

# TTW Americas

Volume: 9, Issue: March 2020

Special Feature

Meetings Point

# Atlanta

Destination Diary

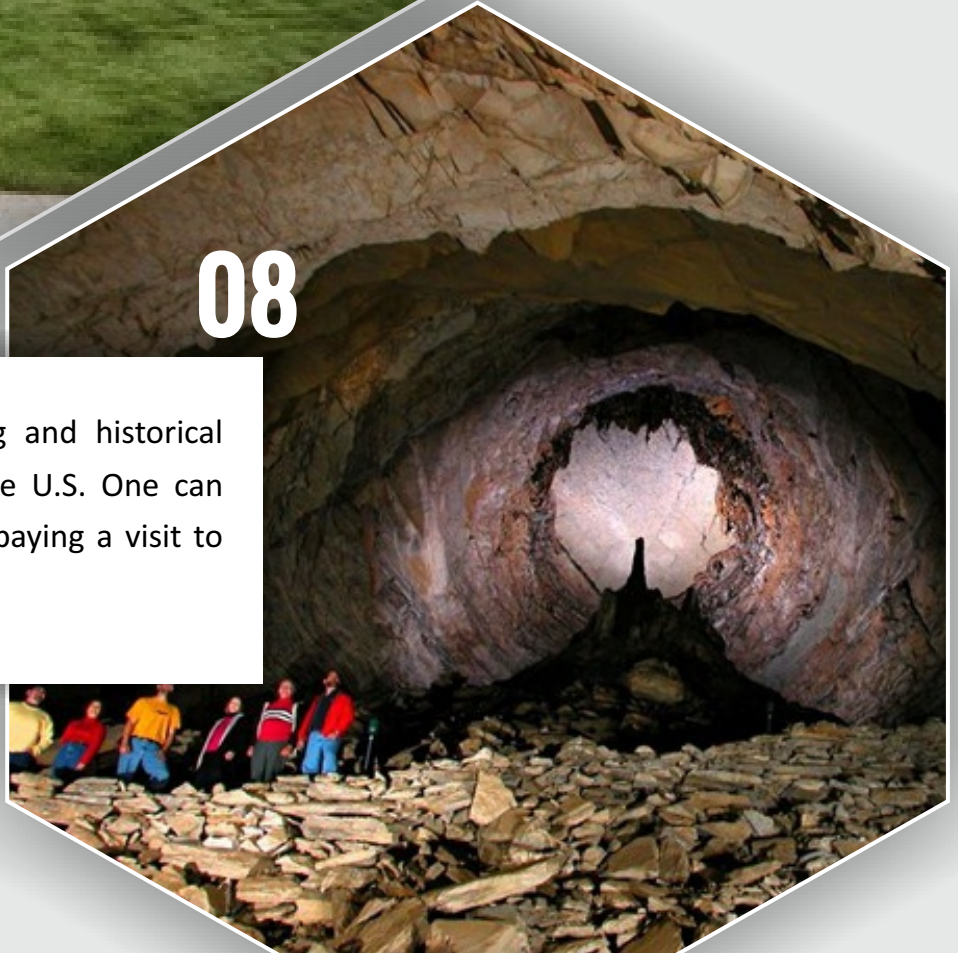
# Alaska

Leila's  
Hair  
Museum



**Meetings Point:** Atlanta is a major hub of America's rapid economic growth. It is the 10<sup>th</sup> largest economy in the country and the 18<sup>th</sup> in the world. The city features some important convention centres and has abundant of natural bounties.

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**Cover Story:** Archaeological building and historical sites are major tourist attractions in the U.S. One can uncover the rich history of America by paying a visit to these places.



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**Destination Diary:** The **Chena Hot Springs** in Alaska is ideal for travelers looking for a trip in the lap of nature. One can experience the natural healing spring waters, year-round ice museum, adventure sports and the Northern Lights show here.

**Special Feature:** **Leila's Hair Museum** in Missouri is the only hair museum in the world. The museum features nearly 2000 pieces of jewellery and 600 wreaths solely made out of human hair.



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## Dear Readers,

The United States of America has the largest economy of the world with an approximate GDP of \$20.513 trillion. The country's economy is influenced by bountiful natural resources, a strong infrastructure and high productivity. Among the notable natural resources are America's own heritage sites build out of the nation's rich history.

In this issue, we focus on Atlanta and highlight the region's contribution to America's economy. Atlanta has become a convergence point for rapid growth of economy featuring some important convention centres as well as local attractions. In this edition, we also feature few historical destinations and sites in America that promotes archaeological or cultural tourism.

Another such unique destination is Leila's Hair Museum in Missouri. As the only hair museum in the world, it preserves America's cultural heritage of commemorating loved ones long before the age of photographs. The museum features around 600 wreaths and 2000 pieces of jewellery.

Destination Diary throws more light on the natural gift of America through Chena Hot Springs in Alaska, its healing waters and picturesque setting. The country also celebrates few cultural festivals throughout the month of March, read on to know more about them.

