

TTW Americas

Volume: 11, Issue: January 2022

Adventure in Wilderness
Glamping Gateways



Dear Readers,

Wishing you a very happy and prosperous New Year. This year, we are hoping that travel industry will revive which can country's reboot economy. But now, there is a surge of COVID-19 variant Omicron, and government is now advising not to travel. The restriction has been increased a lot. But still there is a hope.

This edition brings you some of the best glamping destinations to visit in 2022. Also, you can read more about the meetings' industry of New York City and Mexico's most popular paradise, Cancun. Destination Diary also includes Panama's tourist attractions for your next travel plan.

You can also read here an exclusive interview of Fred Dixon, President and CEO of NYC & Company, where he shares his opinion on business tourism approach of NYC & Company to attract more business travellers.

Editor-In-Chief
Mr. Anup Kumar Keshan

Editorial Desk





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Meeting Points: New York is one of USA's top commercial cities which houses several event spaces, hotels and world-class offerings for arts, shopping and other entertainment options.



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Cover Story: Glamping is gaining popularity as a holiday option among hardcore travellers who want to experience camping with a touch of glamour in it.



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Special Feature: Home to sprawling white beaches and emerald sea waters, the coastal town of **Cancun** is one of Mexico's best tourist attractions. Its best attractions include spa facilities, vibrant nightlife and many other things.



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Destination Diary: Panama, the beautiful country of South America is flanked by the Pacific and the Caribbean coasts. The most striking feature of this destination is the land where the Northern and the Southern worlds meet.

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New York City

Meet and Rejoice at One Place

New York City is home to many US multinational companies and is considered one of the biggest commercial cities in the entire country. New York City has more than 107,000 hotel rooms and over 2 million square feet of event & conference spaces, affordable air and ground transportation, and has world-renowned dining, shopping, arts, and entertainment offerings for the attendees.

Keep in mind for event planners

If you are planning to organise any event or conferences in NYC, you need to keep in mind about how to accomplish, and how to do it will make all the other steps - like arranging venue, food and guests - much easier to do.

