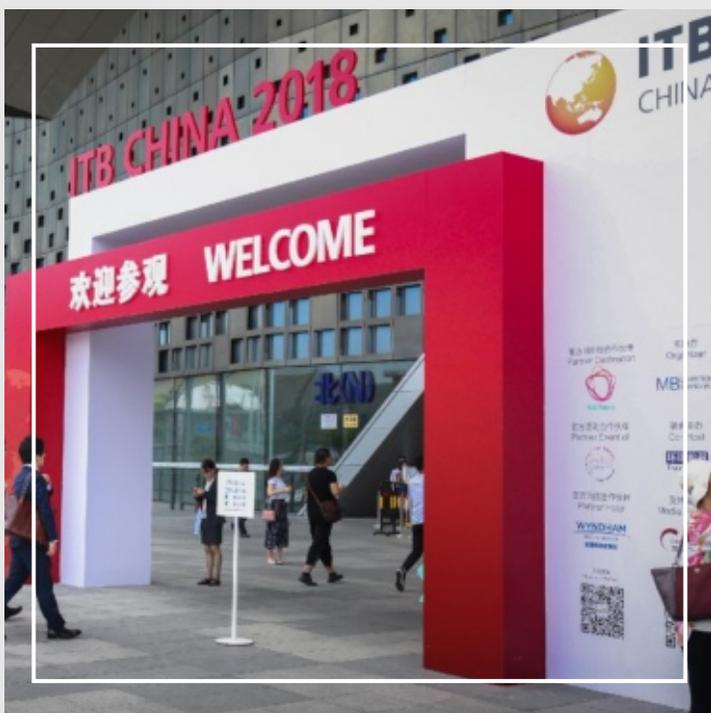
To promote Philadelphia's convention potential, the Philadelphia Convention and Visitors Bureau (PCVB) was founded in 1941. In 1948, when the building hosted the presidential nominating conventions for both the Republicans and Democrats, city officials renamed it Philadelphia Convention Hall. Later, this convention bureau plays a significant role in developing its MICE business.

Over time, Greater Philadelphia's gathering places and convention centers attracted huge global visitors and generated profitable revenue annually. Their maturation from intimate spaces and temporary structures to the amenities-rich, multipurpose buildings of the 20th and 21st centuries reflected not only the cultural appeal of Philadelphia but also the region's change from manufacturing to an economy reliant on tourism and hospitality.

Travel News

ITB China partners with SITE to promote MICE and Corporate Travel

China's largest B2B exclusive travel trade show and The Society for Incentive Travel Excellence (SITE) announced their strategic partnership for the upcoming ITB China, set to take place from 13 to 15 May 2020 in Shanghai. The event and meetings industry is expected to grow at a steady 8 percent rate in 2020, according to a recent CWT report "2020 Future Trends in Meetings and Events". David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China said that their strategic partnership with SITE is significant because it brings together exclusively MICE and Corporate travel stakeholders from China and around the world.



Abu Dhabi, Dubai gets 15.88 million overnight tourists

The total number of international tourist arrivals to Dubai and Abu Dhabi increased to 15.88 million during the first nine months of the year, as compared to 15.26 million during the same period last year, according to the Q3 Economic Review issued by the Central Bank of the UAE.

Based on the data published by Department of Tourism and Commerce Marketing- Dubai, it is estimated that approximately 56.3 per cent (6.8 millions) of tourists who arrived during the period of January-September 2019 stayed at the emirate's hotels. The data for Dubai continue to indicate a growing trend in the number of international hotel guests during the reference period as compared to 2018. However, the competitiveness requires increasing discounts to improve occupancy of existing hotel capacity, according to the CBUAE's quarterly review. Similarly, the international hotel guests in Abu Dhabi registered an increase of 2.9 per cent (around 106,000) compared to the same period in 2018.

Centara transforms Maldives resort rooftops into sustainable solar power source

Centara Hotels & Resorts has transformed one of its Maldives resorts into a self-sustaining solar energy generator after the adoption of a rooftop solar panel system that will begin producing electricity this month. Following the completion of solar panel installation atop the roofs of all of the resort's main structures, Centara Ras Fushi Resort & Spa Maldives will generate enough power to supply close to 40% of its energy needs, resulting in an annual energy savings equivalent to 307,000 kilowatt hours (kwh), or about 83,000 litres of diesel fuel.



