

# TTW Americas

Volume: 10, Issue: November 2021

# Belize

Special Feature

*Exploring  
Jungles  
&  
Islands*

Meeting Points

**LAS  
VEGAS**



## Dear Readers,

**A**s the world is learning to live with the COVID-19 virus as part of the “new normal”, the United States of America has finally decided to reopen its borders to welcome international travellers from other countries.

Therefore, our Cover Story has highlighted the recovery and reopening of America as the nation has planned to end its 18 months of stringent coronavirus-related restrictions. Similarly, our Destination Diary has focused on New York, one of the most popular tourist places in the U.S. to help travelers know about the top attractions in the city that never sleeps. In this edition, we have also covered Belize in our Special Feature. The country is known as one of Central America's most favored tourist destinations with ample opportunities for adventure lovers and cultural enthusiasts.

Lastly, our Meetings Point featured Las Vegas, one of the world's premiere meetings and convention venue with the maximum meeting space per capita as compared to any other city across the globe.

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Who doesn't long to be in Las Vegas at least once in their lifetime?

World-class fun and excitement are synonymous with this desert city. Whether watching some of the biggest football matches, enjoying music concerts, or walking down the lit-up streets, Las Vegas has everything lined up for tourists and visitors.

In addition to the fun and excitement that the city brings, there is something more that attracts people from across the globe. With more meeting space per capita than any other city in the world, Las Vegas is the world's premier convention and meeting destination. The most comprehensive, flexible, and extensive facilities and services in the world are available in Las Vegas. Whether you are arranging an intimate poolside mixer, a lavish banquet for 10,000 people, or a major international convention, Las Vegas should be your first choice.

LAS  
VEGAS

Work and Play  
Under one stay.

## Las Vegas Convention Center

One of the busiest convention centers globally, the Las Vegas Convention Center has 4.6 million square feet and includes approximately 150,000 hotel rooms. It is popular for its versatility among industry professionals. It is operated by the Las Vegas Convention and Visitors Authority (LVCVA). The 225 meeting rooms in the exhibition halls (more than 390,000 square feet) can accommodate group of 20 to 2,500 delegates. Amenities here include a restaurant, business services, parking/transport facilities, ADA accessibility, and more.



## CAESARS Forum Conference Center

Next in line is the CAESARS Forum Conference Center that has attracted millions of visitors since its inception. This center features 320,000 square feet of meeting space. The décor is well integrated with stylish décor and modern fixtures. The conference center can accommodate up to 10,000 meeting attendees, offering the latest technology, modern design, natural light, and more.

## World Market Center Las Vegas

This convention center has ample space, making it comfortable for all meeting attendees. It offers a blank canvas for all event planners. Whether hosting a modern wedding, a corporate event, a networking event, a social reception, or a sophisticated business meeting, the World Market Center is the ideal site.

## Mandalay Bay Convention Center

Mandalay Bay Convention Center offers impeccable services and features. Whether it's hosting an executive gathering, international convention, or trade show, Mandalay Bay Convention Center has the expertise to host all brilliantly! Besides, it includes a resort and a casino which makes it a much-coveted destination for MICE travelers.



# TOURISTS ATTRACTIONS

In addition to hosting some world-class meetings and events, the city entertains its tourists. Many of the hotels feature free streetside shows, such as dancing fountains and erupting volcanoes. Furthermore, there are a variety of museums, a wide range of shows, and many other things to do when in Las Vegas.

● **The Strip:** The Strip is Las Vegas's most famous resort-lined street, so no visit to the city is complete without exploring The Strip. It is 2.5 miles long with huge entertainment palaces.

● **Fremont Street Experience:** Las Vegas' old downtown, Fremont Street, boasts many unique sites that can only be reached by foot. As you walk below, a canopy of LED lights illuminates a five-block stretch of Fremont Street with a spectacle of color and design. If you are looking for a fun night out in Las Vegas, there isn't any other place where you should be.



● **Helicopter Rides:** Don't you wish for an aerial view of the beautiful city and the majestic Great Canyon? Las Vegas gives you the perfect opportunity in a helicopter. This is America's most coveted and famous natural tourists' attraction.

● **Bellagio Resort and Fountain Show:** A huge, luxurious hotel complex, the Bellagio Resort in Las Vegas features a variety of amenities, including the Bellagio Gallery of Fine Art, the Conservatory & Botanical Gardens, a spa and salon, and some of the best restaurants in the city.

# HOTELS ACCOMADATIONS

When we talk about Las Vegas, you can always find a hotel that caters to all your specifications. Here is a list of some of the best hotels that offer extraordinary facilities and services.