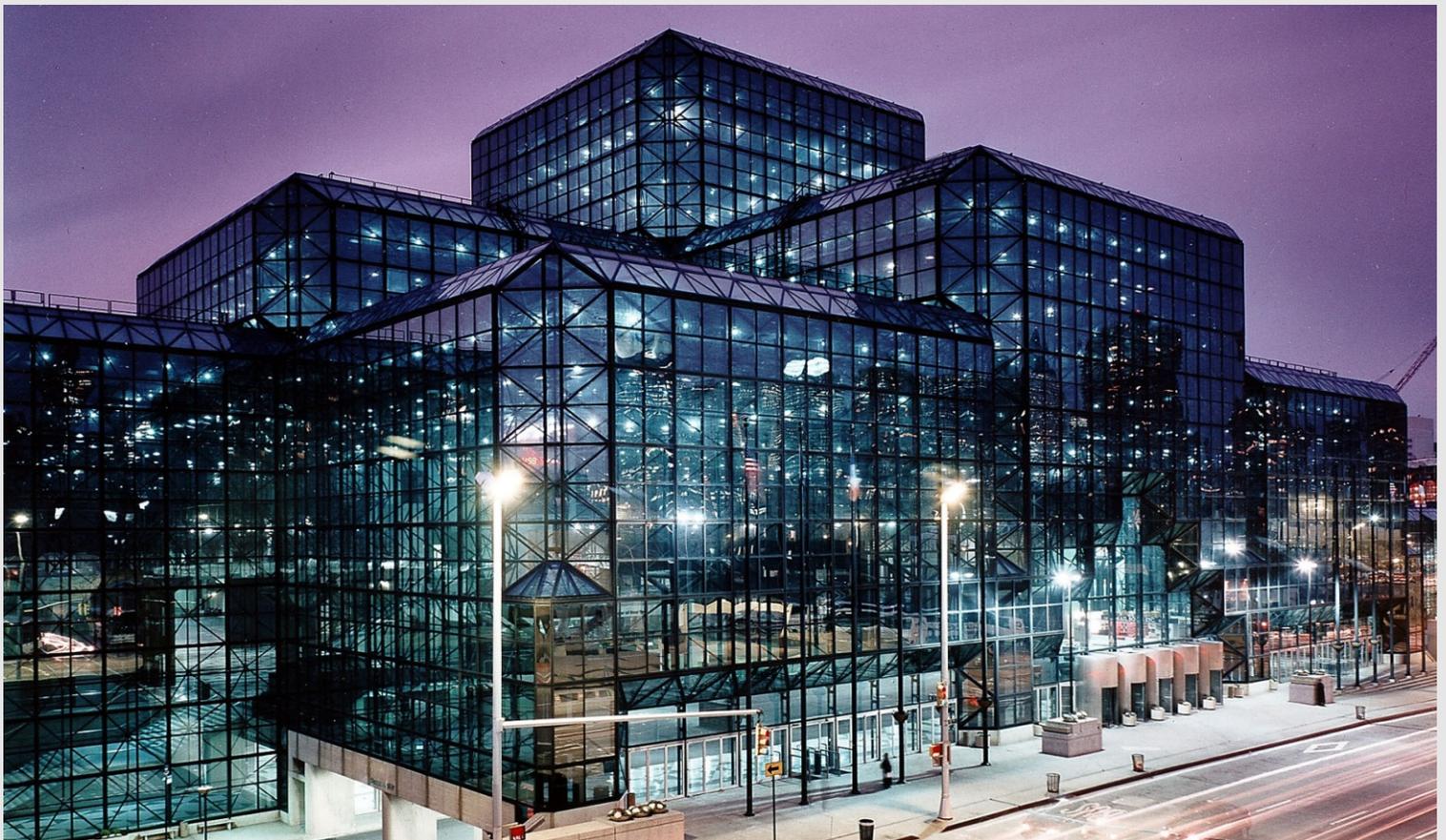
Jacob K. Javits Convention Center

The Javits Center recently underwent a massive renovation from new exterior glass to terrazzo flooring. The building comprises of four levels and features a Starbucks, SuperShuttle, FedEx, and an American Express Business Lounge for members. The in-house caterer, Centerplate, caters to clients and attendees. The Javits Center is located on the west side of Manhattan, on 11th Avenue between 34th

and 40th streets, and will be across the street from the new 7 subway line, opening in 2015.

New York Hilton Midtown

This sophisticated international hotel with 1,932 rooms is located in the heart of Midtown Manhattan on Sixth Avenue between West 53rd and West 54th streets, within a short walking distance from Central Park, Rockefeller Center, Radio City Music Hall, the Museum of Modern Art, and Carnegie Hall. It is just a few blocks away from Times Square, Broadway theaters and the renowned Fifth Avenue shopping district. The hotel has recently been renovated with a contemporary look throughout the lobby, restaurant, bars and lounges, fitness center, and spacious guestrooms and suites.





Rejoicing after meetings

New York is always a whirlwind of activity, with famous sites at every turn and never enough time to see them all. Some people come here to enjoy the Broadway shows; others come specifically to shop and dine; and many come simply to see the sites: **the Statue of Liberty, Empire State Building, Brooklyn Bridge, Central Park, historic neighbourhoods,** and

numerous **world famous museums.**

Statue of Liberty

America's most iconic sight, the Statue of Liberty is at the top of every first-time visitor's list of things to do in New York. It was France's gift to America. It is one of the world's largest statues, standing just under 152 feet tall from the base to the torch, and weighing approximately 450,000 pounds.

Central Park

A walk, peddle, or carriage ride through the crisscrossing pathways of Central Park is a must-do on anyone's New York City itinerary. In winter, you can even lace up your skates and glide across the Wollman Rink.

