

# TTW America

Volume: 11, Issue: November 2022

Destination Diary

## Tampa Bay

Meeting Points

# Colorado

# CONTENTS



**Meeting Points:** Colorado is an upcoming hub for events and meetings. If you are a MICE traveler looking for an ideal destination to host your next meeting, you will be surprised at what Colorado offers.



**Special Feature:** The United States of America has diverse way of celebrating Christmas because of its multi-cultural nature.



**Destination Diary:** Tampa, the vibrant city in Florida is also a wonderful place to work, visit and unwind. Tampa Bay is ready to spoil you of choices for both relaxation and recreation.

**Travel News:** 24

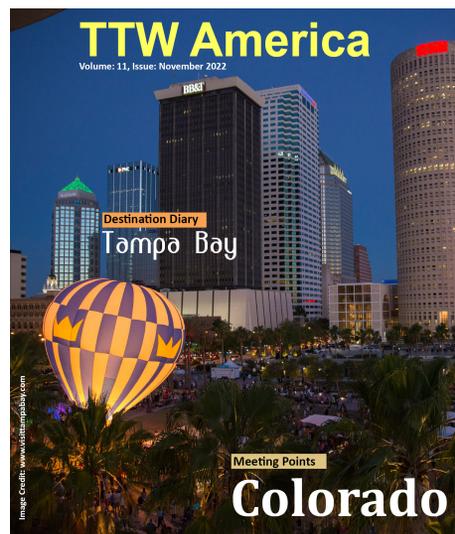
**Interview Zone:** 26

**America Festivals:** 38

**Show Highlight:** 48

**Calendar of Events:** 54

**On the Cover**



**Cover Story:** Michigan is known for having a long fall season and attracting tourists in the southernmost part of the state.

It is also the season of one of the nation's best apple harvests and hosting of the world's largest public art event and a host of performing arts.

## Dear Readers,

Welcome back to the November edition of TTW America. In this edition, we are focusing on Colorado as an upcoming MICE hub in United States. If you are a MICE traveller looking for an ideal destination to host your next meeting, you will be surprised at what Colorado offers!

The United States of America has diverse ways of celebrating Christmas because of its multi-cultural nature. Many cities decorate the streets with lights to celebrate Christmas. Perhaps the most famous Christmas street lights in the USA are at the Rockefeller Center in New York where there is a huge Christmas tree with a public ice skating rink in front of it during Christmas and the New Year.

David Lorenz, Vice President, Travel Michigan talks how the pandemic brought in with it a 'disproportionate' shift in the travel industry. He shares his opinions and perceptions with the readers about how the association is gearing up to overcome the adversities and attract more tourists with a wealth of opportunities to explore Michigan.

Tampa, the vibrant city in Florida is also a wonderful place to work, visit and unwind. Seated in the Hillsborough County, Tampa Bay is a favorite of weekenders as well as tourists across the world for its beautiful waterways, bustling business districts and historic landmarks.

Stay tuned and keep reading.