Qatar Airways celebrates maiden flight to Gaborone, Botswana

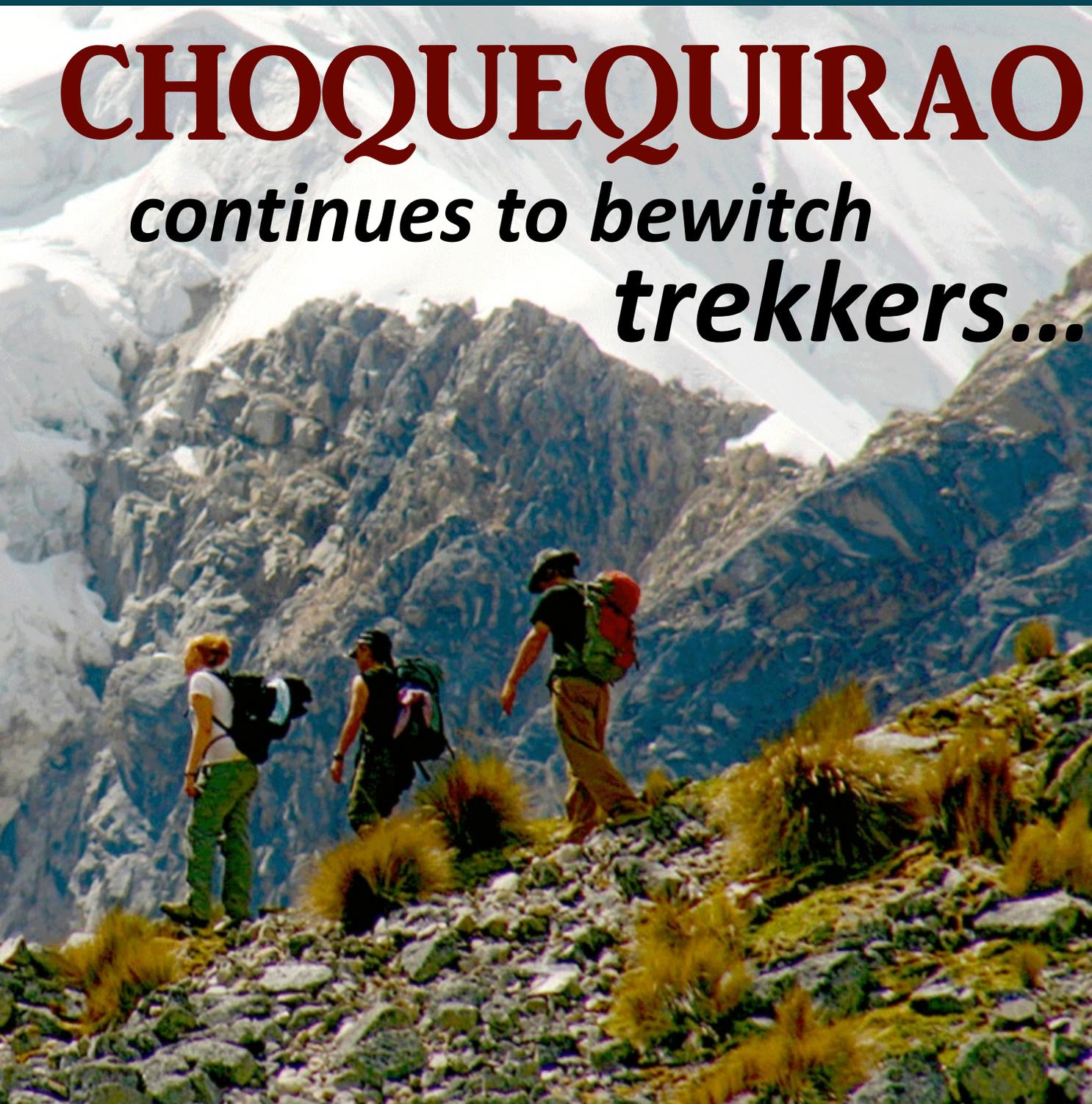
The first Qatar Airways plane from Doha to Botswana landed at Sir Seretse Khama International Airport in Gaborone on Sunday December 15th. The award-winning airline serves the capital of Botswana three times a week and is the only non-African airline that flies to the country. The flight was welcomed by the Vice President of Botswana, Slumber Tsogwane, and the Minister of Transport and Communications, Thulagano Segokgo. Qatar Airways Group Chief Executive Akbar Al Baker said that he is delighted to add Gaborone to their global network of more than 160 destinations. Qatar Airways is committed to expanding the network in Africa, and this new route – their 23rd destination on the continent – is another step in achieving this. They are very proud to be the first airline in the Middle East to fly to Botswana and look forward to bringing tens of thousands of passengers to this wonderful country.