Rockefeller Center & Top of the Rock Observation Deck

Rockefeller Center is in almost all tourists' itineraries. This vast entertainment and shopping complex in the middle of Manhattan is home to NBC-TV and other media, but the centerpiece is the 70-story 30 Rockefeller Plaza, an Art Deco skyscraper that offers awesome views over Manhattan from the famous Top of the Rock Observation Deck.

Metropolitan Museum of Art

Metropolitan Museum of Art, or the Met as it is commonly known, was founded in 1870, and is one of the most famous museums in the United States. The permanent collection of The Met contains more than two million works of art, spanning a period of 5,000 years.

Broadway and the Theatre District

Attending a Broadway show is one of the top things to do in New York City. Considered the pinnacle of American theatre, this is the place to see the latest shows and the long-running classics.

One thing that many tourists in New York City are always on the lookout for is a celebrity sighting. For a

guaranteed celeb-spotting, head to Madame Tussauds in Times Square where you can get up close to and interact with all of your favorite celebrities under one roof.

New York is home to one of the world's largest **Natural History Museums, the American Museum of Natural History**, where you can explore fascinating exhibitions that explore animal and plant life from around the globe.



Japan voted as most resilient MICE destination of 2021

Organized by M&C Asia, a MICE industry magazine, M&C Asia Stella Awards is a MICE specific accolade that honours the very best in the MICE industry such as destinations, hotels and convention bureaus.

A total of 22 awards across six different categories were awarded this year and Japan has been voted as the winner of the Most Resilient MICE Destination award.

All nominations and winners were voted on by readers of M&C Asia and endorsed by industry professionals.

JNTO Singapore Office has been steadily striving to maintain relationships with local MICE buyers and convey the appeal of Japan as a safe and secure MICE destination through daily business meetings, even amidst the restrictions due to the pandemic



Messe Berlin adjusts its concept for ITB Berlin 2022

Developments surrounding the coronavirus pandemic prevent making reliable plans for a large in-person event – ITB Berlin is focusing on a live-streamed convention and Digital Business Day in March 2022 as well as in-person ITB Berlin satellite events during 2022. Resilience, digitilisation and sustainability are key themes.

The in-person edition of ITB Berlin 2022 will not take place as originally planned. Owing to the latest developments and accompanying directives as a result of the coronavirus pandemic, Messe Berlin is unable to afford its exhibitors and partners the necessary planning certainty with the holding of an in-person ITB Berlin in early March. The current situation surrounding the pandemic, as well as the tightened travel restrictions and limits imposed on the numbers that can take part in large events made Messe Berlin take this step. CEO of Messe Berlin, Martin Ecknig, commented that naturally, they examined the possibility of postponing ITB Berlin until summer.

Sabre and Amex GBT announce 10-year deal to advance corporate travel

Under the terms of this newly expanded technology partnership which takes effect in January 2022 GBT will increase its commitment with Sabre and make a multi-million dollar, long-term annual investment in joint technology development with Sabre over the next ten years. The partnership between two industry leaders puts the two companies in an ideal position to deliver best-in-class products and services throughout the corporate travel ecosystem and drive meaningful growth to both companies and the travel ecosystem in its entirety.

Sean Menke, President and Chief Executive Officer at Sabre said while the pandemic has undoubtedly challenged the travel industry they firmly believe in a robust recovery over time, particularly in corporate travel.

Cruise Excellence Awards celebrate resilience sector with a grand gala in Las Palmas de Gran Canaria

The historic Hotel Santa Catalina in Las Palmas de Gran Canaria hosted the fourteenth Cruise Excellence Awards Gala, a special edition that CruisesNews Media Group wished to dedicate to the resilience and subsequent reactivation of the tourist sector that has been hardest hit by the pandemic. The event brought together the main cruise line executives, as well as cruise tour operators, cruise lines, ports and destinations,

travel agents, collaborators, professionals, entrepreneurs and suppliers of the sector, as well as professionals from Las Palmas and the Canary Islands. During an entertaining gala directed and presented by the comedian and showman, Mr. Corrales, and enlivened by the percussion group Volcandrum of Memvus Arte and the acrobats Lena Delaire and her Pole dance show and Alba Muñoz with her show “Parada de Manos”, 15 awards were presented in recognition of different milestones in the reactivation of cruise tourism during the COVID-19 pandemic.