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

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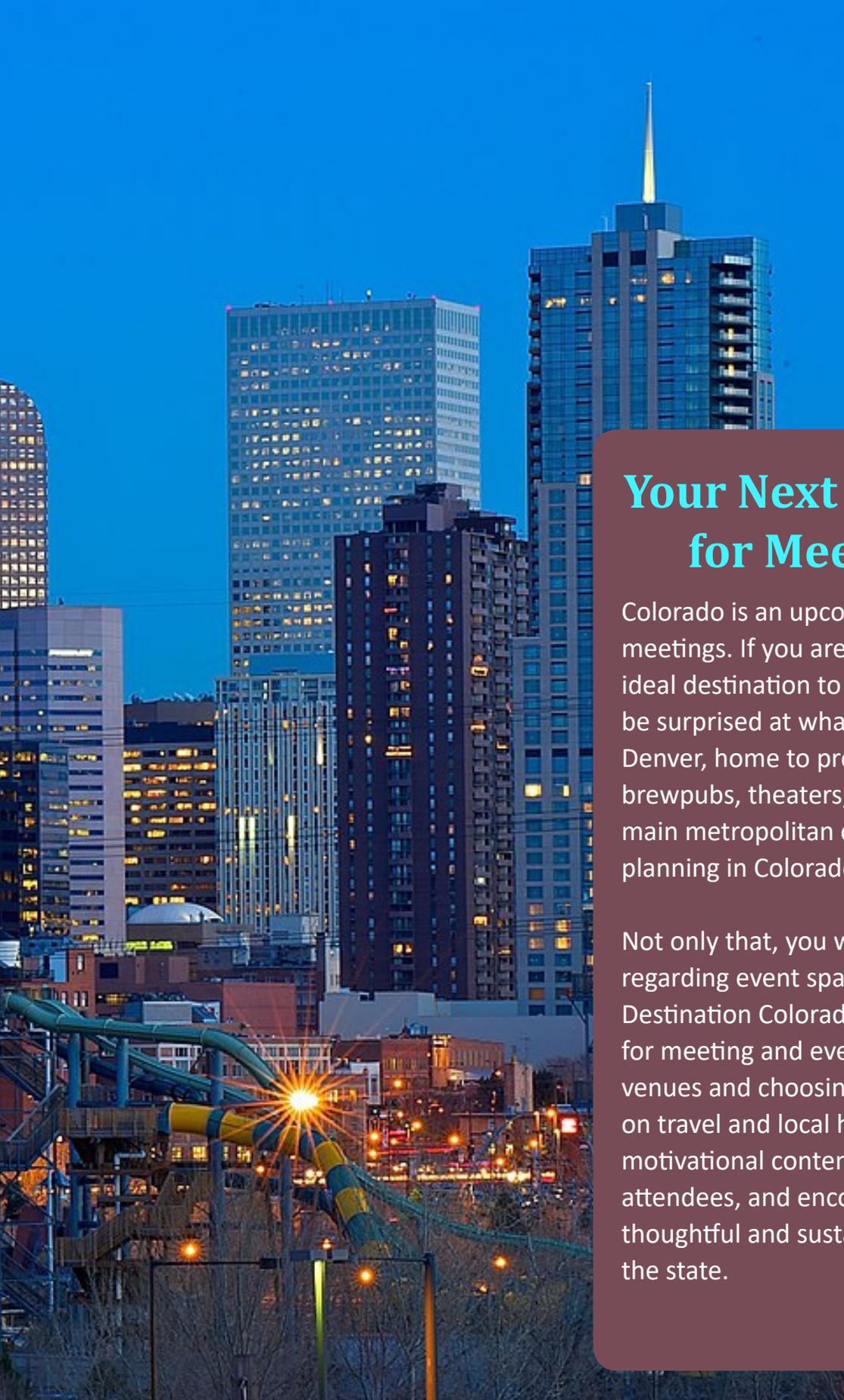
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# Colorado





## Your Next Go-To Choice for Meetings and Events

Colorado is an upcoming hub for events and meetings. If you are a MICE traveler looking for an ideal destination to host your next meeting, you will be surprised at what Colorado offers!

Denver, home to professional sports teams, brewpubs, theaters, and downtown hotels, is the main metropolitan center for meeting and event planning in Colorado.

Not only that, you will be exposed to several options regarding event spaces and the facilities provided. Destination Colorado is the complete go-to source for meeting and event planners, from locating venues and choosing destinations to stay informed on travel and local health recommendations, finding motivational content and videos to share with attendees, and encouraging visitors to engage in a thoughtful and sustainable manner while enjoying the state.

## Top meeting spots for your event

### The Broadmoor, Colorado Springs

There are ten hotels in Colorado Springs, the largest of which, in terms of meeting space, is The Broadmoor, which has 140,892 square feet of space.

The Broadmoor provides visitors an excellent way to see the distinctive splendor of the American West ever since they first opened their doors more than a century ago. As the longest-running Forbes Five-Star and AAA Five-Diamond resort in the world, they continue the heritage today by providing warm, genuine hospitality as well as an unrivaled array of adventures and activities that honor the gorgeous surroundings.

### Church Ranch Event Center

This event center offers venues combining the best indoor and outdoor aspects of Colorado, and something is particularly unique about that. The foothills are beautifully viewed from Table Mountain Meetings and Events, which is situated along North Table Mountain in Golden, Colorado.

A really one-of-a-kind setting for your corporate meeting is created by the fresh mountain air and the breathtaking natural surroundings, along with cutting-edge facilities and contemporary conveniences.





## Pikes Peak Center

Pikes Peak Center is another great destination to host your meetings and events. The center is home to 8 meeting rooms, and the largest one expands over 2,169 sq.ft. In addition, there are 480 parking spaces for vehicles. Among the top-notch facilities for each event are high power outlets, security, handicapped access, AV facilities, guest services, teleconferencing etc. Therefore, Pikes Peak Center is among the best choices when it comes to meetings and events.