While some globetrotters are besotted with the manifold marvels of Mother Nature, few more are turned on simply by the thought of unearthing mysterious traces of history. If you are one such history buff, exploring the Incan Empire should certainly top your travel check-list this time. Once upon a time, the Inka Empire was the largest empire in pre-Columbian America. And, during the 16th century, it was the largest empire all across the earth! The military, political and administrative nerve-centre of this prosperous empire was based in the region of Cusco, the present-day Peru, in the United States.

CHOQUEQUIRAO

*continues to bewitch
trekkers...*



A SLICE OF INCA...



Can't wait to discover the eternal charm of the ancient Incan Empire? Choquequirao is waiting with baited breath to cast its spell on you with its unique stone walls, after all it is one of the key symbols of this region sprinkled with the dust of royal heritage.

Also known as **Chuqik'iraw** or **ChuqiK'iraw**, this region is revered as the 'other Machu Pichu', since it is unparalleled in terms of its archaeological and historical significance. And, the region mirrors the architectural style of Machu Pichu in more ways than one.

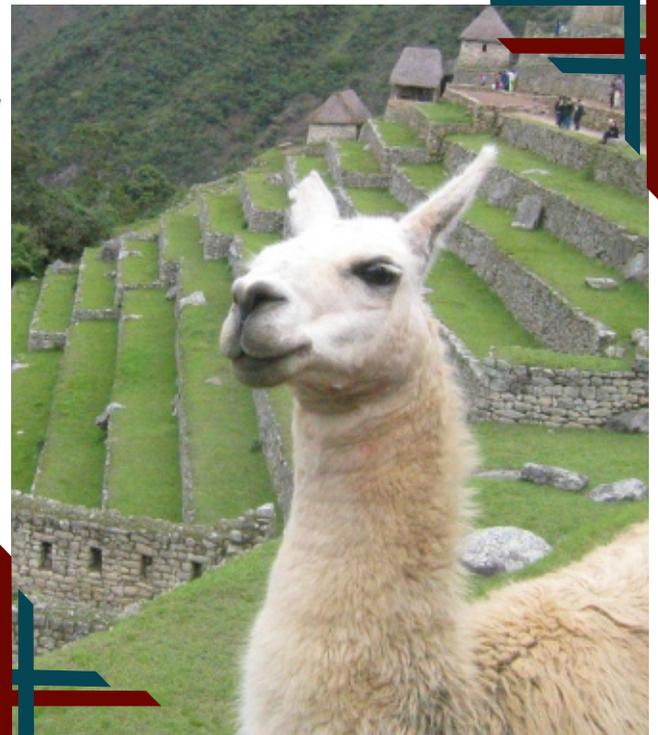
CHOQUEQUIRAO

the other name of Charisma

In the heart of Choquequirao exists a truncated mountain known as Ushnu.

Several excavations have been performed at this site, with an aim to uncover the sacred function of this beautiful place. Furthermore, remnants of small stone walls have been found close to Pumasillo to the north-west and Corihuayrachina to the north east.

However, alongside this breathtaking area, there is a lot more that can pamper the nomadic souls of travellers in this part of the world. Read on to nourish your curiosity!



House of the priest

First of all, one should make it a point to pay a visit to the house of the priest. It is located on the southern slopes of Choquequirao. One would come across it as oriented towards the holy mountains of Apus that surround this region. Apu Ampay is one of the most popular locales here.



Incas Channels

Several channels and platforms dot the region, etched with the memories of bygone eras of the Inca Empire. These were however, built during the Late Period. During the pre-hispanic age, these structures were renovated and beautified considerably.

Representations of llamas

In the upper terraces that are based a little below the main square, one can easily make out the wonderful geometrical symbols that are composed of a broken line. Checkerboards that are painted in white against a background of rocks would also tempt tourists. A number of adult llamas, accompanied by their younger ones can be spotted lazing around this region, particularly across the lower terraces.