This year, given the circumstances, there were no votes or categories, but there were awards for effort, resilience, courage and bravery in restoring an industry that at the beginning of the pandemic was at its best moment in its history.

The award winners have stood out for resisting and promoting the reactivation of the sector. Several companies chose the Canary Islands as their first destination to start operating again, many companies have continued to inaugurate ships while others have developed protocols that served as a model for the industry.

Adventure in Wilderness Glamping Gateways



Many of us crave for experiencing nature first-hand but are not quite keen on bunkering in a moldy tent or a roll mat. Times have changed! For those who may balk at the idea of a real camping tent, glamping is a feasible option to spend some days close to the Mother Nature.

Some of the world's best glamping destinations are present in the US. The portmanteau of “camping” and “glamor” was first coined in 2005. This trend has, since then, taken the country by storm and redefined the rules of outdoor accommodation.

Glamping is a perfect middle ground of nature expedition along with the comfort and luxury of a hotel accommodation. From the White Mountains of New Hampshire to the rolling deserts of Utah, North America's unique biodiversity has been a perpetual attraction to the adventure seekers.

Dunton River, Colorado

Located about 12 miles northwest of Rico, Dunton provides an immersive and authentic experience with excellent food and wine. During the earlier times, Dunton was a mining camp. The mines were located half a mile downstream from the community. The luxurious camps ensure tourists an authentic glamping experience amidst the pristine alpine setting of Colorado. Guests can hire mountain bikes for an adventurous ride across the sinuous trails of San Juan Mountains.

Best time to visit

Dunton is a year round destination as it averages over 300 days of sunshine a year. The months between June and August are the high time to visit the place as the climate is dry and pleasant.



Ashville, North Carolina

The picture-perfect town of Asheville is a unique glamping destination for nature lovers seeking diversity and opulence in their trip. Visitors can opt for staying in a glamping tent, a roomy tree house, a dome, or even in an airstream. Located 15 minutes' drive from downtown Asheville, tourists can enjoy live music, visit the breweries, and enjoy all that the city has to offer.

Best time to visit

The best times to visit Asheville are from March to May and September to early November. Temperatures hover between the upper 50s and the mid-70s which is an ideal weather for appreciating the blooms of spring and the foliage of the fall.

Santa Rosa, California

Santa Rosa should be in everyone's bucket list who is interested in history or antiques. Walking down the warm and welcoming areas near Santa Rosa, one can meet the locals and get to learn about the famous spots of the place. If kids are with you on your trip, stop by the Charles. M. Schulz Museum and Research Center where they can spend quality time with their favorite cartoon characters and animations.

Best time to visit

The best time to visit Sonoma is between June and October. During these months the weather is at its finest. Unfortunately, this time of year is also when the crowds are the thickest and tariffs are at their highest.



Tucson, Arizona

Looking for a good dose of comfort while camping around rolling landscapes, rugged terrains, and vast open spaces? Glamping at Tucson in Arizona is the best way to enjoy outdoor adventure along with homely comfort. Popularly known as the 'City of Sunshine', Tucson is the second largest city of Arizona which is known for its striking desert wildlife. Located on the US Mexico border, glamping at Tucson can be a lifetime experience.

Best time to visit

The best times to visit Tucson are from April to May and from September to October when the sky is sunny and the temperature is pleasant. These shoulder seasons offer favourable climate and reasonable tariffs.

Zion National Park, Utah

Camping with a touch of glamor is what glamping in Zion National Park of Utah is all about. Stepping inside a glamping tent and gazing at the starry sky of Utah or waking up in the morning to the chirp of birds or embarking on spine-chilling adventure activities are among the most rewarding memories to cherish. The site is also ideal for luxury camping with an abundance of amenities and activities.

Best time to visit

Those who want to spend a secluded weekend at Zion National Park, the best time is during late fall, winter and early spring. While the weather may be chilly, and fewer facilities are open, the amount of visitors is exponentially less this time of year.