**Trump International Hotel Las Vegas:** Trump International Hotel Las Vegas is nestled amidst the city's theme parks and shopping district. A few of the area's cultural highlights are Cosmopolitan Casino and Park Theater, as well as LINQ Promenade and Darling Tennis Center. AREA15 and Madame Tussauds Las Vegas are also worth visiting when in the hotel.

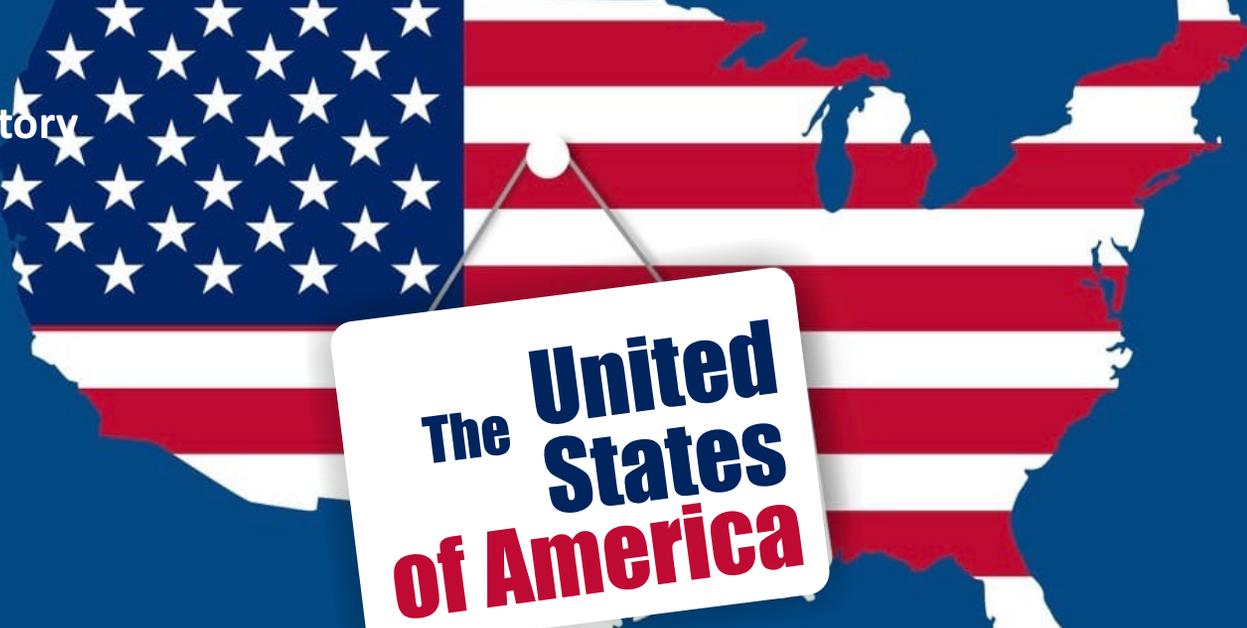
● **The Palazzo at the Venetian:** If you are someone who loves nearby attractions when booking a hotel, The Palazzo is your go-to destination. This hotel is well connected to a shopping center nearby. Besides, if you wish to explore the natural beauty around the hotel, you can visit the Red Rock Canyon National Conservation Area.

● **The Venetian Resort:** Among the many luxe hotels and resorts in the city, The Venetian Resort tops the list. The hotel is situated in close vicinity to several famous casinos. Among the popular amenities are a spa, restaurant, pool, gymnasium, and more.

● **Four Seasons Hotel Las Vegas:** Four Seasons Hotel has extraordinary and exquisite rooms with a classic art décor with a sophisticated color scheme. The exterior and interior is a sight to behold!



With a perfect amalgamation of exciting tourist sites and brilliant MICE venues, Las Vegas has succeeded in becoming the top choice for world travelers and tourists.



**The United States of America**

## *Reopening after pandemic*

The United States of America is undoubtedly one of the worst effected regions by the deadly coronavirus pandemic with the record of the highest number of COVID-19 deaths in any country. Like the rest of the world, the coronavirus outbreak prompted the U.S. to close its borders and ban all kinds of travel-related activities. However, after battling the virus for more than a year, the U.S. has finally decided to ease its stringent travel restrictions by reopening its borders to other countries and welcoming international travelers once again. The move comes after more than 18 months when the U.S. closed itself to the rest of the world. Read on to know more about America's recovery and reopening in 2021.



# The Ease of Travel Restrictions

On Friday, October 15, 2021, the White House announced that the US has decided to lift its strict entry regulations in order to welcome fully-vaccinated travelers from November 8, 2021 marking the end of its historic restrictions that kept the rest of the world away from the U.S. for more than 18 months.