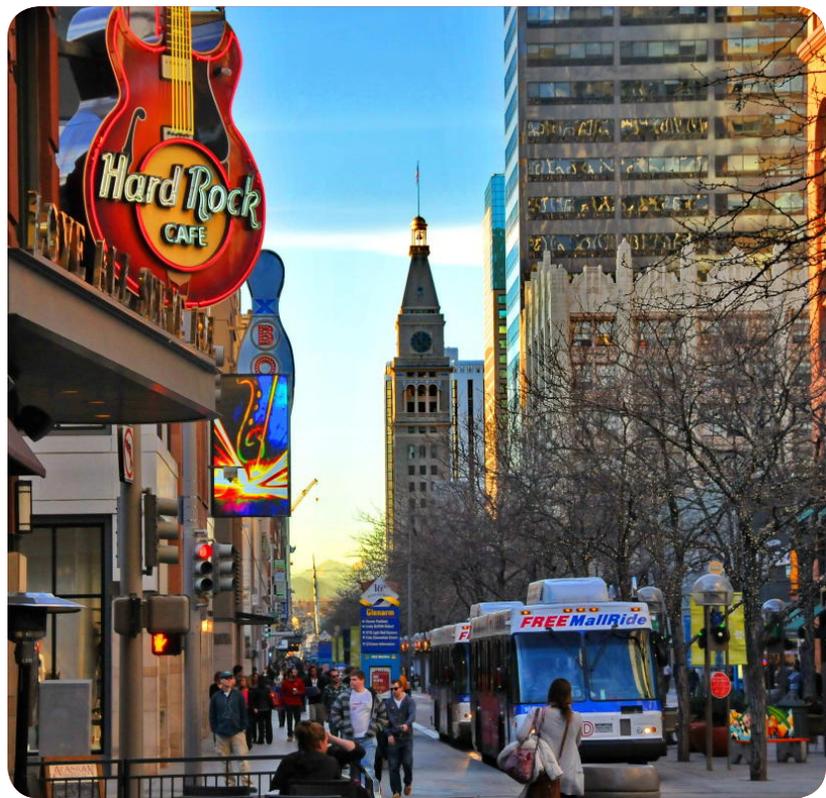


## Arvada Center Event Space

By hosting galas, wedding receptions, expos, conferences, and other events, The Arvada Center Event Spaces (ACES) aim to elevate your event experience. They provide great service, adaptable floor plans, and food and beverage packages. There are also other options, including dinner and a show of stunning art galleries.

# Top Places to Visit

*Apart from being a top-tier destination for your events, Colorado is home to historic sites and beautiful locations. Here is a list of the not-to-miss attractions when in the state.*