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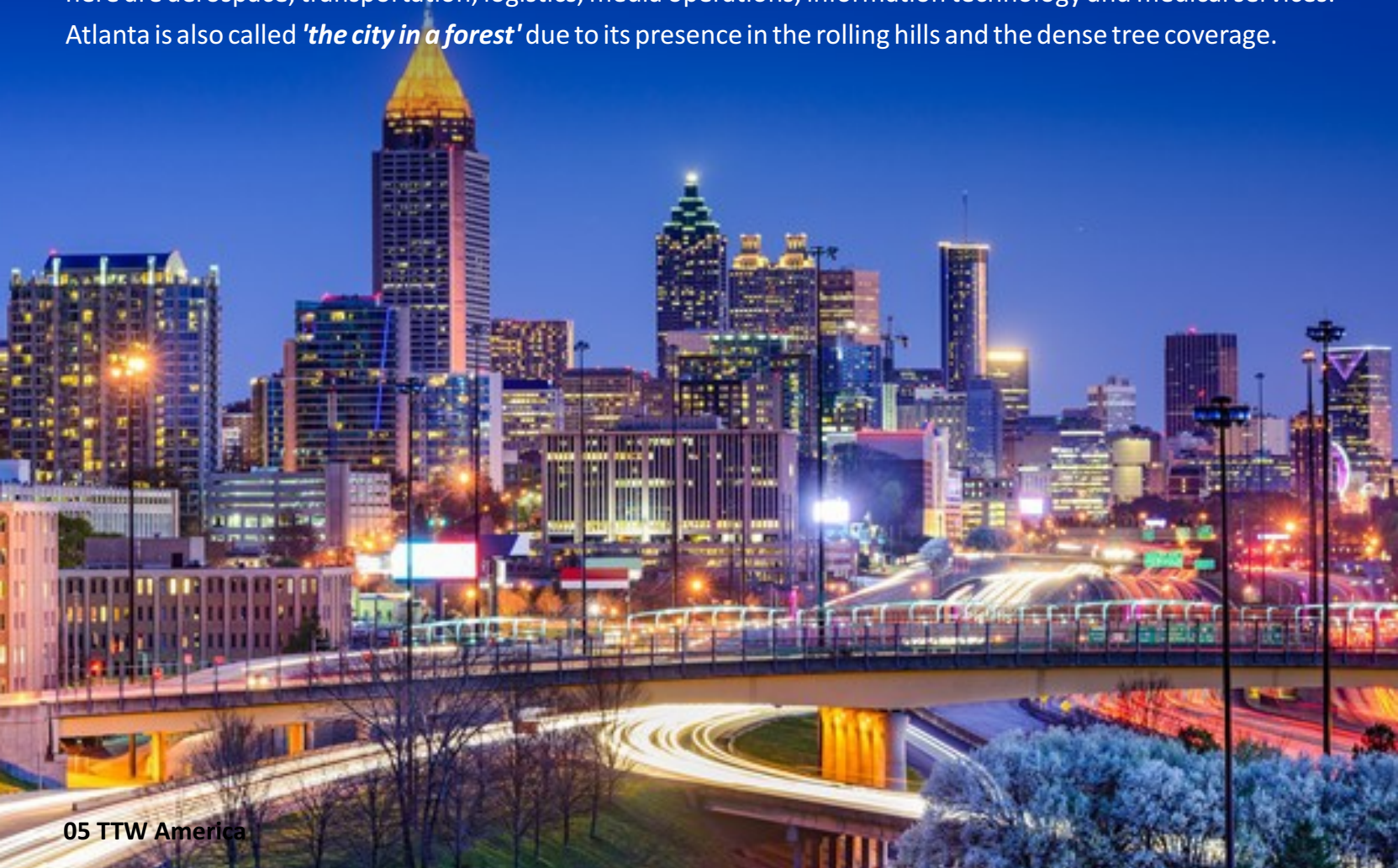
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# Atlanta

## A convergence point for rapid growth

**T**he Beta World City is the cultural and economic center of the Atlanta metropolitan area and the most populous city in the U.S. state of Georgia. Its economy is the 10<sup>th</sup> largest in the country and 18<sup>th</sup> in the world. In the year 2014, it had an estimated GDP of more than \$324 billion. Some major companies like Coca-Cola, Delta Air Lines, Home Depot etc have headquarters here. The city has a moderate impact in global commerce, finance, research, technology, education, media, art and entertainment. The dominant sectors here are aerospace, transportation, logistics, media operations, information technology and medical services. Atlanta is also called '*the city in a forest*' due to its presence in the rolling hills and the dense tree coverage.



## Atlanta Convention Center

Known for being one of the most convenient and connected convention places, the Atlanta Convention Center is located at AmericasMart. It showcases the city's best value meetings, special events and tradeshow facility with a team of experts having more than 50 years of experience. They provide solutions for events of any size; operating and managing events of any scale is their forte. The center has 500,000 square feet of event space and 100,000 square feet of contiguous space with more than 45 breakout rooms. The delegates can have an exclusive access to AmericasMart's wholesale apparel and accessories before or after the event. Just steps away from the premises, you can get to explore the abundant dining, hotel, and entertainment options. There are 1,100 Westin and 206 Hotel Indigo hotel rooms located on site, so one can expect to stay right in the middle of the action city and relax after wrapping up the event.



### Georgia World Congress Center (GWCC)

The Georgia World Congress Center (GWCC) was established in 1976. It went through major expansions in 1985, 1992, and 2002 to cater to the exceeding needs for conventions and special events. It is located in the heart of the city and is spread across 350,000 sq.ft. exhibit space. It is the world's largest LEED certified convention center. There are several flexible and dynamic spaces and there are three interconnected buildings. The Centennial Olympic Park, the Maercedes-Benz Stadium that is home to the Atlanta Falcons Atlanta United, Chick-fil-A College Football Hall of Fame and the Atlanta Hawks, and the recently renovated State Farm Arena are just a stone's throw away. The GWCC is a premiere convention center with two high-end board rooms, three beautifully landscaped outdoor plazas, and parking spaces for 7,000 vehicles. Its 98 meeting rooms are well connected to other areas of the campus. There are two ballrooms, three fixed-seat auditoriums, and a flexible space. It is the fourth largest convention center in the country having 12 exhibit halls.

## A thriving experience post meetings

When in Atlanta eat, play, and drink like a local. The city is full of delectable restaurants, interesting neighborhoods, and cultural attractions.