As per the latest decision, travelers from the 26 Schengen countries in Europe including France, Germany, Italy, Spain, Switzerland, and Greece as well as visitors from Britain, Ireland, China, South Africa, Brazil, Iran, and India will be allowed to enter the US.

***“The US’s new travel policy that requires vaccination for foreign national travelers to the United States will begin on Nov 8. This announcement and date applies to both international air travel and land travel. This policy is guided by public health, stringent, and consistent.” - Kevin Munoz, Press Secretary, White House.***

The U.S. has also announced that vaccinated travelers from Canada and Mexico will now be allowed to enter the U.S. via land and ferry to facilitate the reopening of cross-border travel and boosting economic activity.

## Rules and Regulations

According to the new set of travel regulations, all travelers entering the U.S. from November 8 will need to reveal their vaccination status. As part of the admission process, Customs and Border Protection will check the vaccination status of travelers. No unvaccinated travelers from 33 countries including Canada and Mexico will be allowed to enter the country. However, the U.S. will be announcing exemptions to the rule in the days to come. As of now, it is likely that children under the age of 18 will be exempted from the mandatory vaccination rule.

The Centres for Disease Control and Prevention (CDC) has mentioned that the United States will be accepting all vaccines authorized by the U.S. regulators or approved by the World Health Organization. All passengers entering the country will be required to present a negative COVID-19 test result taken 72 hours before arrival. However, no visitors will be required to undergo mandatory quarantine upon arrival at the U.S.

## Top U.S. Destinations to Visit Post-Reopening

*As the U.S. is set to reopen its doors to the world again, here are some of the top destinations to visit in the country that is ideal for post-pandemic travel:*

**New York :** Once considered the epicenter of the COVID-19 outbreak in the U.S., New York has slowly adjusted to the new normal with a successful vaccine rollout and steady recovery rate. The Big Apple is undoubtedly the most popular tourist destination in the U.S. with some of the top attractions in not just the country but the entire world like the Times Square, Statue of Liberty, Empire State Building, Central Park, and Brooklyn Bridge, among many others. The statewide travel advisory has already been suspended and there are no active travel restrictions. However, all travelers are required to follow all CDC travel regulations. Several tourist sites and places of interest have vaccination and testing rules.



**Arkansas:** As the fall season has already arrived, Arkansas is one of best places in the U.S. to witness the fall foliage. Often known as one of the best autumnal destinations in the country, travelers are likely to flock to the state to enjoy the cool weather and the beautiful colors. The Ozark National Forest, the Ouachitas, the Arkansas River Valley and the Delta, and Gulf Coastal Plain are some of the top sites to enjoy the fall season. Arkansas has no statewide travel regulations but the Arkansas Department of Park Heritage and Tourism are monitoring COVID-19 related safety and security. All tourists are required to comply with CDC regulations.

## Hawaii

Another U.S. state that travelers have longed to visit is the Aloha State of Hawaii. The archipelago is perhaps the most popular beachside destination in the U.S. and serves as an all-time favorite venue for tourists with its many attractions like the 750 miles of spotless coastline, string of volcanoes, local culture and sumptuous seafood. Since the outbreak of the pandemic, the state mostly kept travelers at bay with some of the strictest travel restrictions in the country. However, Hawaii recently to ease its stringent tourism regulations and is set to welcome all vaccinated domestic and interisland travelers for leisure and business purposes.



## Florida

Florida is yet another dream destination for travelers and has long served as one of the most popular tourist venues in the world with Disney World, Universal World Studios, Miami Beach, and Kennedy Space Center, among others. Travelers are eagerly waiting to immerse in the joyful and memorable tourist experiences of Florida as the country reopens its borders. Meanwhile, the state has no active travel restrictions but all tourists have been requested to get vaccinated, if they are eligible. Every state park, hotel, and attractions in the state are taking precautions to ensure safety and hygiene of all travelers.

## Alaska

Once the fall season comes to end, the U.S. will be ready for grand Christmas celebrations. It is likely that Alaska, with America's very own North Pole, will be a potential destination of interest for travelers when the country reopens ahead of Christmas. The state rings in the festive season with fun activities, holiday gifts, live reindeer shows, and the largest Santa statue in the world. As of now, there is no statewide travel advisory in Alaska but visitors are highly encouraged to opt for pre-travel testing, that is being offered for free at participating airports.



The United States of America is finally ready to welcome back tourists from some of the major destinations around the world. Travelers are also equally excited to visit their favorite destinations in the country upon reopening. However, all visitors have been advised to follow CDC health regulations to ensure a safe travel experience. They should research enough about the updated travel rules of their desired destination to have a hassle-free post-pandemic travel experience.