Special Feature

Campanella

A Destination of Unrivalled Fun and
Indelible Experiences

An aerial photograph of the Cancun coastline. The turquoise sea transitions from shallow, lighter blue near the shore to deeper blue further out. A boat is visible in the lower half of the frame, leaving a white wake. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The city buildings are visible along the coast on the left side.

Cancun is, in reality, Mexico's most popular paradise. The coastal city is home to mystical white sand beaches and mind-blowing sea of mesmerizing blue hues.

In addition, there is a wide array of impeccable attractions like adventurous water activities, spectacular golf courses, luxurious spa facilities, and unparalleled nightlife.

Cancun has every right reason to be considered the best destination in the whole of Mexico.

Experiencing Wonders

Visit the Exotic Beaches

The one reason why Cancun is incredibly famous is because of its alluring beaches. The vast turquoise blue sea and the sand dunes are impossible to ignore once you are in Cancun. Especially when the weather is warm and nice, there is no better feeling than soaking up in the sun whilst lying on the warm beachy sand. Cancun is home to some of the most picturesque beaches in Mexico.

Playa Delfines: Cancun's largest, most popular, and probably most beautiful public beach is Playa Delfines, which is flanked on either side by sweeping stretches of resort-dominated beaches.

Costa Mujeres: This beach is among the most renowned beaches in Cancun, with an array of restaurants, golf courses, and luxurious resorts.

Isla Mujeres: Located just off the coast of the Hotel Zone, it is a treasured jewel of Cancun, the Isla Mujeres. It is a beach that exudes the freshness and tranquility you desire.



Things to Do: Trip full of Magic, History & Flavor

Apart from a tanned visit to the sea beach, if you are wondering what else to do in Cancun, read on!

Underwater Museum of Art: The famous museum is located on the Isla Mujeres and in the National Marine Park of Cancun. The museum exhibits over 500 sculptures.

Palapas Park: If you are in Cancun, you cannot miss the chance of visiting Palapas Park. Among a few things to do here are buying an authentic Mexican snack, buying snow to beat the heat, watching musicals or public shows, and so much more.

Mercado 28: Mercado 28 is the best part of the city of Cancun. Here, you can take back with you Mexican souvenirs and handicrafts along with eating some lip-smacking good food.



In an exclusive interview with TTW America, **Fred Dixon, President & CEO of NYC & Company** shares his opinion on the business tourism approach of NYC and Company to allure more MICE travelers to the city.



Interview Zone

TTW America: Share with us about the role and contribution of NYC & Company in attracting more MICE travellers to the city.

Fred Dixon: NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide.

TTW America: Due to COVID-19, the tourism industry has seen a huge loss. What are the loss NYC & Company has incurred and how you are planning to reboot the MICE and leisure tourism in New York?

Fred Dixon: As with other destinations around the world, the pandemic has affected almost every factor of New York City's tourism and hospitality industry, and we saw visitation drop by two thirds in 2020. Since the beginning of the crisis, NYC & Company has been focused on supporting tourism businesses across the five boroughs, with the ultimate goal of safely bringing the industry back, along with the significant number of jobs and economic impact it generates.

In June of this year, NYC & Company launched *It's Time for New York City*, a new \$30 million global tourism recovery campaign -- the City's largest tourism promotion to date. This is a multi-phased effort consisting of television, digital, outdoor media and partnerships, which we have rolled out in stages, focusing first on regional and domestic

markets, before now beginning to expand internationally after the resumption of foreign travel to the United States on November 8.

TTW America: What are the marketing strategies NYC & Company has taken to boost the meetings and event scenario?

Fred Dixon: As part of this larger recovery campaign, we recently launched "*It's Time to Make it NYC*", our largest marketing and sales effort for the meetings and conventions industry, to tell meeting planners globally that New York City is open for business and ready to safely welcome face-to-face meetings and events. This came on the heels of the \$1.5 billion expansion of the Javits Convention Center, plus new developments and enhancements across infrastructure, hotels, attractions, venues and more. This summer, New York City introduced the Key to NYC program, requiring proof of vaccination for most indoor venues, making the City one of the safest places to visit and do business from a public health perspective.