Thermal baths of Cconoc

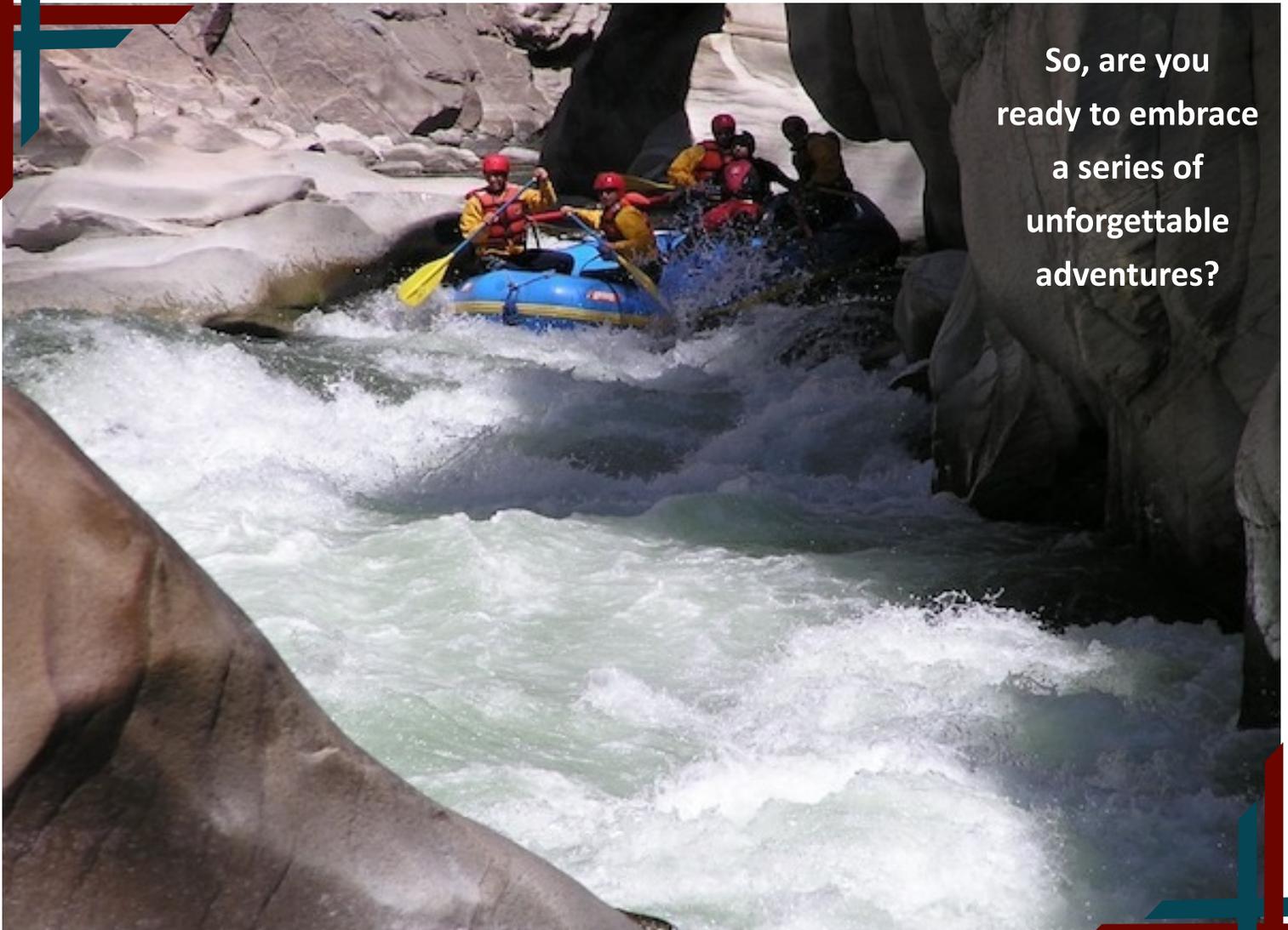
The wearied souls of tourists would be grateful to them once they decide to refresh themselves in the thermals baths of the region of Cconoc. These baths are blessed with therapeutic properties. No wonder, bathing in these baths would rob one of sheer exhaustion and calm the muscles. They can be found along the banks of Apurimac River in Curahuasi district.

Chiquisca

Chiquisco is the perfect retreat for the trekkers who have lost themselves in the mesmerizing sights and sounds of this spectacular locale. Here, one would be capable of indulging in camping facilities. Also, there exists a water reservoir here. It is located about 14 kms away from Choquequirao.

Creek of Capullilloc

Nature admirers are in for a treat when they make their way towards the creek of Capullilloc that is based at a distance of nearly 9 kms. The beauty of the landscape is amazing, as one traverses through the zigzagging tunnel to Apurimac River. Endless greens and snowy mountains of Choquequirao are incredible enough to leave anyone, and everyone who visits it, dumbfounded in glee.



So, are you
ready to embrace
a series of
unforgettable
adventures?



Orchid Festivals

Journey to the World of **Orchids** in South Florida



South Florida's biggest orchid festivals will be held this January. Here you will learn about orchid care and meet with multiple orchid vendors & horticulturists, while being surrounded by more orchids than you can imagine in one place!

South Florida's tourism has huge potential. Tourism is a major part of Florida's economy. People from all over the world travel to this sunshine state to take advantage of its enormous coastline, sunny skies, and numerous tourist attractions.