# Travel News

## **New Zealand calls-off 'Zero COVID' strategy**

New Zealand recently decided to call off its long-standing COVID-19 elimination or 'Zero-COVID' strategy amid the challenging delta variant outbreak. On October 4, Prime Minister Jacinda Ardern said her aim was never to record zero cases but to stamp out the virus effectively.

Authorities mentioned that the country will now focus on increasing vaccination rates and learn to live with the virus as it is incredibly difficult to report zero COVID cases with the latest outbreak of the delta Variant. The Prime Minister also said that it with the active vaccination rollout, New Zealand can change the way it planned to deal with the virus outbreak.



## **Australia set to reopen borders in November**

Australia has decided to reopen its international borders from November, allowing vaccinated citizens to enjoy their long-awaited freedoms. The country has had some of the world's strictest border rules since March 2020 even banning its own people from leaving the country.

However, Prime Minister Scott Morrison announced that an 18-month ban on Australians travelling abroad will be lifted from next month, easing one of the toughest COVID-19 restrictions in the world. Reopening the international border for citizens and permanent residents will be linked to the establishment of home quarantine in Australia's eight states and territories, meaning that some parts of the country will reopen sooner than others.

## UK drops travel advice against 32 countries

The UK recently dropped its previous advice against travel to 32 countries issued by the Foreign Office and decided to allow holidays in places like Fiji and Malaysia, among others. It was also announced that insurance firms will now cover travel to the countries while restrictions from more destinations will be lifted in the next few days. However, the government also said it can still re-implement the travel rules on “exceptional circumstances”, for example, if there is a domestic outbreak of COVID. Under latest rules, the government have also scrapped the pre-arrival tests for vaccinated Brits and called-off the traffic light system for a simpler go and no-go list. The current amber and green lists have been merged into one COVID safe list while a COVID unsafe list have been published to show countries where red list rules continue to remain.



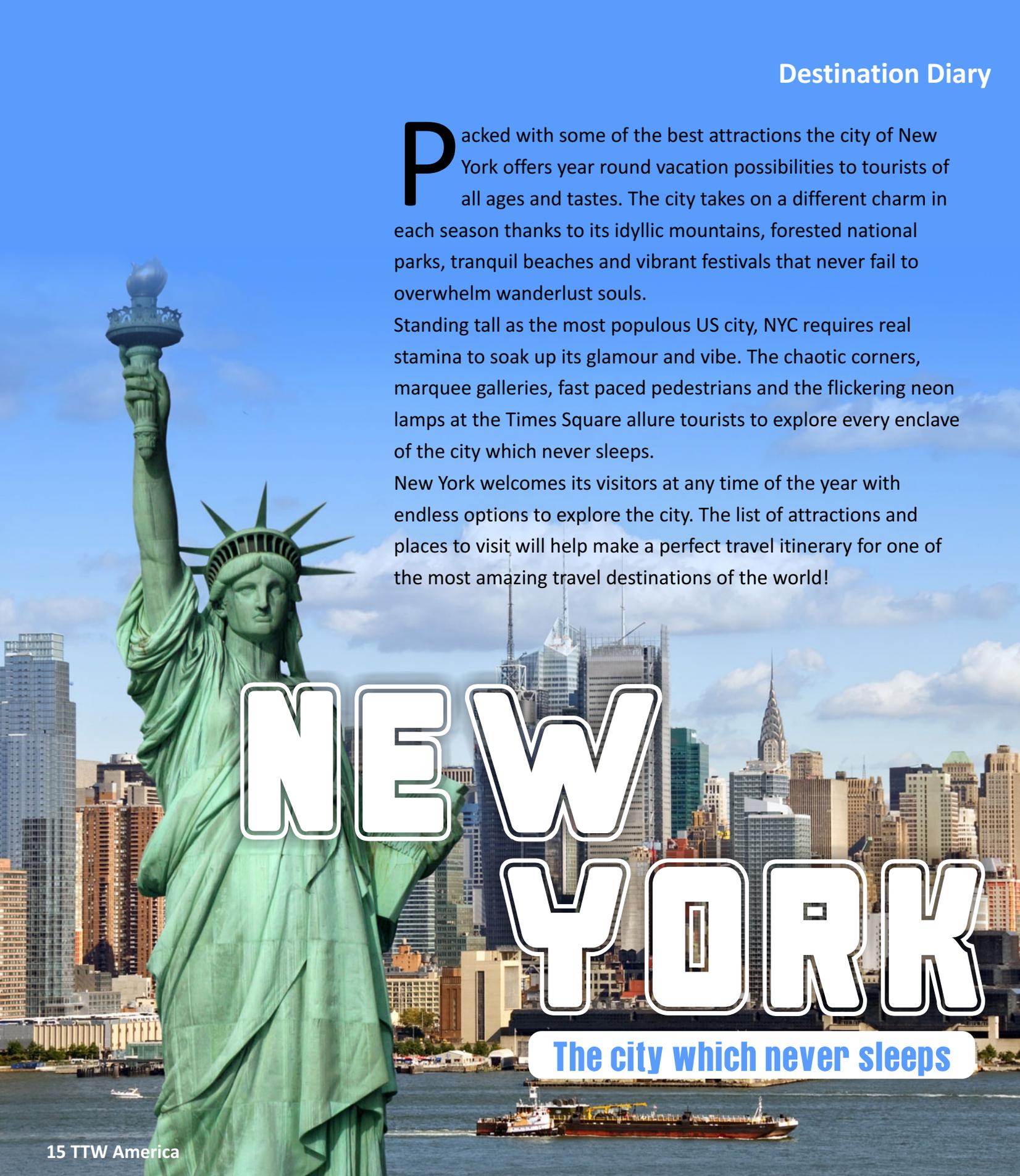
## US to reopen borders for vaccinated travelers in November