**Centennial Olympic Park** is at the epicenter of the metropolis and is home to two of the Atlanta's most entertaining attractions, the Georgia Aquarium which is the world's largest by gallon count and the World of Coca-Cola showcasing the history of the Coca-Cola Company. It was founded in 1990 in Underground Atlanta and was replaced, relocated, and then opened to the public on May 24, 2007.

See the create talent at the Center of Puppetry Arts and browse exhibits that recollects your childhood memories. Go to the **High Museum of Art** to get a view of the eye-catching late-19<sup>th</sup> - century furniture and several European and American artists.

**Piedmont Park** is Atlanta's beautiful urban grassland with outdoor located between the Midtown and Virginia Highland neighborhoods. Dr. Benjamin Walker is originally known to own the land which he sold in 1887 to the Gentlemen's Driving Club. After an agreement with the Piedmont Exhibition Company, the club used the land for fairs and expositions.



## Cover Story

**T**he archaeological sites, historic places and palaces are major tourist attractions in United States.

In the last few years, visits to historical sites have ranked third—after dining in restaurants and shopping—among activities undertaken by Americans traveling abroad.

The history of America, as it is conventionally taught, skips a great deal. The archaeological story of the United States began in the late 1400s when European explorers first established sailing routes across the Atlantic.



# Rediscovering Ruins

## **Cahokia, Illinois**

Established as early as the year 600, Cahokia may have been the first great city of the U.S. At its height between 1050 and 1200, the city covered six square miles and was home to as many as 20,000 people! Residents took part in organized markets, religious ceremonies, and public sporting events with thousands of spectators. Cahokia was the de facto capital of the Mississippian culture, which extended across much of the central and southeastern U.S. roughly between 900 and 1400. Megafloods likely doomed the settlement, swamping the grounds and destroying the many earthen mound structures. By 1300, Cahokia was abandoned.

## **Wyandotte Cave, Indiana**

Situated on the southern tip of Indiana, Wyandotte Cave contains an expansive 9.2 miles of passageways, and it is in this labyrinthine, underground landscape that ancient people mined for a crystal called aragonite – used for ceremonial pipes and necklaces – as many as 10,000 years ago. They also fashioned stone tools from chert found inside. Evidence of their quarrying is still visible today.



## Montezuma Castle, Arizona

The Sinagua people, whose culture extended from southern Arizona to as far as San Francisco roughly between 500 and 1425, erected this incredible "prehistoric high rise apartment complex" sometime between 1100 and 1425. Featuring at least forty rooms and 4,000 square feet of floor space erected 90 feet up into a sheer limestone cliff, the "castle" is a feat of ancient engineering. It is located near Camp Verde, Arizona.

## Cliff Palace, Mesa Verde National Park

The largest cliff dwelling ever constructed in North America, Cliff Palace was the work of Ancestral Puebloans who dwelled in Colorado, Utah, New Mexico, and Arizona. Built and refurbished between 1190 and 1260, it housed approximately 100 people in 150 rooms. You can visit it today in Mesa Verde National Park, which holds another 600 smaller dwellings within its 52,485 acres.



## Canyon de Chelly, Arizona

Canyon de Chelly is a national park wholly owned by and located within the Navajo Reservation. It is named after a particular canyon within the park but consists of three – de Chelly, del Muerto, and Monument. The canyon system is considered one the longest continuously inhabited locations in North America , most recently by the Navajo and Anasazi. Within the canyon are a number of visible Anasazi ruins, including White House, Antelope House and Sliding House. Of these three, park visitors can visit White House in the company of a Navajo guide. In addition, over 2500 archaeological sites have been identified in the area, including dozens of Anasazi village sites. Located in the Northeast corner of Arizona, it makes a good stop on a tour of other nearby archaeological sites, including Mesa Verde, Cedar Mesa and Chaco Canyon.



# CHENA HOT SPRINGS

*The idea of a perfect Alaskan vacation is to get lost amidst the endless mountain ranges, witness the beauty of nature at its finest, and embrace a few adventurous experiences along the way! But breaking away a little from the mainstream tourist attractions is a place ideal for travelers looking for an enthralling experience straight in the lap of nature. From a year-round ice environment to the natural healing spring waters as well as unique adventure sports and the Northern Lights show, Chena Hot Springs has it all!*

*The Chena Hot Springs is situated approximately 60 miles away from Fairbanks. Besides the natural hot spring, there is also the resort, built right after the discovery of the place by the Swan brothers nearly 100 years ago. The resort is also the first place in Alaska to generate energy using geothermal power plant.*



## The tale of the past



Around the year 1905, brothers Robert and Thomas Swan founded Chena Hot Springs amidst the interiors of Alaska. Robert Swan, a rheumatic patient, was seeking natural comfort to ease his physical pain. As the two brothers set out on a journey to find hot springs, they came across the Chena Hot Springs. Later, the area gained immense popularity for the quality of its water. The United States Department of Agriculture sent a group of chemists to examine the water and found the quality to be distinct from other hot springs in America.

# What makes the Chena Hot Springs a unique travel destination?

## Warm baths in the healing waters

The outdoor rock lake of the Chena Hot Springs serves as the ideal spot of relaxation for the tourists and allows them to enjoy a warm dip in the water. Surrounded by the Arctic mountains, the fresh water of the springs are bound to leave the tourists completely relaxed and refreshed. The comfortable warmth of the water coupled with the scenic beauty that encircles the lake holds the power to rejuvenate the soul of the visitors. The water being high in rich minerals is also believed to have healing powers.