TTW America: For 2022 tourism season, how you are planning to attract the global travellers?

Fred Dixon: NYC & Company has already resumed our robust scope of work with international representative travel trade and public relations agencies in 13 global markets serving 19 regions, and we plan to be fully scaled up in 2022. At the same time, *It's Time for New York City* is

rolling out in key visitor markets around the world. We also continue to engage the travel trade, meeting planners and media, to ensure NYC is top of mind for travellers and delegates globally.

TTW America: What are the countries, you are targeting for international travellers?

Fred Dixon: It's Time for New York City is currently running in the United Kingdom and will soon launch in Canada, Brazil, Mexico, core Western European markets and South Korea. We are also continuing with virtual and in-person sales missions and trade shows to top inbound markets.

TTW America: What planning you have taken to attract more UK travellers to your city?

Fred Dixon: As our number one source of international visitors to NYC, the UK is of critical importance to our recovery. It's Time for New York City advertisements are currently running in the market in partnership with our travel partner British Airways. On November 8, when the US borders reopened for international travel, we also worked together with BA on activations for their inaugural flight, including a press familiarization trip for 15 UK travel editors -- with the highlight being a celebratory event at the Empire State Building.

TTW America: Did you receive any government aid from US government to reenergize tourism business? If so, can you please explain?

Fred Dixon: As a 501(c) 6 organization, NYC & Company was grateful to secure relief funds through the federal Paycheck Protection Program. Further, the \$30 million investment for It's Time for New York City was made possible through American Rescue Plan Act funds secured and awarded by U.S. Senate Majority Leader Charles Schumer and Mayor Bill de Blasio.

TTW America: Can you mention the statistics of the international tourist arrivals and spending in New York?

Fred Dixon: In 2019, New York City welcomed a record 66.6 million visitors to New York City, including 13.5 million international travellers, generating \$47.4 billion in total spending. It is worth noting that while the international market makes up just 20 percent of visitation to NYC, it represents about half of spending and half of hotel room nights.

TTW America: Please tell about the expectation in 2022 travel scenario and what is your opinion on it?

Fred Dixon: As our current forecasts stand, we expect to welcome 57.9 million visitors in 2022. Following the wider restart of inbound international travel last month, we expect that international travel from 2021 to 2022 will triple in volume. While this crisis remains unpredictable and we can anticipate hurdles along the way, we are optimistic and look forward to welcoming the world back to NYC.

TTW America: For 2022 tourism season, how you are planning to attract the global travellers?

Fred Dixon: NYC & Company has already resumed our robust scope of work with international representative travel trade and public relations agencies in 13 global markets serving 19 regions, and we plan to be fully scaled up in 2022. At the same time, It's Time for New York City is rolling out in key visitor markets around the world. We also continue to engage the travel trade, meeting planners and media, to ensure NYC is top of mind for travellers and delegates globally.

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PANAMA

Land of Multiple Attractions

Despite its small size, Panama offers breathtaking landscapes, intriguing towns, and a variety of vacation options. Its two coasts, the Pacific and the Caribbean are home to beautiful beaches and islands. Its mountainous interior is full of coffee plantations, small towns, waterfalls, wildlife, and wonderful hiking trails. It is a land brimming with life, perfectly imperfect and authentic. It is a land where Northern and Southern worlds meet, old and new coexist, urban jungles coexist with wild, untamed landscapes.

If you are a traveler seeking the perfect place to taste good food, connect more, and enjoy life, here is where you should be. Unravel the beauty the country has to offer and let the spirit of Panama enchant you to the very core. Here is what the country has to offer to its audience.