The US has decided to reopen its borders for fully-vaccinated travelers from 33 countries, starting November 8. The White House said that the move marked a significant relaxation of the country's coronavirus travel restrictions. White House Assistant Press Secretary Kevin Munoz said in a statement that the announcement and date applies to both international air travel and land travel and the policy is guided by public health, stringent, and consistent. Several officials also said that people entering the US would be questioned about their vaccination status by Customs and Border Protection as part of the admissions process. Passengers arriving in the country will be expected to present a negative coronavirus test, taken in the 72 hours before their journey. It was also announced that there would be no quarantine required for visitors entering the country.

**P**acked with some of the best attractions the city of New York offers year round vacation possibilities to tourists of all ages and tastes. The city takes on a different charm in each season thanks to its idyllic mountains, forested national parks, tranquil beaches and vibrant festivals that never fail to overwhelm wanderlust souls.

Standing tall as the most populous US city, NYC requires real stamina to soak up its glamour and vibe. The chaotic corners, marquee galleries, fast paced pedestrians and the flickering neon lamps at the Times Square allure tourists to explore every enclave of the city which never sleeps.

New York welcomes its visitors at any time of the year with endless options to explore the city. The list of attractions and places to visit will help make a perfect travel itinerary for one of the most amazing travel destinations of the world!

A vibrant photograph of the Statue of Liberty in the foreground, with the dense Manhattan skyline in the background under a clear blue sky. The Statue of Liberty is shown from the waist up, holding the torch aloft. The city buildings are a mix of modern glass skyscrapers and older brick structures. The water of the harbor is visible at the bottom, with a large ship and a smaller boat.

# NEW YORK

**The city which never sleeps**

# NEW YORK ATTRACTIONS

## Times Square

If there is anything called bigger-than-life excitement, Times Square in NYC is worth its fame to that. A giant projector at the junction of Broadway and 7<sup>th</sup> Avenue screens everything from the latest films to special presentations in the heart of the Times Square.

Home to staggering number of big and small stores, a visit to this spot is never complete without visiting the Empire State Building. It remains open until 2am for stunning cityscape views.

## Bryant Park

Located adjacent to the New York Public Library, Bryant Park is a loved destination of the locals and

common tourists. It is famous for its al fresco dining, iconic skyscrapers, seasonal gardens, free activities and world-class restrooms. Visited by more than 12 million people each year, Bryant Park is one of the busiest public spaces in the world.

## American Museum of Natural History

The American Museum of Natural History is the largest natural history museum of the world. The museum was founded in 1869 being inspired by the discoveries by Darwin and other Victorians. It comprises of 40 exhibition halls displaying 32 million artifacts and specimens, many of which are in life-like dioramas.



## Metropolitan Opera House

Founded in 1880, the Metropolitan Opera House incorporates within its premises New York City Ballet, New York Philharmonic, a library and two theatres. It is also the biggest centre of classical music in North America which offers a cultural retreat to the most creative and gifted musicians, dancers, choreographers, stage directors and other artists of the world.

## BEST MONTHS TO VISIT

New York is worth visiting at any time of the year with lots of events and festivals in the annual calendar. But, the best time to visit this pulsating city is between the months of April and June and September to December. During the months of November and December the city decks up for the gala festivals such as Thanksgiving, Christmas and

New Year's Eve.

The weather is warm and sunny during these months and tourist traffic is not too high. Visitors can move around the city and explore the sightseeing places in a relaxing manner.

## GETTING AROUND NEW YORK CITY

The two main airports of the city are the John F Kennedy International (JFK) and La Guardia (LGA) that are connected to most of the major cities of the world. On reaching the airport, you can avail Uber or Lyft or taxi service to enter the city. An affordable way to get around is by bus although they often have to negotiate through clogged streets. If you want to mix a bit of sightseeing in youth transportation, consider a boat cruise which multiple times daily.