In South Florida, the weather is warmer for even longer portions of the year and there are more beaches and more sun than anywhere else in the state. So, it's no surprise that tourism is an especially big deal. And in the month of January, you can get a blissful weather. In this month, you can explore the two biggest orchid festivals— the Tamiami International Orchid Festival and the Fort Lauderdale Orchid Society Show “20/20 Orchid Vision” Show.

Fort Lauderdale Orchid Society Show

Fort Lauderdale Orchid Society Show "The 20/20 Orchid Vision" will be held from January 10th to 12th, 2020 at the Greater Fort Lauderdale Broward County Convention Center. Here you can witness flower show, competition and music. You can get a platform where you can meet some of the world-class orchid vendors and specialists. This orchid show is sponsored by the American Orchid Society with an aim to deliver most up-to-date, accurate, educational information about orchid culture and sponsors research and conservation initiatives to improve the outlook for orchids around the world.



What to do in Fort Lauderdale

When you visit Fort Lauderdale, you can get ample chance to visit the city's best tourist attractions. This city is best known for its beaches, arts, culture, and events.

If you go just two miles north of Port Everglades, you can experience Fort Lauderdale's beachfront promenade, with its signature white wave wall and brick-paved path. Across the broad street, stay at any hotels and enjoy Fort Lauderdale shopping or dining or a narrated 90-minute amphibious tour of quaint Las Olas Boulevard, historical districts, and the mansions and yachts dotting Millionaires Row. You can also stop at the Stranahan House, a preserved 1900s home furnished with antiques. Or "follow the red brick road" of the Fort Lauderdale Riverwalk, the landscaped park, to the Arts and Entertainment District.

Tamiami International Orchid Festival

This Miami's orchid festival is the largest winter fest in the United States. This event will be held from January 17th to 19th at Miami-Dade County Fair Expo Center. Tamiami International Orchid Festival is the most diverse orchid show. Over the past 15 years, the Tamiami International Orchid Festival has not only become a great Miami orchid show, but a nationally and internationally recognized orchid event. If you are interested in buying beautiful yet affordable orchids, seeing rare orchids in beautiful exhibits, or learning more about orchids in one of the festival's free classes, you cannot miss the Tamiami International Orchid Festival.



What to do in Miami

Miami is one of the most coveted destinations in Florida. Its trendy nightlife, eye candy art district, and plush hotels are the top attractions here. You can visit some of the tourist places like Miami Beach, Art Deco Historic District, South Beach, Vizcaya Museum and Gardens, Everglades National Park, Bayside Marketplace and Little Havana, and CalleOcho. These festivals let you see more than 20,000 blooming orchids from around the world. See and buy orchids from the huge displays of color and beauty. Don't forget to bring your camera and your best buddy.



Journey to **USA's** Most Beautiful Aviation **MUSEUMS**

Cover Story

Americans were the first who put humans on the sky. For more than two centuries, the history with aviation has been a source of pride, gracing license plates and warranting more air and space museums than any other country in the world. Aviation museums in United States have a range of focuses- from military aviation varieties to NASA space centers. In these museums, you can also get more than a hundred years old aircraft to futuristic airplanes, bombardiers or space craft. These act as a good source of knowledge for students, tourists and aviation enthusiasts.



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Now take a flight and enjoy the ride.....

Wings over the Rockies Air and Space Museum, Denver, Colorado

Denver is Colorado's metropolis dotted with ultra modern architectural buildings. In this city, Wings over the Rockies Air and Space Museum attracts huge tourists throughout the year. With 182,000 square feet of exhibits on the grounds of the former Lowry Air Force base, Denver's Wings Over the Rockies Air and Space Museum has sufficient to command more than a few hours of your time, while you visit the city. Here you can find a satellite museum, the Boeing Blue Sky Aviation Gallery, sits at Denver's Centennial Airport and allows visitors up-close inspections of historic aircraft, including a 1942 Douglas DC-3 and a 1936 Stearman biplane.



Carolinas Aviation Museum, North Carolina

Carolinas Aviation Museum is located at Charlotte Douglas International Airport. Here you can also get a face to face with F-14 Super Tomcat, DC-3 commercial airliner, CH-46 helicopter transport, and the US Airways Airbus A320, Flight 1549 'The Miracle on the Hudson'. This Carolinas Aviation Museum is relatively small compared to others, but here to can get a good source of information on emergency landing of a flight and you can see 50 aircrafts on static display, its location on the grounds of Charlotte Douglas International Airport.