## Exploring the Aurora Ice Museum

Considered to be the largest year-round ice museum in the world, the Aurora Ice Museum is undoubtedly one of the finest pieces of art. The museum consists of some splendid structures carved out of ice including a magnificent ice tower and life-sized figurines of knights. It is made out of a steel framework with hollow walls and a patent absorption chiller which keep the museum cold even during the hot summer months. It was constructed with more than 1,000 tons of ice and snow. The temperature in the interiors remain as low as -7 degree Celsius. The museum even has a great hall, a lounge as well as a non-functional toilet made out of ice. Besides being the biggest tourist attraction, the ice museum is also an example of the fine craft of local ice artists Steve and Heather Brice.



## The Northern Lights Show

Finally, the most enchanting experience that Chena Hot Springs has to offer is the Northern Lights show or the Aurora Borealis. As the area is mostly free of pollution and have an extremely clear sky due to cold weather conditions, it is considered to be one of the best places in world to view the Northern Lights. There is no experience more satisfying for a nature lover than to sit by a beautiful rock lake below and to witness the Aurora presenting its show of colors above.



## Boarding the Chena Kennel

Travelers with a quench for adventure would be delighted to experience the signature Alaskan sport of dog mushing in the Chena Hot Springs Resort. Nearly hundred different Alaskan breed dogs wait to take visitors for an exciting sled dog ride or dog cart ride all throughout the year.

## The Geothermal Power Plant Tour - A must visit



Tourists can also go for Geothermal Renewable Energy Tours to learn about the various projects undertaken by the Chena Hot Springs Resort to save energy. It is a visual treat to watch the blend of science and nature yielding satisfactory results right before the eyes. The resort extracts 100% of its electricity from renewable energy. Chena Hot Springs also aims to build a self-sustaining community through independent food production.



## Getting there

The nearest airport is the Fairbanks International Airport, followed by a 60 mile drive from Fairbanks through the Chena Hot Springs Road. The place is open to welcome visitors all throughout the year; however, it is most ideal to visit the place during spring as the weather is perfect and you can have a clear view of the Northern Lights. So, if you are ready to embark on a journey to witness the power of nature and scenic wonders, prepare yourself to visit this little place full of great wonders in the interiors of Alaska!



Located in Missouri, the Leila's Hair Museum is world's only hair museum privately owned museum by Leila Cohoon. This unique museum displays more than 600 wreaths and more than 2,000 pieces of jewellery made out of only human hair. Though turning hair into wreaths was something of a Victorian obsession, hair art actually dates back to at least 1400s. It is located on S. Noland Road, Independence. This small but quirky museum displays Cohoon's collections, some of which date back to 17<sup>th</sup> century. In an age before photography came into existence, collecting hair was a way of capturing the essence of a person at a point in time, and keeping the memory of a deceased loved one.

## Preserving Hair Art

It is difficult to point the history of hair art in the world. But it is known that this form of art was flourished in the Victorian age. It can be traced back to 12<sup>th</sup> century. Many pieces of hair art were for a memorial purpose; however, this art form was also used as the memory of a loved one before cameras were invented.

## Hair Story

Hair was known as a token of love during this period as well as a remembrance of someone who passed away. The tradition of giving a lock of hair goes back to thousands of years and can be traced from different cultures as well as different time periods.



This museum houses all major forms of hair art. In this museum, you can also see the crushed bone fragments, hair or blood of a person. The oldest badge collection in the museum, with a piece of hair enclosed in a crystal case, was made in 1680. This badge arrived in U.S. in 18th Century through a Swedish family. You can also find some of the neckpieces which are known as sepias. Here you can see a scene, painted with pulverized hair. The cynosure is a sepia just like a weeping willow tree made from a young woman's hair who passed away at the age of 25. Here it is depicted that her husband is lamenting at her grave.

You will also find some of the hair art containing the hair from Queen Victoria, four U.S. Presidents and many celebrities ranging from Michael Jackson to Marilyn Monroe. You can also see the reliquaries of Mother Mary the cross, and St. Anne. One is a bereaving brooch that contains a lock of hair from the great American statesman Daniel Webster. The badge has 32 kernel pearls around the woven locks of hair. It is engraved "Daniel Webster Oct. 24, 1852"

## Collections in Hair Museum



The hair garlands are considered as most excellent pieces of art. Some of the royal families build their hair wreaths in a horseshoe shape so that more could be added as the family grow. In this museum, you can also see other collections which include wreaths, watch fobs, bracelets, necklaces, earrings, chains, brooch, hat pins, postcards, cuff-links, rings, bookmarks, buttons, pictures, and other interesting items made from human hair.



*This museum  
is known as  
"rare find"  
worldwide.*

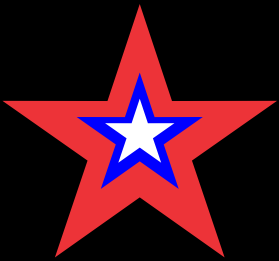
# ★ ★ AMERICA FESTIVALS ★ ★



## Festival of Whales & Parade

**Place: Dana Point, California**  
**Date: 7-8 March, 2020**

Festival of Whales & Parade is one of the popular festivals in California. The Festival of Whales & Parade Whale watching season never really ends on the California coast. But there's one special time of year when visitors get to explore the wonders of whales, the sea and all that Dana Point has to offer -- it's the Festival of Whales each year in the month of March.

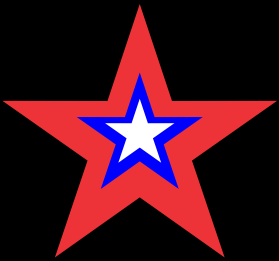


# Pujillay

**Place: Tarabuco, Bolivia**

**Date: Second Sunday in March**

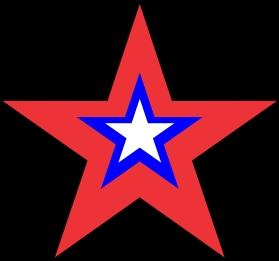
Celebrated in Tarabuco on the second Sunday in March, hordes of indigenous folks gather to celebrate the 1816 victory of local armies over Spanish troops with ritual dancing, song, music and chicha (corn beer) drinking.