## A bird's eye view

A trip to the ever vibrant city of New York is a city is a dream for many holidaymakers. The unique atmosphere of this city is unique, and hence, best

discovered when visited in person. With proper plan, one can make a lifetime of memories in one of the world's best travel destinations.



Central America's most favored tourist destination, Belize is packed with jungles and islands. It is a paradise for adventure lovers and culture enthusiasts.

*So, let's begin our journey.....*

# Belize

*Exploring  
Jungles  
&  
Islands*



# Experiencing wonders of Belize

**Cave Diving:** You can dive into the dark depths of Belize's underground universe. You can see abundant and colorful marine world while exploring the ocean. Also you can explore thousands of caves that spot the scenery of this small region, filled with nooks and crannies. There's a lot to see within these caves, including some with charming Mayan ceremonial ruins.



**Wildlife Adventure:** Belize is rich in wildlife. It has verdant mountains and rainforests which are the abodes of jaguars, ocelots, macaws, and tapirs. All types of animals rule the lush green jungles of Central America. You can also spot lemur-like kinkajou when you explore the rainforest in Belize Zoo, which is about a 45-minute drive outside of Belize City.

**Coastal Escapades :** Belize has 240 miles of long coastline. This region is the perfect place to pursue all kinds of saltwater activities. Here enjoy sailing, windsurfing, kayaking, and snorkeling. Belize Barrier Reef is the planet's largest living reef after Australia's Great Barrier Reef. Here the snorkelers and scuba divers get to see an abundance of colorful coral and sea creatures, from curious sea turtles to parrot fish and barracudas. Located off the southern tip of Ambergris Caye is the oldest marine reserve of the country, Hol Chan Marine Reserve, the area that traditionally fascinated huge numbers of nurse sharks and sting rays because it's where fisherman used to clean their fish, dumping the remnants into the water.



**Experience Hidden Culture:** Belize has the most unique treasure of unique culture of Garifuna people. The Afro-Caribbean Garifuna descended from indigenous Caribbeans who mixed with Nigerian slaves shipwrecked on St. Vincent. In 2001, UNESCO declared the Garifuna's language, dance, and music an "Intangible Cultural Heritage of Humanity" and likewise declared the language as "critically endangered." Experience here the local tribal food, music, and culture of the Garifuna. In Dangriga, the largest town in southern Belize, you can visit the Gulisi Garifuna Museum. In Hopkins, a 30-minute drive south of Dangriga, you can see the traditional clothing of its people, cook an authentic *Hudut* meal (fish in coconut soup), and dance and play drums all through the evening.

**Dive Deep at Great Blue Hole:** At Belize, Great Blue Hole is one of the most important attractions. It is basically a gigantic sinkhole located in the middle of Light House Reef Atoll. This hole is about 1000 feet across, and it is easily visible from the air. The hole is about 400 feet deep and this depth contributes to its rich, azure hue, which contrasts so noticeably with the surrounding turquoise waters.



**Island Safari :** You can visit the islands to see the tourists' hotspots. Ambergris Caye, Belize's biggest island, Island Safari is also the country's most popular destination for those looking to take full advantage of the country's beaches and water activities. You can spend much of your time at San Pedro, Ambergris' largest town.



# America Festivals

Since the dawn of human civilization, festivals have played an integral part in the society. Both north and south Americas have their own festivals that showcase the unique cultural traditions of the two continents.

Nothing adds more colour in a vacation than our active participation in festivals. While festivals of North America reflect their art, heritage and culture, those of Central and South Americas are known for sheer extravagance and joie de vivre. Here are some of the popular and indigenous festivals of America that can well acquire a place in your next itinerary:



**T**he festival offers 70 concerts across the town featuring more than 200 musicians of national and international levels showing their calibre on stage. The festival also hosts a number of activities and concerts with free admission. From established to avant-garde and emerging to mainstream, Jazz musicians from all parts of Buenos Aires and far, grace the festival with their performance.



**Date: October 29- November 6**  
**Place: Buenos Aires**

*International Jazz  
Festival*

Every year on 2<sup>nd</sup> November, Ecuadorians assemble at the local cemeteries to observe the Dia de los Difuntos or the Day of the Deceased. Since the day falls one day before the Independence of Cuenca, people of Ecuador can enjoy a short vacation on this occasion. The most common tradition related to the Day of the Deceased is Colada Morada which is marked by thousands of people serving a purple coloured, thick, fruit-filled soup to the departed souls of their loved ones.