## Rocky Mountain National Park

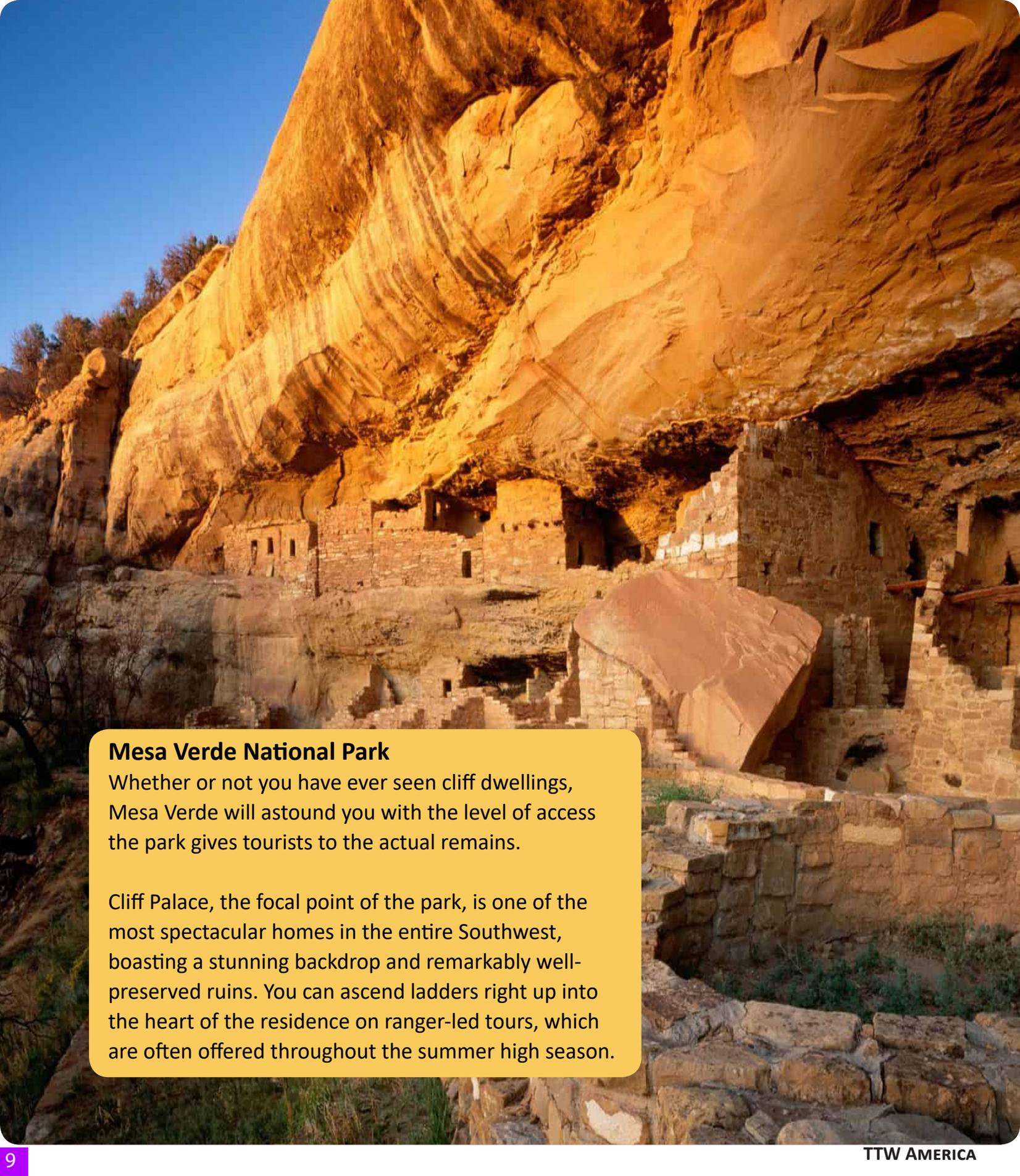
One of the most well-known national parks in the country is Rocky Mountain National Park, which is only a few miles away from the mountain hamlet of Estes Park.

Nature's finest features can be found in the towering mountain peaks, forests, plentiful wildlife, and alpine lakes, and meadows. There are more than 100 peaks in the park that are higher than 10,000 feet, with Longs Peak being the highest at 14,259 feet.

## Denver

Denver is one of the most populated and rapidly expanding cities in the country. Denver, one of the best outdoor towns in the nation, has an amazing 300+ days of sunlight annually and a pleasant climate.

This enables the city's young and active residents to take advantage of the spectacular Rocky Mountains, which serve as a huge playground just outside the city.



## **Mesa Verde National Park**

Whether or not you have ever seen cliff dwellings, Mesa Verde will astound you with the level of access the park gives tourists to the actual remains.

Cliff Palace, the focal point of the park, is one of the most spectacular homes in the entire Southwest, boasting a stunning backdrop and remarkably well-preserved ruins. You can ascend ladders right up into the heart of the residence on ranger-led tours, which are often offered throughout the summer high season.

## **Durango and the Silverton Narrow Gauge Railway:**

The town of Durango is located in southern Colorado and has a beautiful location at the foot of the Rockies. Several magnificent old buildings have been tastefully renovated and serve as hotels and restaurants in the historic downtown area. Some have a western-inspired, Old West aesthetic. One of the town's top summertime attractions is the Durango & Silverton Narrow Gauge Railway.

This antique railway offers day trips from Durango in the highlands above Silverton, an old mining town. The train runs in the winter, but only on certain dates and just to Cascade Canyon.





Therefore, once you are in Colorado, you can host your best meetings and explore the majestic sites and venues in and around the state.



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The United States of America has diverse ways of celebrating Christmas because of its multi-cultural nature. Many cities decorate the streets with lights to celebrate Christmas. Perhaps the most famous Christmas street lights in the USA are at the Rockefeller Center in New York where there is a huge Christmas tree with a public ice skating rink in front of it during Christmas and the New Year.

## Top Picks

### Orlando, Florida: Place Where Dreams Come True

The happiest place on the Earth, Orlando gets even happier during the holidays. From Mickey's Very Merry Christmas Party in Disney's Magic Kingdom to the brand-new winter wonderland laser show at Hollywood Studios, celebrating Christmas time at Disney is a must-do for any family. Enjoy specially-themed shows, holiday cheer throughout all 4 parks and, best of all, Cinderella's castle lit up majestically for the holidays! Stay until the park closes to experience a spectacular show filled with 'snow', fireworks, and special holiday effects.