Palm Springs Air Museum, California

Palm Springs Air Museum is also a small museum, but it has lot to offer. It's one of the few where you can climb inside the exhibits, talk to a pilot or enjoy a biplane ride. This museum is home to one of the world's largest collections of flyable Second World War aircraft and from the aircrafts from Korea and Vietnam.



Canada Aviation and Space Museum, Ottawa

It is Ottawa's national aviation museum and it is the home to more than 130 aircraft from around the world, highlights here include the nose section of an Avro Canada CF-105 Arrow and a flight simulator. Here the visitors can take short flights in a 1939 Waco UPF-7 biplane.



EAA Museum, Wisconsin



The EAA Museum in Oshkosh houses around 200 aircrafts and more than 20,000 aviation artifacts in a collection of hangars on the grounds of the EAA (Experimental Aircraft Association) and Wittman Regional Airport in central Wisconsin. It is unique from other aviation museums in that large sections focus on home-built and experimental aircraft, as well as air racing and competition flying.

Delta Flight Museum, Atlanta, GA

Delta Flight Museum is an air museum which houses Boeing 747 and a 757, two of the many full-size aircraft on display. Those drove here, too; the museum is next to Atlanta's Hartsfield-Jackson International Airport. Reopening in 2014 after a \$12 million renovation, the Delta Flight Museum is two Second World War-era hangars chock full of exhibits on the airline's history as well as of those it's taken over through the years, including Pan Am and Northwest.



Pima Air & Space Museum, Tucson, AZ

Pima Air & Space Museum houses more than 350 historical aircrafts from a Wright Flyer to 787 Dreamliner. Pima Air & Space Museum is the largest non-government funded aviation museum in the United States. It also exhibits include the SR-71 Blackbird (the world's fastest spy plane which can cover 3529 kmph), a B-29 Superfortress and the world's smallest biplane. Here you can also see retired DC-3 aircraft double as canvases for Brazilian graffiti artist Nunca. One of the most popular attractions is the Boneyard. There's a boneyard on the grounds of the museum as well as a large 2600 acres military boneyard accessible via the museum-organized daily bus tours for tourists.

Kennedy Space Center, Cape Canaveral, Florida



Located in Florida's space coast, a visit to the Kennedy Space Center is a bucket-list destination for anyone who visit United States. Since December 1968, the Kennedy Space Center has been NASA's primary launch center of space flight. Launch operations for the Apollo, Skylab, and Space Shuttle programs were carried out from here. It is a 144,000-square-mile Kennedy Space Center is situated in Cape Canaveral on Florida's "Space Coast", midway on the state's Atlantic coast between Jacksonville and Miami. The Kennedy Space Center Visitor Complex offers many exhibits and experiences, including a rocket garden, children's play space, two IMAX theaters, Astronaut Hall of Fame and Astronaut Memorial, and multiple cafes, gift shops, and much more.

AMERICA FESTIVALS

Many tourists around the world visit the United States of America to explore the big cities or the beautiful national parks, the festivals in America are a big part of what makes the country so great and are definitely worth attending.

Chiapa de Corzo's Fiesta Grande

Date: 8 January, 2020

Place: Mexico

Also known as the January Festival or "Fiesta de Enero," this is a folk and religious festival with colourful processions and dancing in the streets of Chiapa de Corzo in Chiapas state by people wearing colourful masks and colorful outfits.



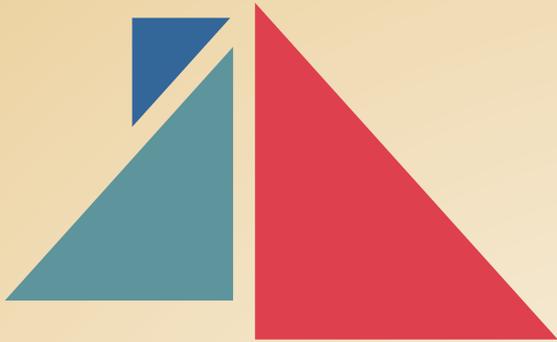


Ressonar Festival is a facilitator of Brazilian experiences for a new time and a new society, through a synesthesia of art, music, learning and sustainable living. This festival reminds an incomparable celebration, under the energy of the first full moon of the year. Ressonar is a celebration of love and art, with attractions from all over the world and in a special setting: in the nature of Chapada Diamantina, the highest mountains in Bahia.

Ressonar Festival 2020

Date: 9-13 January, 2020

Place: Brazil



Zlatne Uste Golden Festival

Date: 17-18 January, 2020

Place: Brooklyn, New York

Golden Festival showcases more than 50 musical bands and acts on multiple stages over two nights. Here you can also see the music lineups and also have Balkan & Middle Eastern refreshments, purchase the artefacts from Balkan arts vendors, as well as beautiful Balkan textiles.