# Saint Patrick's Day

**Place: Chicago, Boston, New York  
and San Francisco**  
**Date: 17 March, 2020**

Saint Patrick's Day is nonetheless widely recognized and celebrated throughout the United States. It is celebrated as a recognition of Irish and Irish American culture. On that day, the people celebrate with the prominent displays of the color green, eating and drinking, religious observances, and numerous parades. The holiday has been celebrated in what's now the U.S since 1601.



# Distillers festival

**Place: New York**

**Date: March 28, 2020**

Held every year in March, this wine and spirit festival attracts thousands of alcohol lovers throughout the country and abroad. NYC Craft Distillers Festival has samples of more than 60 craft spirits, a 1920s jazz band, and a prohibition theme at The Bowery Hotel for age 21+.

# TRAVEL NEWS

## **Russia welcomed 5.1 million tourists in 2019, relaxes visa rules for EU citizens**

From 2021, Russia, the world's biggest country will relax its draconian visa rules but it will not be for the visitors from the UK. It was announced by the Association of Tour Operators of Russia that in 2019 it received 5.1 million overseas tourists which was one-fifth more than the previous year. This was

during the World Cup in Russia. In 2020 the visitors' numbers will plummet and Kremlin will be imposing a ban on Chinese citizens due to the coronavirus outbreak. From January 1, 2021 a new online visa will be available and will remain valid for travel anywhere in the country for up to 16 days. Russia expects that the shortfall will be compensated by tourists from 53 countries.



## **Tourism in Tempe generated \$851.5 million in direct spending**

The Tempe Tourism Office just released the findings from a comprehensive research project, conducted by Tourism Economics, that details the economic impact of the tourism industry in Tempe. The results of this research study and 2020 Tempe Tourism award recipients were announced at the organization's Annual Meeting, held at The Showcase Room at Culinary Dropout in Tempe on January 30, 2020. The study, "The Economic Impact of Tourism in Tempe, Arizona," provides a detailed look at the positive effect of tourism in terms of visitor spending, income, employment and tax revenues in the calendar year 2018. The research shows that 4 million visitors to Tempe in 2018 were responsible for \$851.5 million in direct spending on tourism.



## **Schengen Visa Fees to remain same for Azerbaijan, Armenia and Russia**

On February 2, the new Schengen Visa Code came into force where others foresees an increase of 33.3% in Schengen Visa fees and will not affect Azerbaijan, Armenia and Russia for visa fees. As foreseen by the Visa Facilitation Agreements the countries reached with the European Union, the nationals of the three countries will continue to pay €35 per visa application. A spokesperson of the European Commission confirmed that the visa facilitation agreements in place between the EU and Armenia, Azerbaijan and Russia provide for a lower visa fee set at €35. The increase of the general visa fee in the revised rule has no impact on this lower visa fee set in the Visa Facilitation Agreements.



# Show Highlight

## AVIATION FESTIVAL AMERICAS

The Aviation Festival Americas has grown into an unmissable annual gathering for airlines, airports and their partners, with over 1,000 attendees on board in 2019.

2020 continues to bring together leaders from the legacy airlines – United, American, Delta, Air Canada – and low cost/hybrid carriers like JetBlue, WestJet, Frontier, Spirit, and Southwest; as well as major Latin American carriers such as LATAM, Avianca, Azul and Aeroméxico.

It's also a critical meeting place for COOs, CTOs, CFOs and CIOs at major airports like Atlanta, Denver, Miami, São Paulo, Toronto, Chicago and more. 2020's aviation festival will feature 8 packed content streams alongside keynote plenary sessions featuring Barry Biffle, CEO of Frontier Airlines, Elise Eberwein, EVP of People of American Airlines' and Lori Bradley, SVP of Global Talent Management at United.

This 2020 event will welcome 1,200+ attendees, 400+ speakers, 150+ exhibitors and partners from top leaders in the aviation industry.

The topic areas include:

**Aviation IT** Tackling the latest challenges in cybersecurity, digital transformation and data ownership

### Aviation Strategy:

New routes, new revenues and new customers – for low cost, ultra-low cost, hybrid and legacy carriers

**Airline Revenue & Distribution:** Maximising ancillary revenues, dynamic pricing and the distribution of personalized fares

**AirRetail& Payments NEW FOR 2020** – From advanced fraud protection to revolutions in digital merchandizing

**AirXperience:** Improving the passenger experience at every touchpoint – from airport accessibility to post-booking engagement

**Airport T.Ex:** The future of pre-travel, check-in, baggage, security, wayfinding and gate technology

**Aviation Marketing:** Delivering the right message, to the right audience, through the right channels

**IFEC:** Exploring the next generation of in-flight entertainment and connectivity technologies

**AI-viation Americas:** Where the future is made: from in flight data to machine-learning models for airport operations

Join leading executives in the aviation industry as we gather this **May 12-13<sup>th</sup>** for two days of networking and education.



**When: May 12-13, 2020**  
**Where: Miami, Florida**



IMEX in Frankfurt, is taking place between 12 – 14 May has a truly global feel offering

suppliers, learning opportunities, networking and business opportunities from around the world. Veronique Tarasovia, a buyer from Brussel-based PATH/Reproductive Health Supplies Coalition agrees that he is the only event planner in his association, so it's incredibly valuable to meet other planners, swap stories and brainstorm.

With 3,500 exhibitors from over 150 countries, IMEX in Frankfurt brings together all the elements that planners need to drive their business success. Business Events Sarawak, Tunisia, Hosts Global and technology providers such as Brella and Klik are just some of the exciting new exhibitors that planners can meet in 2020. Ethiopia, Kyiv, Hyatt International, Seoul, Luxemburg and Rocco Forte, Preferred Hotels & Resorts and Ras Al Khaimah are among many exhibitors who have taken more exhibition space than in previous years.