#### What to enjoy during Christmas?

##### Lip-smacking Gourmet-

Orlando satisfies every craving with more than 6,000 culinary offerings, including 34 Michelin Guide-recognized restaurants, four michelin-starred local restaurants,

seven Bib Gourmands and 23 recommended restaurants.

**Zipline Over Crocodiles** – Seven stories high with over 130 live crocodiles on the Screamin' Gator Zipline at Gatorland. Visitors won't find another zipline experience like this one, with 365 meters of exhilarating flight through Florida's wildlife and breathtaking views from high in the treetops.



Enjoy Christmas...  
the *American way!*



# Universal Studios Florida



Universal's Holiday Parade features Macy's returns with 30 larger-than-life balloons, decorated floats, and hundreds of festive performers. Santa Claus lights the breathtaking 80-foot iconic Christmas Tree as he passes by in his festive float.



## Islands of Adventure

Grinchmas Who-liday Spectacular returns to Islands of Adventure. Special appearances by the merry Whos from Who-ville.

Seuss Landing is completely transformed into a holiday wonderland filled with yuletide décor.

The Magic of Christmas at Hogwarts Castle is a spectacular transformation of the castle showcasing from dusk until park close. Stunning projections of holiday spirit and Christmas moments inspired by Harry Potter movies bring the castle to life.

Hogsmeade Village is just made for Christmas with the buildings already covered in snow. Add lights, decorations and festive entertainment from The Frog Choir and you have the recipe for magical holidays.

The Grinch and Friends Character Breakfast – enjoy a tasty breakfast buffet with themed food and breakfast favorites, at Circus McGurkus Cafe Stoo-pendous with the Grinch and his Who-ville friends.



# Universal Holiday Parade Featuring Macy's Balloons

## Universal's Holiday Tour

Exclusive Meet and Greet with the Grinch and his faithful dog, Max.

Reserved seating for the Grinchmas Who-liday Spectacular.

Small plates including cookies, Who Hash, Chicken & Waffles, Popcorn Shrimp, plus non-alcoholic beverages and a hot cocoa bar at Circus McGurkus Cafe Stoo-pondous

A Santa meeting including one My Universal Photos digital download per party.

An after-hours showing of The Magic of Christmas at Hogwarts Castle.

## New York City, NY: For your Crazy Christmas

New York City knows the best how to do Christmas. They take holiday celebrations to a whole new level! From ice skating in Central Park to watching the Rockettes at Radio City

Music Hall, the festivities in the Big Apple are as timeless as they can be. Locals and tourists flock to see the famous Rockefeller Christmas Tree, the 5<sup>th</sup> Avenue window displays, Union Square Holiday Market and, at the center of it, the Empire State building.

Lit red and green throughout the entire month of December, the prominent landmark marks the center of the snowy Christmas festivities.



## What to see?

**Brooklyn Botanic Garden-** Brooklyn Botanic Garden is bringing back its gorgeous, after-dark illuminated spectacular show to its grounds in November. Lightscape, the one-mile, illuminated trail of art from local and international artists, hits BBG starting from November 16 and will once again feature the iconic Winter Cathedral and a larger Fire Garden—all set to over a million lights, color, and music.

**Dyker Heights Holiday Lights-** Dyker Heights houses are decked out with thousands of lights, life-size toy soldiers, inflatable Santas, and more. Take in all the best displays on this 3.5-hour bus tour.

**Winter Village at Bryant Park-** Winter Village at Bryant Park returns in all its holiday glory. On the grounds, you can peruse about 60 shopping and food kiosks—all at one of the best NYC parks. Expect loads of handmade, unique and New York City-specific gifts for your family and friends. Work up an appetite at the free, 17,000 sq ft ice-skating rink and then fill up at the rink side pop-up restaurant called The Lodge Deck for festive cocktails and hearty food.





# Las Vegas, Nevada

## View Intense Christmas Lights

Las Vegas does everything big, and the holiday season is no exception. Drive your car through a racetrack of Christmas lights (millions of them), visit the winter wonderland at The LINQ Promenade, and of course, celebrate on The Strip! Be sure to check out the 20 m Christmas tree at the Venetian and the famous Fountains of Bellagio. They feature free special performances of classic holiday tunes with performances starting at 3 pm from Monday to Friday, noon on Saturdays and holidays, and 11 am on Sundays.