Sundance Film Festival is a popular independent film festival in North America. This film festival is appealing to independent film directors and audiences. Located in a relatively small town in U.S.A., this film festival allures the movie buffs and Hollywood movie directors.

Sundance Film Festival

Date: 24 January – 3 February, 2020

Place: Park City, Utah

ACE OF M.I.C.E. EXHIBITION BY TURKISH AIRLINES

“ACE of M.I.C.E by Turkish Airlines” gathers global MICE industry's shareholders and professionals together by providing a platform where they can build face-to-face connections. 3-day long programme enables professionals to gain knowledge on the latest innovations of the MICE industry and provides multiple networking opportunities.

Within the scope of the International Hosted Buyer Program, 230 different International incentive companies, PCOs, DMCs and corporate buyers will participate from the overseas markets with the support of Turkish Airlines as the main sponsor of the show. International professionals will conduct B2B meetings as part of the Hosted Buyer Program with the exhibiting companies of the show.

For 3 days, more than 15,000 professional visitors are expected to attend the fair. Through an increasing number of international industry partners and media organisations for 2020, participants will have the opportunity to expand their networks with a quality and quality hosted buyer programme.

Continuously developing collaborations and partnerships with MICE and business industry travel focused media outlets, associations and different stakeholders strengthening the international outlook of the ACE of M.I.C.E Exhibition by Turkish Airlines.

AMEzing Party

On 22 January 2020, the first day of the exhibition, 1500 MICE professionals from 41 countries will meet at Klein as one of the most famous night club in Istanbul for a great party.

“AMEzing Party sponsored by Primeclass” has become the cornerstone of the ACE of M.I.C.E Exhibition by Turkish Airlines. gathering industry professionals for an unforgettable night every year. The party will be organized in an extremely attractive concept this year by full of video mapping shows, DJ and dance performances and many others.

How to design, plan and manage large scale productions

“Production Talks” will be the first conference of the world to cover this theme by Vestel as the main sponsor. The conference will be held on 22-23 January 2020 in the Istanbul Congress Center, Uskudar Hall with a capacity of 700 audience. Famous names of the industry will deliver their presentation on a giant stage which will be specially designed and built for the conference.

When :
January 22-24, 2020

Where :
Istanbul Congress
Center, Istanbul,
Turkey



The conference will gather production leaders of great organizations from Olympic Games, Eurovision to Broadway Musicals by proving its ambitious motto of 'Masters of Production Meets in Istanbul'.

“Production Talks” speakers, as the pioneers and visionaries who bring together the latest technologies and creativity in their projects, will not only provide details about the realization of their fascinating projects, but will also give important insights about the production sector production and share their vision on how the industry will be shaped in the coming years.

At the Production Talks, guests can ask questions to the speakers and verbatim outside the hours of presentation and chat. It will be an interactive activity which is not not only from Turkey to Europe, Central Asia and in the coming period the World Expo and the World Championship as two major events organized many respondents also from the Arabian Peninsula. Tickets at the Biletix!

The Roadmap of making Istanbul as number one destination for MICE will be covered at ACE of M.I.C.E Exhibition by Turkish Airlines !

Istanbul deserves to be become one of the leader destinations for MICE. High level professionals of the Turkish MICE industry will discuss the roadmap of ensuring Istanbul to reach that potential in five separate sessions. The summit will be held by the moderation of Volkan Ataman as the president of Tourism Media Group and gather the presidents of agencies, general managers of hotels and other high level professionals of the industry's providers.

A special session will host directors of London and Barcelona Convention Bureaus and the Global Business Director American Express to deliver their personal success story before the audience.

The conference will cover the future actions to be undertaking under two headlines that covers the re-positioning of the city and the marketing. Final declaration of the summit will also be published.



FITUR 2020

From 22 to 26 January 2020, international focus will again be on Madrid thanks to FITUR, the global meeting point for tourism professionals, organised by IFEMA, which will hold one of its most updated and dynamic editions, coinciding with its 40th anniversary.

Sustainability, technology and specialisation will continue to be the main lines of FITUR 2020, in addition to the fair's higher representativity and internationalisation, in alignment with the positive data on the tourism industry.



Everything seems to point to FITUR continuing in its successful and upward trajectory, as shown by the figures of the last edition, which brought together 10,400 participating companies, with 253,000 attendees.