These organisations are set for three busy days of business with several thousand hosted buyers arriving from all over the world— USA, Latin America, Middle East, South Africa, Australia and India.

***When: 12-14 May, 2020***  
***Where: Frankfurt, Germany***

## **IMEX Frankfurt**

Hosted buyer Augusto Labat, Global Travel Director at US-based Eisai Incsaid of last year's show: "I've been able to meet suppliers that fit my exact requirements and have progressed some really useful business conversations. I've also made the most of the learning opportunities here. For me, it's not just about education, it's also about connecting with other planners and sharing challenges."

### **Top name speakers deliver tailor-made learning**

The many learning opportunities at the show are delivered in a variety of innovative formats, in both English and German, all designed to promote collaboration. The programme of 250-plus educational and networking events evolves each year to meet the changing needs of event professionals and to address current business issues, challenges and trends. Attendees can expect expert speakers, brand-new ideas and plentiful inspiration, all supported by IMEX's partners, from industry leading associations to event tech experts.

The learning launches with EduMonday - a programme of general education open to all, along with specialist education such as the AssociationFocus and Exclusively Corporate. EduMonday starts with the same keynote as She Means Business, a conference created in partnership with twtagungswirtschaft and supported by MPI, packed full of inspiring speakers on crucial issues



FIFA's Senior Sustainability Advocacy Manager and the Executive Director of the Interaction Design Association are among the top name speakers confirmed for Association Focus, which explores diversity, global growth, sustainability and rebranding among other topics.

Speakers from IBM, Bayer, Barclays and PwC will address current challenges including reducing the environmental impact of an event and how to harness experiential marketing at Exclusively Corporate, the IMEXeventdedicated to in-house event planners and directors.

## What can we do for Nature?

Nature is IMEX's Talking Point for the next two years informing much of the content, education and activity across the show. Sustainability has long been a core value of the IMEX Group— since the launch of the first IMEX in Frankfurt in 2003 – and through the theme of Nature planners and suppliers will be able to discuss what we can do for nature and what nature can do for us exploring how to apply the principles of nature to the business events community.

Dedicated learning opportunities and expert guidance at the show is designed to help event professionals to produce 'circular events' that celebrate the natural world. There's a particular focus on the principles of the circular economy with the launch of the first research report from IMEX's Nature research, supported by Marriott International.

## Celebrating the power of the industry

The events industry is powered by people and their meaningful connections, and there are numerous networking and social events throughout the show to help attendees catch up with colleagues and make new contacts. These include SITE Nite Europe, cim-clubbing @IMEX, the early-morning #IMEXrun along Frankfurt's riverside as well as the glamorous Gala Dinner celebrating outstanding achievements in the meetings industry.

Carina Bauer, CEO of the IMEX Group, explains: “Helping the global meetings industry to make connections that matter is the ethos that underpins our shows. These connections are made through business meetings, learning opportunities and networking opportunities across the show floor and beyond. We strive to go beyond a trade show to deliver a compelling and unforgettable experience for all our audiences.”

IMEX in Frankfurt 2020 will take place at Messe Frankfurt from 12 – 14 May 2020, with EduMonday, its pre-show day of learning and insights on Monday 11 May.

## ITE Hong Kong

### International Travel Expo



香港國際旅遊展

ITE, organised by TKS Exhibition Services Ltd, covers regional travel trade, MICE and quality FIT. Of the 11613 buyers and visitors in two trade days of ITE2019, which require registration for admission, 11% from

overseas and 26% from mainland China mainly Guangdong, while some 85% of its 73665 public visitors were quality FIT! ITE's B2B and B2MICE programs include seller-buyer quick-dating; promote audiences for exhibitor's trade seminar / workshop etc. Hong Kong outbound kept growing, with residents made 23 million departures, up 1.7%, from July to September; and up 5% to 318,000 on first day of "extended" Christmas holiday! The city's air ticket sale grew 9% in July, 8.5% in September and 11.7% in November; dropped 8.6% in August and 7.3% in October; and revenue from January to November grew 3.8% to HK\$27.5 billion!

Nearly all international exhibitions from July to December held as planned! Significantly, a large outdoor consumer fair held from December 10 to 31 in the city center went smoothly and reportedly with



good visitor flow.

Hong Kong with 7.4 million people but spending US\$26.5 billion on outbound, rank World's 11th and Asia's 3rd largest source market in 2018 after mainland China and South Korea (population around 50 million). Its per capita outbound spending averaged US\$3580, higher than Australia at around US\$1500 and UK at US\$1150, which respectively visited by some 309,000 and 243,000 Hong Kong citizens in 2018. In first 9 months of 2019, Hong Kong arrivals to Australia grew 2.7% to 232,300, to Japan from July to September totaled 562970, up 2.2%!

**When: 11-14 June, 2020**

**Where: Hong Kong Convention and Exhibition Centre, Hong Kong**

ITE combines the 34th ITE (LEISURE) & 15th ITE MICE, will be held from June 11 to 14, 2020 at Halls 1 of Hong Kong Convention & Exhibition Centre. It is supported by China's Ministry of Culture & Tourism and Hong Kong Tourism Board etc. At ITE 2019 over 87% of 675 exhibitors were from overseas, and over half of the 56 exhibiting countries and regions

were from outside Asia. Specifically from Europe were Armenia, Croatia, Zagreb, Cyprus, Czech, Finland, France, Georgia, Iceland, Russia, St. Petersburg, Moscow, Spain, Catalonia, Switzerland and UK. The exhibitors highlights THEME travels; while on MICE some 140 exhibitors and 18% trade visitors from MICE and corporations.