### **Bellagio Fountain**

While talking about Christmas in Las Vegas Nevada, this is the first thing you need to do there. If you are a honeymoon couple and want to make your Christmas more romantic, you should visit the dancing fountains while enjoying the music and groove with it. This is the time of the year when lots of shows and events are organized there.

### **Bellagio Conservatory**

Do you want to be in the North Pole, surrounded by elves and reindeer and greeted by Santa himself? Then, you should be in this conservatory during Christmas which turns into a Christmas wonderland for the visitors. Each year, the South Garden is decorated with the best Christmas decorations in Las Vegas.

### **Ice Rink**

Make the most of Las Vegas Christmas celebration by visiting the ice rink that the Cosmopolitan arranges every year, during the winter. It transforms its Boulevard Pool into an ice rink. It is made with over 4200 sq.ft. of real ice and you can glide over it. Enjoy the snow shower or roasts' mores by the fire pits to celebrate the Christmas spirit. You can also feel the thrill of skating, but if you have no plan to skate, the entry is free at the ice rink.









## **New Orleans LA.** **Experiencing New Christmas**

Get yourself over to New Orleans for a Christmas to remember. Although world-famous for its Mardi Gras celebrations, this lively city surely knows how to celebrate in December as well. The Running of the Santas, an annual marathon where everyone is dressed up as St. Nicholas himself, kicks off the month-long celebration. This is followed by cathedral concerts and light shows, such as Miracle on Fulton Street. This pedestrian corridor is transformed into a winter wonderland during December, featuring giant gingerbread house displays and festive food and drinks stands.

### **Enjoy multi-cultural celebrations**

Throughout the entire month, the St. Louis Cathedral, an iconic 200-year-old church, hosts weekly concerts and special events for all ages. In front of the St. Louis Cathedral, in Jackson Square, you can find candlelight caroling.

On every to-do list for every local and visitor to the city during the holiday season is to take a ride on the Canal Street streetcar out to City Park to see the Celebration in the Oaks. The Celebration in the Oaks consists of more than two million bright and shiny lights illuminating the park. Tour the grounds there and check out the poinsettia display in the Botanical Gardens, ride the miniature train and enjoy the nightly entertainment.

Freezing fun also awaits at NOLA Christmas Fest in the New Orleans Convention Center. Enjoy ice skating on a real indoor rink, ice slides, Polar Golf, curling lanes, a carousel, carnival rides, inflatable's, Santa and friends, gingerbread houses, decorated trees and more.

# Travel News

## American Airlines announced its strategic equity investment in Universal Hydrogen

American Airlines announced its strategic equity investment in Universal Hydrogen Co., a company building a green hydrogen distribution and logistics network for aviation. The investment supports American's science based targets to reduce greenhouse gas (GHG) emissions by 2035, and ultimately its commitment to achieve net zero GHG emissions by 2050. This investment makes American the first U.S. airline to make two direct investments focused on the development of both hydrogen-electric propulsion technology and the future of hydrogen distribution logistics.



## U.S. Travel Applauds Introduction of Visitor Visa Wait Time Reduction Act

U.S. Travel Association Executive Vice President of Public Affairs and Policy Tori Emerson Barnes issued the following statement on the introduction of H.R. 9141—the Visitor Visa Wait Time Reduction Act:

“We must stop turning away international travelers due to 400-plus day wait times that visitor visa applicants are facing worldwide. It is absolutely unacceptable and a significant deterrent to our national economic recovery. We applaud the bipartisan legislative action introduced by Reps. Salazar (R-FL) and Lee (D-NV) that directs the U.S. State Department to address this urgent problem. Spending by international travelers is critical to getting the U.S. economy back on track, and reducing visa wait times and welcoming these visitors should be a focused national priority.”



## LA and other US destinations lose out on potential visitors and spending

Los Angeles was one of the most sought after tourist destinations of the US before the onset of the pandemic, witnessing a record 51 million domestic and international visitors, who spent \$25 billion on hotel stays, food, tour buses and mementoes.

Now with the easing of the majority of pandemic travel restrictions, America's tourism leaders are of the opinion that postponements by the federal government regarding permitting tourist visas are depriving L.A. and other U.S. tourist destinations of millions of visitors and billions of dollars in tourism expenditure.



## Millions of travellers say 'NO' to the United States for staggering visa delays

The U.S. Department of State's low prioritization of visitor visa (B-1/B-2) processing is severely hindering the U.S. economic recovery, keeping an estimated 6.6 million potential visitors from travelling to the United States in 2023 at a loss of \$11.6 billion in projected spending, according to new analysis released today by U.S. Travel Association economists.