Date: November 2  
Place: Ecuador

*Dia de los Difuntos*  
*Day of the Deceased*

The first Kona Coffee Festival was held in 1970 and is still the longest running festival in the state of Aloha. The 4 days' event offers a diverse range of experiences for promoting Haiti's unique culture and diversity. The festival also aims at preserving and promoting the Kona's coffee heritage which dates 200 years back. The festival hosts food events, music and dance shows bringing Haiti's rich culture to life.



Date: November 4-7  
Place: Hawaii

*Kona Coffee Cultural  
Fest. Hawaii*

Initially started as a celebration of Portland's up-and-coming food scene, Harvest on the Harbour, later emerged as a full-fledged fest for the natives of Portland. The festival attracts thousands of people from the Maine area who attend the festival to enjoy locally-sourced beverages. Attractions of this festival include live entertainment, culinary exhibitions, wine and beer tastings and many more.



Date: November 4-7  
Place: Portland, Maine

*Harvest on the Harbour*

One of the most vibrant and animated festivals of Peru is the Puno Day. Colourfully dressed dancers, military and folk bands assemble on the banks of Lake Titicaca and commemorate two historical occurrences. One is the founding of the Puno by the Spanish conquistadors and the other is the renowned emergence of the first Inca, Manco Capac from Lake Titicaca.



Date: November 5  
Place: Peru

*Puno Day*

The festival takes place about a week after the end of another significant festival, Day of the Dead.

Thousands of Bolivians assemble at the Central Cemetery in La Paz to witness a pre-Columbian tradition exhibited in the annual Day of the Skull event. It is a colourful tradition whose roots are embedded in ancient indigenous beliefs of the Bolivians. Skulls are decorated with sunglasses, cigarettes, colourful flowers and hats and then paraded to the cemetery. Locals believe that honouring the dead will bring them good fortune and save them from evils.



Date: November 9  
Place: Bolivia

*Day of the Skulls*

# SHOW HIGHLIGHT

## IMEX America

Date: 9-11 November, 2021

Place: Las Vegas



IMEX America opens in a few weeks bringing with it a wide range of business opportunities, learning sessions and the chance for the industry to – finally - reconnect.

This travel-trade show, taking place November 09 – 11 in Las Vegas, has many new features and a

learning program directly shaped by the pandemic with sessions on how to build positively towards a brighter future. The reunion for the business events industry is set to be extra special as IMEX America is celebrating its 10th edition as well as a new home, Mandalay Bay.

Nearly 3,000 hosted buyers are now confirmed from across North America and the rest of the world, plus many hundreds of attendee buyers – largely from the USA - all of whom are using IMEX America as a platform to kickstart business.

Business remains at the heart of the show and buyers can meet with global suppliers spanning all sectors of the industry.

These include European destinations Austria, Belgium, the Czech Republic, Croatia, France, Germany, Greece, Italy, Ireland, , Malta, the Netherlands, , Portugal, Spain, Switzerland, Scandinavia and the UK. Australia, Korea, Japan, New Zealand and Singapore are among the Asia-Pacific countries confirmed along with Kenya, Morocco, Rwanda, South Africa from Africa. From Atlanta and Calgary to L.A and Vancouver, US and Canadian exhibitors are out in force. They join many Latin American destinations including Argentina, Brazil, Colombia, Costa Rica, Ecuador, Mexico and more.

All the major international hotel brands are attending plus many smaller, boutique hotels, and the number of technology suppliers grows by the day. Expect to see Cvent, EventsAIR, Hopin, Swapcard, RainFocus and MeetingPlay among others.

## Purposeful & positive

Mindful that skillsets need updating after a challenging year, the IMEX team has created a comprehensive education program which shines a light on the future of the sector and how to build forwards positively. The free learning program at IMEX America launches with Smart Monday, powered by MPI, on November 8 which includes dedicated education for association, corporate and agency professionals. The education continues with a series of workshops, hot topic tables and seminars during the three days of the show – all designed to address different styles of learning. Sessions are organized into brand new tracks, including Creativity in communication; Diversity and accessibility; Innovation and tech; Business recovery, Contract negotiations, Personal branding and Sustainability.

The Hilton team discuss the best practices they embraced during the past year in Purposeful recovery - Tangible solutions for creating and activating events in a post-pandemic world. Marin Bright from Smart Meetings shares her 'post Covid success manual' covering broadcast production, contract essentials and communication strategies in Silver linings: Meeting professionals' lessons from the Covid era. The Maritz team will explore their learnings from the pandemic and detail how new technology offerings can support the events of the future in Disruption in a time of recovery: Maritz reinventing the event experience through innovative technology.