# Show Review

## BLTM (Business + Leisure Travel & MICE)

When: 31 Jan-1 Feb, 2020

Where: Leela Ambience Convention Hotel, Delhi



Interestingly, BLTM (Business + Leisure Travel & MICE) held on

January 31 and February 1 at the Leela Ambience Convention Hotel is the only full-format trade show in India exclusively focused on Business, BLuxury, and MICE travel. Positioned as a satellite event just before the big and mighty OTM Mumbai, BLTM provides an additional chance to its international participants, to interact exclusively with Business, Luxury/Leisure and MICE segments. The event has grown from strength to strength since its launch in 2016, with over 50% growth in revenue in 2020 compared to 2019.

First-time participant Maldives had great things to share about the show. Haleela Naseer, Senior Marketing Coordinator, Maldives Marketing & PR Corporation said that this is the first time Maldives is participating in BLTM and so far, they have met really good buyers. They had good meetings, especially dealing with MICE. The show looks promising. So far it has all been great!

BLTM and OTM have both grown immensely, as evident from the quality of buyers and visitors at these shows. In a special panel discussion on “How to

effectively engage buyers with your destination” esteemed panellists from Taiwan Tourism Bureau, Singapore Tourism Board, Tourism Malaysia, One Above and Veena World concurred on the importance of quality over quantity. The session was a part of the OTM Forum, India's premium travel conference with speakers including the Chief Business Officer of MakeMyTrip, Managing Director of BCD Travel, CEO of Thrillophilia and many others.

OTM came to a grand conclusion with the Valedictory and Awards function, another star-studded affair graced by Shri Yogendra Tripathi, IAS, Secretary, Ministry of Tourism.

Several other interesting segments at the show included Cine Locales, WeddingSutra Engage and Swipe Right at OTM. To sum it up, Abraham Alapatt, President and Group Head - Marketing, Thomas Cook rightly said that he can definitely say that OTM had grown in scale. He can feel the buzz. It's a lot more crowded. It's a sign of a lot of enthusiasm, excitement and participation. BLTM received a lot more exhibitors this time. Overall, these two events had great vibe and energy.

# OTM Mumbai

**When: 4-6 February, 2020**

**Where: Bombay Exhibition Centre, Mumbai, India**



The Bombay Exhibition Centre witnessed the grandest ever edition of OTM in the show's history. Known for its focus on Indian outbound travel market, the show registered nearly 50% growth in its international segment further establishing its lead in the India and APAC travel tradeshow landscape.

Azerbaijan was the latest addition to OTM's diverse portfolio of exhibitors alongside returning favourites Turkey and Greece. In fact, the show was inaugurated in the august presence of H.E. Harris Theocharis, Minister of Tourism, Greece who commented that OTM is very vibrant. It has a lot of pavilions, tourism boards, countries as well as private enterprises. This is indeed the place to be. He was joined by Shri Satpal Maharaj, Minister of Tourism, Uttarakhand and Dr Trust Lin, Director, Taiwan Tourism Promotion Bureau.

Southeast and East Asia had a large presence, with gorgeous pavilions from Taiwan, Thailand, Fiji, Korea and Japan. Commenting on the show, Yusuke Yamamoto, Executive Director of Tourism, Japan National Tourism Organization (JNTO) also remarked that OTM is a very good show. Being a B2B only event, the show is a very good platform for them to interact with the Indian travel market which is of critical importance to Japan.

Indonesia was again OTM's premium partner with the biggest pavilion, with massive multimedia screens, live angklung concerts and Balinese dancers. Malaysia's pavilion was a treat to the eyes with a beautiful eco-themed decoration. Zulkifly Bin Md Said, Deputy Director-General, Tourism Malaysia said that he had been here for

two days and the feedback has got that the response has been very positive. He myself had met with local players here and he is confident that India will continue to perform well for Malaysia.

Africa's presence was also noteworthy - from Egypt to Rwanda, Kenya and Tanzania. Neighbouring countries of Sri Lanka and Nepal both had elaborate displays on the show floor. Sri Lanka made a come back with the second biggest pavilion while Nepal is a favourite of OTM, participating year after year.

A range of hand-selected travel trade and corporate travel buyers from within India were hosted as VIP guests in OTM's Hosted Buyer Program. 500+ top travel trade buyers comprising India's biggest travel agents and tour operators alongside 50+ corporate decision-makers from ICICI, Ericsson, Reliance, Adani, Sharekhan, Mahindra, Raymond, Network 18 and others interacted with 1,100+ exhibitors on the very busy show floor.

200+ travel trade buyers and 100+ corporate buyers who are based in Mumbai attended OTM as pre-registered partially hosted buyers. 50+ MICE Planners and Wedding Planners from Cineyug, ANR Weddings, Bariza Events, Tamarind Global attended OTM while 50+ top Wedding Planners based in Mumbai were also a part of WeddingSutra Engage, a special segment dedicated to the booming destination weddings market in India.

Breaking all previous records, 30,000+ travel trade visitors also interacted with the exhibitors at the show.

# FITUR 2020

When: 22-26 January, 2020

Where: Feria de Madrid, Spain



The International Tourism Trade Fair FITUR 2020 celebrated its 40<sup>th</sup> anniversary, closed its doors with an excellent set of results. This special event exceeded all its expectations with respect to participation by companies, countries and regions, as well as tourism industry professionals from all over the world.

## PARTICIPATION IN FITUR

The trade participation saw growth of 5.16%, reaching a figure of 150,011 participants. In the international arena, there was a significant increase of 6.4% in international visitors, who came from 140 countries. And within just a few hours of the trade fair's closure, visits from the public over the weekend are expected to exceed 100,000 people, putting this year's attendance figures at over 255,000 participants. The flow of this number of people through FITUR is estimated to have generated an economic impact of approximately 333 million euros for the city.