"Outrageous wait times send a message to travelers that the United States is closed for business," said U.S. Travel Association President and CEO Geoff Freeman.

"Unacceptable visa delays are harming the American workforce and it is long past time for the Biden administration to solve the problem."



**David Lorenz**

*Vice President, Travel Michigan*

## **INTERVIEW ZONE**

As for businesses in all sectors two years of the COVID-19 pandemic wreaked havoc in Michigan's tourism industry also. Bringing the state's travel numbers close to the pre-pandemic level, demand a good deal of resilience and ingenuity by the industry players.

**David Lorenz, Vice President, Travel Michigan** talks how the pandemic brought in with it a 'disproportionate' shift in the travel industry. He shares his opinions and perceptions with the readers of TTW America about how the association is gearing up to overcome the adversities and attract more tourists with a wealth of opportunities to explore Michigan.

**TTW America: After two years of the pandemic, what changes have you faced in the tourism industry? Did it bring about any challenge with it?**

**David Lorenz:** Certainly, the pandemic had a disproportionate impact on the state's tourism industry, however, we are seeing that shift. Michigan continues to see tourism numbers increase, hotel occupancy rates climb, and slowly but surely the conventions are returning. Leisure travel in the state has rebounded very well, however business travel has rebounded as well, although progress is being made. We still have work ahead of us, but the tourism industry in Michigan is resilient and we are optimistic that pre-pandemic travel numbers are close.

Businesses of all sizes have shown their ingenuity and creativity to address the challenges that face them and have shown to overcome adversities the pandemic brought with it. Michiganders came together with Travel Michigan's Two Peninsula's, One Pure Michigan campaign to not only support a healthy Michigan, but to support the small businesses across our two peninsulas to support one another as individuals and communities.

**TTW America: What initiatives are taken by the Michigan Tourism Authority to contribute to national economic growth after the pandemic?**

**David Lorenz:** At the center of the Great Lakes region, Michigan is a driver in both regional and national economic growth. The state's Travel Director, David Lorenz and the entire Travel Michigan team are advocates for travel into and around the region and country. Working closely with the US Travel Association and Brand USA the state advocates the tourism industry as a whole and the economic impact it has across the United States, we actively promote international and national travel to Michigan and the US.

Regional collaboration is key to a healthy travel industry. Great Lakes USA, an international tourism collaborative and Cruise the Great Lakes are both tasked with increasing tourism in Michigan, the Great Lakes Region, Canada and the Saint Lawrence Seaway.

**TTW America: Share in detail about your idea(s) to beef up Michigan's tourism scene.**

**David Lorenz:** We are working with our partners at the Office of Future Mobility and Electrification and Michigan Governor Whitmer's administration to build a robust electric vehicle charging infrastructure across the state. The Lake Michigan EV Circuit has begun to get rolled out with the goal of providing enough chargers at locations along the route to support EV roundtrip travel around Lake Michigan. This is yet another example of regional collaboration to increase tourism in the region. This signifies that states understand the importance of working together in electrification efforts to provide a more sustainable and environmentally friendly travel option.



**TTW America: Fall is a significant season in the tourism calendar of Michigan. Share in detail how you are planning to attract more tourists for this Fall Tourism.**

**David Lorenz:** Fall is a glorious time in Michigan. With warm days and cooler temps in the evening, Michigan falls are the perfect time to visit the state and experience the kaleidoscope of leaves changing colors. Michigan is known for having a long fall season where people can enjoy the season from early September in the Upper Peninsula to late October in the southern most parts of the state in both charming small towns to vibrant urban city centers. With Travel Michigan's Pursue your Pure' efforts as part of the award-winning Pure Michigan campaign, we are promoting the state to Michiganders and visitors alike to experience why Michigan falls are a must-do.

Promoting Michigan's agritourism industry is another important effort to attract visitors to Michigan in the fall. U-pick orchards, farmer's markets and roadside stand activities peak in the fall as travelers tour the state experiencing fall color tours. The tourism website provides a wealth of tools to help travelers experience what Michigan has to offer. From real-time fall color guides to itinerary ideas, Michigan.org is the place to plan your travels. The Pure Michigan advertising campaign leverages owned, earned, and paid materials to attract more tourists to Michigan as well.





**TTW America: What are the highlighted attractions in Michigan that you would like to promote for tourism?**

**David Lorenz:** Michigan is known as the Great Lake State. The lakes, beaches, and beautiful communities that dot our shorelines are some of the state's most precious assets. With the nation's longest freshwater coastline at nearly 3,300 miles, the Great Lakes are a major driver to the state's economy. As a four-season destination, the state also offers the second most alpine ski areas of any state and boasts the moniker of being the Trail State. Whether hiking, biking, kayaking or canoeing, Michigan offers thousands of miles of trails for people of all ages and abilities to enjoy.