Promoting the agenda of B2B meetings is one of the key objectives of this edition of FITUR, both regarding the general programme, FITUR B2B Match, and the programme specialising in meetings, incentives, conferences and exhibitions and business travel, FITUR MICE which, during two days -22 and 23 January- will bring together 100 representatives of the offer for meetings tourism with 120 qualified procurement officers from around the world.

This year will also see the introduction of the monographic area FITUR TALENT, which will focus on people, on their talent, skills and professional capability, as a factor in tourism companies' competitiveness. FITUR TALENT will have an exhibition area and it will analyse, through conferences, workshops and meetings and with very innovative and dynamic proposals, the perspective and strategy of tourism companies, management companies and talent hunting and training centres, all global leaders in their sector.

When :

22 - 26 January 2020

Where :

IFEMA, Madrid, Spain

South Korea, FITUR 2020 partner country

South Korea is this year's FITUR Partner Country. This destination has experienced an important increase in the number of foreign visitors; in 2018 it received 15.3 million tourists, 15.1% more than in the previous year. It is also increasingly attractive to Spaniards, as last year it received 27,314 Spanish visitors, 17.2% more than in 2017.

FITUR NEXT

The FITUR NEXT Observatory, the FITUR platform dedicated to detecting good practises in tourism with positive effects that can be replicated, will focus its research on how tourism can contribute to local economic development. This is one of the challenges that the Observatory, after analysing hundreds of good practises throughout the world, has identified as key to enabling tourism to boost its positive effect.

FITUR will continue focusing on specialisation and on the growth of some of the recently-introduced sections, such as FITUR CINE and FITUR FESTIVALS and it will again offer its consolidated monographic areas, such as FITUR GAY (LGBT +) and FITUR HEALTH, as well as the sections FITURTECHY and FITUR KNOW HOW, where technology is shown as an essential tool for the growth of the sector and for progress towards the smart tourism concept.

Business and Specialisation: Key Features at FITUR 2020

With a focus on specialisation, business and professionalization, the next edition of FITUR, the International Tourism Fair presents its strongly

enhanced B2B meeting programmes. These are, on the one hand, the FITUR B2B MATCH agenda for tour operators' and agencies' international buyers, and also the agenda specialising in incentive tourism, meetings and business travel: FITUR MICE. Both programmes have proved to be an effective tool, bringing together a large amount of business activity during FITUR's business visitor days. This is evident in the figures from the last edition at which, within the scope of these two programmes, more than 9000 B2B meetings were held with buyers from all over the world.



FITUR MATCH

The FITUR MATCH platform, which will be available on 23rd and 24th January, will put the participating companies in contact with a total of 140 professionals —managers of travel agencies and tour operator companies— from both consolidated markets and emerging areas, the latter with a special focus on the MENA region —Middle East and North Africa— China and Russia. To prepare the programme, FITUR has worked with different sources in the tourism industry and with IFEMA's network of delegations and Marketing Offices that operate in more than 28 countries.

And for meetings, incentives and business travel tourism, a growing business segment and key to the tourism industry, the FITUR MICE specialist programme will bring together, on 22nd and 23rd January, representatives of a hundred Mice tourism providers with 120 qualified buyers from

around the world. An opportunity to make effective contacts aligned with this growing trend in which Spain is one of the leaders. Not surprisingly, as Spain, with 595 international events, is in third position in the ranking of the International Congresses and Conventions Association —ICCA 2019, only behind the United States (947) and Germany (642).

Diversification and new business niches will also be well represented at FITUR through its different specialist sections that make up its portfolio, such as FITUR SCREEN, FITUR FESTIVALS, FITUR GAY (LGBT+), FITUR HEALTH, FITURTECHY, and FITUR KNOW-HOW, and the new FITUR TALENT space, focusing on people, their talent, skills and professional training. In addition, the FITURNEXT Observatory continues its work focusing on sustainability for the tourism industry and will present important research findings during the Fair.



8-10 Jan



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SATTE Delhi
Delhi India
www.satte.in/

12-16 Jan

ASEAN Tourism Forum
Bandar Seri Begawan, Brunei
www.atfbrunei2020.com/



ASEAN TOURISM FORUM

23 - 25 Jan



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Kochi, India
www.iitmindia.com

22-23 Jan



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22nd - 24th Jan



ACE Of MICE Exhibition
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www.ameistanbul.com/

22-26 Jan



Fitur
Madrid, Spain
www.ifema.es/en/fitur

24-26 Jan



TTF Chennai
Chennai, India
www.ttfotm.com/

30 -1 Feb



TTF Delhi
Delhi, India
www.ttfotm.com/

30 Jan -2 Feb



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