The Panama Canal

The Panama Canal, which connects the Atlantic and the Pacific Oceans, is Panama's most famous attraction. The grandeur of this great engineering achievement is revealed when a massive ship filled with colorful containers glides silently into the locks. A closer look at the canal on a boat tour will satisfy your visual desires. If you want to look at the Panama Canal, the Miraflores Locks is the best place to do so, located about 25 minutes from the Panama City.



The Beaches of Bocas Del Toro

Bocas del Toro is Panama's most popular Caribbean beach destination. Located not far from the Costa Rican border, this group of tropical islands boasts beautiful soft-sand beaches and crystal-clear, azure waters. Young travelers come here in droves and stay for months or even years due to the relaxed atmosphere. Among the things to do in Bocas del Toro are surfing, swimming, diving, and just relaxing on the beach. You can enjoy different activities here at affordable rates.

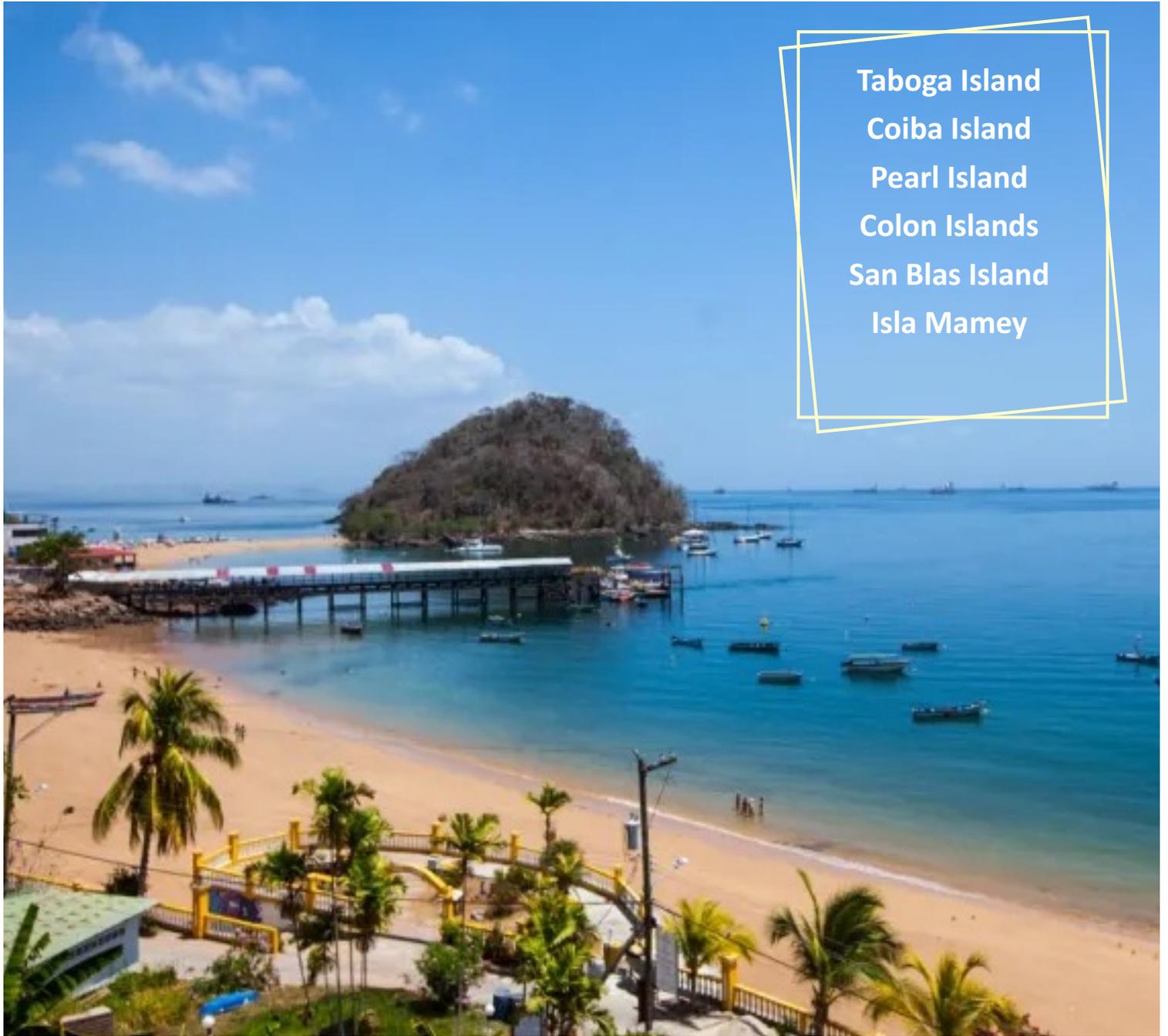
Go For a Nature Tour in Boquete

Coastal areas and lower areas are often oppressively hot, but Boquete's beautiful mountain climate allows you to escape them. This is also one of the most attractive coffee-growing areas. Here, you can escape into the mystical beauty of nature and explore the beautiful flora and fauna.

The Streets of Casco Viejo in Panama City

If you wish to dive into the historical beauty of Panama, here is where you should be. Discover colorful buildings, historic ruins, and wonderful views over the bay to Panama City's gleaming towers. There are restaurants set up on the sidewalks, and the buildings and ruins are creatively lit up during the evening.





Taboga Island
Coiba Island
Pearl Island
Colon Islands
San Blas Island
Isla Mamey

The Mystical Islands of Panama

Ever wish to dive deep into tranquil nature? Panama gives you the ideal opportunity to do so. Over 1,000 islands are located in Panama, both in the Pacific and the Caribbean. There are quite a few coastal towns on some of them, but most of them remain unpopulated. The islands and archipelagos of Panama offer breathtaking beaches and miles of protected coral reefs that are home to a variety of marine life. Check out some of the islands in Panama.