## BOOSTING SPANISH TOURISM

The healthy health of the tourism sector both in Spain and abroad - as shown by the record-breaking performance indicators for 2019 - has contributed to the strength of FITUR 2020, again positioning Madrid firmly within the sightlines of the international

tourism community and offering one of the most comprehensive showcases for the industry. The proof of this was evident in the opportunities on show during the event, which recorded its best ever figures: 255,000 visitors, 918 main exhibitors, 11,040 companies, 165 countries and regions, and international attendance of 56%. All of this took place within a 69,697.5 m<sup>2</sup> net exhibition space - a 3.3% increase in exhibition area - filling 10 halls at Feria de Madrid.

## ATTENDANCE RECORD IN FITUR

Overall, national participants accounted for 44% of FITUR's attendance figures, while international visitors accounted for 56%. This last figure represents a significant boost to the trade fair's internationalization, driven mainly by increased participation from the Asia-Pacific region (up 21.5%) and Africa (up 19.5%), both of which had their own dedicated halls this year. The halls for Europe and North America also showed growth (up 5.3% and 3.3% respectively).

FITUR brings together hundreds of exhibitors every year, but this year was marked out by the loyalty of Adif, Hotusa Hotels, Melia Hotels, Paradores, Renfe, Turespaña and the magazine Viajar, who also celebrated 40 years of uninterrupted involvement in the trade fair.

## SUPPORT OF SPANISH ROYAL FAMILY

The royal family's continued support of FITUR over the course of the event's history was also very much in evidence this year, with a 40th Anniversary celebration dinner at the Cibeles Palace, presided over by the King of Spain. The dinner was also attended by tourism ministers from all over the world, as well as leading figures from the regional government of Madrid and the rest of the country. The Queen's participation in the opening of FITUR added the finishing touches to the event during this special year.

FITUR also welcomed two visits from Pedro Sanchez, the President of the Spanish Government, as well as more than 700 authorities, including ministers, governors and ambassadors from all across the world, presidents and regional ministers of tourism from all of Spain's regions, and mayors of various towns and cities.

## NEW AT FITUR 2020

Among the new features this year, South Korea made a notable impression as a Fitur Partner Country, under the banner 'Imagine your Korea', coinciding with the 70th anniversary of diplomatic relations between Korea and Spain. Some 25 organisations, including the Korean government, the principal local governments and the main travel agencies and airlines, were involved at the Korean stand, boosting the promotion of Korean tourism under the motto 'The meeting point of tradition and modernity'.

## FITUR TALENT AND MEET AFRICA

FITUR 2020 unveiled its FITUR TALENT section, as well as the business meeting platform MEET AFRICA, geared toward fostering awareness of the continent's opportunities for tourism and trade alliances. The African continent has great potential for implementing projects with the involvement of Spanish companies, which are increasingly active in this market. It also played a leading role in the 11th INVESTOUR forum, held as part of FITUR, which was again jointly organised by the World Tourism Organization (UNWTO), Casa Africa and FITUR.

awarded the first Award for a 'SUSTAINABLE STAND'.



## FITUR FOR MEETINGS' INDUSTRY

Another important aspect at FITUR 2020 was its marked orientation toward business, enhancing content and B2B meeting spaces, such as the FITUR B2B Match and FITUR MICE platforms, offering specialised content, forums on trends and know-how and its emphasis on innovation and digital transformation as levers for competitiveness in the sector, in its various specialist sections: FITURTECHY, FITUR KNOW HOW & EXPORT, FITUR SCREEN, FITUR FESTIVALS, FITUR GAY (LGBT+) and FITUR HEALTH.

## FITURNEXT OBSERVATORY

The FITURNEXT Observatory, sponsored by Bankia, also offered an interesting schedule, giving voice to the winning initiatives of its 2020 challenge, focused on how tourism can contribute to local economic development. It also presented the 2020 FITURNEXT

Report, analysing more than 250 initiatives with positive social and environmental impacts, based on the idea of sustainability and with high potential for reliability. As part of this commitment, FITUR, in partnership with the Responsible Tourism Institute (RTI), also awarded the first Award for a 'SUSTAINABLE STAND'.



# CALENDAR OF EVENTS

## STAY BOUTIQUE BLLA

8- 9 March



Los Angeles, CA

[stay-boutique.com/2020-female-empowerment-conference/](http://stay-boutique.com/2020-female-empowerment-conference/)

## BOLSA TURISMO LISBOA TRAVEL MARKET 2020

11- 15 March



Lisbon, Portugal  
[btl.fil.pt/?lang=en](http://btl.fil.pt/?lang=en)

## GEORGIAN TOURISM FAIR 2020

13- 14 March



Tbilisi, Georgia  
[www.tourismexpo.ge/](http://www.tourismexpo.ge/)

## MOSCOW INTERNATIONAL TRAVEL & TOURISM

17- 19 March



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

**URLAUB FREIZEIT REISEN  
2020**  
18- 22 March



Friedrichshafen, Germany  
[www.urlaubfreizeitreisen.info/](http://www.urlaubfreizeitreisen.info/)

**UITT 2019**  
25- 27 March



Kyiv, Ukraine  
[www.uitt-kiev.com/en-GB/](http://www.uitt-kiev.com/en-GB/)

**BRITISH TOURISM AND  
TRAVEL SHOW 2020**  
25- 26 March



Birmingham, England  
[www.tourismshow.co.uk/](http://www.tourismshow.co.uk/)

**GLOBALNIE 2020**  
27- 29 March



Katowice, Poland  
[globalnie.fairexpo.pl/location/](http://globalnie.fairexpo.pl/location/)



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