How can we reimagine meetings and events

through virtual experiences? That's the question Derrick Johnson asks in his session Mission critical: The future of experiences in a digital age with tips on how to engage 'digitally distracted' audiences. Blending the digital with the physical is the focus of Hybrid Events crossing the divide for shared physical and digital experiences. In this session, Dax Callner, Strategy Director at Smyle, shares actionable ideas on creating shared experiences and networking for participants who are joining online (URL) and in physical settings (IRL).



## Diversity dialogues

The time has come to eradicate bias and embrace diversity – and the business events industry is in a great place to lead by example. Diversity, therefore, forms a core thread in the education, events and new features of IMEX America.

She Means Business, a joint event by IMEX and tw magazine, supported by MPI, explores diversity, gender equality and female empowerment. When it comes to these issues, women and men often talk about each other, but not with each other.

This is set to change in Ladies' choice:

Conversations on diversity and gender equality where ASAE's Michelle Mason and consultant Courtney Stanley invite two men into a dialogue.

There is also the opportunity to join small discussion groups with women who are trailblazers in their field. Ashly Balding, Associated Luxury Hotels International; Meg Fasy, EventsGIG; Tracy Stuckrath, thrive! meetings & events; Juliet Tripp, Chemical Watch and Human Biography's Nisha Kharé are set to share Leadership lessons from women leaders.

Education sessions exploring other elements of diversity include Accommodating people with disabilities at in-person and virtual meetings and events and Putting in the work: Racial diversity in the events industry where Cheerful Twenty first's Elena Clowes details the findings of the agency's research paper on racial diversity.

The new IMEX | EIC People & Planet Village on the show floor will champion sustainability, diversity, social impact and giving back. Partners include

LGBTMPA; ECPAT USA; Tourism Diversity Matters; Meetings Industry Fund; Meetings Mean Business; SEARCH Foundation; Above & Beyond Foundation and Clean the World. KHL Group will also be inviting attendees to build a Clubhouse - a special play space for a sick child and her school mates.



## Social events deliver sizzle & surprise

While the show remains the hub of business and learning, there are also many opportunities to connect outside of the show floor. Bespoke tours provide the lowdown on Las Vegas whether it's the finest food, mystery experiences or the inside track on two iconic venues: Caesar's Palace and Mandalay Bay. There's also a cause for celebration at evening events Site Nite taking place at the new Resorts World, MPI Foundation's signature Rendezvous event at Drais and the EIC Hall of Leaders at MGM Grand. Carina Bauer, CEO of the IMEX Group said that many people have called IMEX America the 'homecoming for the industry' and they can't wait to welcome back the community for what's set to be a very special reunion.

# Calendar of Events



**WTM London**  
Excel, London  
[wtm.com/london/en-gb.html](http://wtm.com/london/en-gb.html)

**1-3**  
Nov 2021

**8-9**  
Nov 2021  
Virtual



**Imex America**  
Las Vegas, USA  
[www.imexamerica.com](http://www.imexamerica.com)

**9-11**  
Nov 2021



**CITE 2021**  
Chengdu, China  
[cite-chengdu.com/en/about](http://cite-chengdu.com/en/about)

**5-7**  
Nov 2021



**Travel Innovation Summit**  
Seville-Fibes, Italy  
[tisglobalsummit.com/about-tis/](http://tisglobalsummit.com/about-tis/)

**10-12**  
Nov 2021



### PHILOXENIA 2021

Thessaloniki, Greece  
[helexpo.gr/philoxenia/en](https://helexpo.gr/philoxenia/en)

12-14  
Nov 2021



### BITESP

Digital  
<https://bitesp.it/en/>

23-28  
Nov 2021



### INTUR 2021

Spain  
[feriavalladolid.com/intur/en/](https://feriavalladolid.com/intur/en/)

18-21  
Nov 2021



### HEAVENT PARIS 2021

Paris, France  
[heavent-paris.com/en](https://heavent-paris.com/en)

23-25  
Nov 2021



**ITB**  
CHINA

**ITB China**

Shanghai, China

[itb-china.com](http://itb-china.com)



**CZECH TRAVEL MARKET 2021**

Czech, Prague

[czechtravelmarket.cz/  
en/vystavovatel/](http://czechtravelmarket.cz/en/vystavovatel/)



**8<sup>th</sup> ATHENS INTERNATIONAL  
TOURISM**

**& CULTURE Expo 2021**

Athens, Greece

[aite.gr/en/](http://aite.gr/en/)

**24-26**  
Nov 2021

**08-31**  
Nov Dec  
2021  
**Virtual**

**25-27**  
Nov 2021

**30-01**  
Nov. Dec.  
2021



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**Global Wellness Summit**

Boston, US

[globalwellnesssummit.com  
/2021-global-wellness  
-summit/](http://globalwellnesssummit.com/2021-global-wellness-summit/)

**30-03**  
Nov. Dec.  
2021

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