Revelrous Nightlife

Panama's nightlife is most active in two major sectors of the country – the Business District in Downtown and the Spanish Colonial Buildings of Casco Antiguo. The vibrant nightlife of the country is a perfect relaxation after a hectic day in the country. It gives you the chance to indulge in the mysticism and enjoyment of the night. The Casco Antiguo offers bars, disco, music, live music, great food, hip-hop, rock, and so much more.

Panama has been considered a top-notch tourist destination because it is home to an array of alluring attractions and activities. Once you land here, we bet you will wish to visit the place again and again!



California Restaurant Month

Date- 1-31 Jan, 2022

Place- Statewide, California

California Restaurant Month is when destinations and restaurants across the state showcase the best of local cuisine. The participants bring special events and menus to pre fix dinners and exclusive deals.





10th Annual Surprise Fine Art & Wine Festival

Date- 7-9 Jan, 2022

Place- Surprise, Arizona

This festival features 100 juries, fine artists from throughout the U.S. paintings in all mediums, small to life-sized bronzes, stone, clay, wood, metal & mixed media sculptures, wine tasting, and listening to live music.





Annual Ice Fest

Date- 7-9 Jan, 2022

Place- Breezy Point, Minnesota

The festival raises funds for Flyer Pride Pack, for elementary kids that live at risk of weekend hunger. The visitors here can enjoy the activities like curling, hockey, speed skating and fat tire bikes.



Calendar of Events



ASEAN TOURISM FORUM
16 - 22 January 2022
Sihanoukville, Cambodia

ASEAN Tourism Forum
January 16-22 , 2022
Sihanoukville, Combodia
atf2022cambodia.com

**TRAVEL
CONGRESS
2022**

Travel Congress
January 11, 2022
Online
travelcongress.nl/en



FITUR 2022
January 19-23 , 2022
Madrid, Spain
ifema.es/en/fitur



Pittsburgh Travel Showcase
January 21-23, 2022
Pittsburgh, Pennsylvania
pittsburghtravelshowcase.com

YEG
TRAVEL SHOW

The YEG Travel Show
January 29 , 2022
Edmonton Airport, Edmonton
edmontontravelshow.com



Matka Nordic Travel Fair
January 21-23, 2022
Messukeskus Helsinki, Finland
matka.messukeskus.com



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