A growing industry in the region is freshwater cruising, bringing people all throughout the Great Lakes and St. Lawrence River system. With cruise destinations in Detroit, Mackinac Island, Sault Ste. Marie, Muskegon and Holland, cruise goers get to combine luxury and adventure at some of Michigan's favored destinations. What an incredible way to experience vibrant culture-rich city scenes like Detroit and quaint small towns like Mackinac Island and Holland.

**TTW America: What grade of tourists do you expect during the Fall (upscale/midscale)?**

**David Lorenz:** Michigan offers travel options across the scale in every corner of this great state. From rustic camping to 5-star resorts, Michigan truly does offer an experiences and memory-inducing opportunities for all looking to experience Michigan. The state boasts a great level of diversity of people, places and seasons that lures people from all stages in life offering everything from low cost to luxury travel opportunities.

**TTW America: Michigan tourism has already come a long way since it started its journey. Where do you wish to see this esteemed tourism organization in the next 5 years?**

**David Lorenz:** Our goal is to have Michigan be seen as the most welcoming destination in the country by bringing people together with acceptance and appreciation for all. When we succeed with that goal, travel volumes will increase along with the financial health of the state's tourism industry, more jobs will be created and the state's overall economic strength and society in general will be stronger and more resilient.





# Tampa Bay

A world of indulgence awaits you



Tampa, the vibrant city in Florida is also a wonderful place to work, visit and unwind. Seated in the Hillsborough County, Tampa Bay is a favorite of weekenders as well as tourists across the world for its beautiful waterways, bustling business districts and historic landmarks.

For locals as well as tourists, there is no dearth of family fun in this idyllic city. Bustling with life during all seasons of the year, Tampa Bay is known for being a great metropolis for all ages and tastes.

The city of Tampa pulsates with a flamboyant infusion of Cuban and Spanish cultures that ooze out of its turn-of-the-century buildings, hip bars, shopping districts, and other places of interest. Adventure junkies can visit the Hillsborough River State Park or Lettuce Lake Park for some adrenaline-rush activities. From offering places to stay regardless of your budget to catering to adventure seekers, foodies, and wine connoisseurs, Tampa Bay is ready to spoil you of choices for both relaxation and recreation.

## Things to do in Tampa Bay

Whether you have a few hours or a whole day to explore, there is endless adventure of wild-to-mild awaiting you in and around the Tampa Bay.



### Outdoors calling

Those who look for spending their vacation far from the madding crowd of the city can visit the Busch Gardens Tampa Bay, Botanical Gardens, and Zoo Tampa. For a more primitive experience, make your way to the Hillsborough River State Park which is recognized as one of Florida's best places to explore wildlife.

### A sneak peek into history

If you have a penchant for knowing the history of the place, make a visit to the Tampa Museum of Art or the Tampa History Center that have many stories preserved within their four walls. One of the places of interest for devoted shutterbugs is the Florida Museum of Photographic Arts. The museum exhibits historic and contemporary works by world-famous photographic artists.

### Go on shopping spree

Tampa's shopping scene is diverse and seamless. From national brands to internationally-famed designers and from local boutiques to eclectic shopping districts, the shopping deals in this city seem to be endless. For a touch of élan in your shopping experience in the heart of Tampa, the Hyde Park Village is all set to welcome you with its array of local favorites, indie brands as well as top international brands in fashion and fitness.

### Enjoy fun time with family

Tampa is the perfect family getaway which allows you to plunder all its resources of excitement and relaxation. From exhilarating roller coasters, walking the ecosystems at the Florida Aquarium to basking in Tampa's vibrant local culture or enjoying a pro football or hockey match, there's no shortage of entertainment for those looking for some happy hours to spend with family.





Gastronomical treasures await you at Tampa Bay! Tampa's culinary tradition is just as unique and rich as its culture. From authentic Spanish delicacies to fresh seafood and lavish libations, the city allows you to embark on a mouth-watering journey and discover its diverse culinary flavors.

Savor a century of culinary history at the Sunshine State's oldest restaurant or sample cutting-edge fare by up-and-coming chefs. Enjoy classic American fare, an authentic rock atmosphere, and live music at some waterfront bistro. You can even get to see chefs showcasing their rich culinary talent at some farm-to-fresh restaurant and learn some insider cooking tips from them.

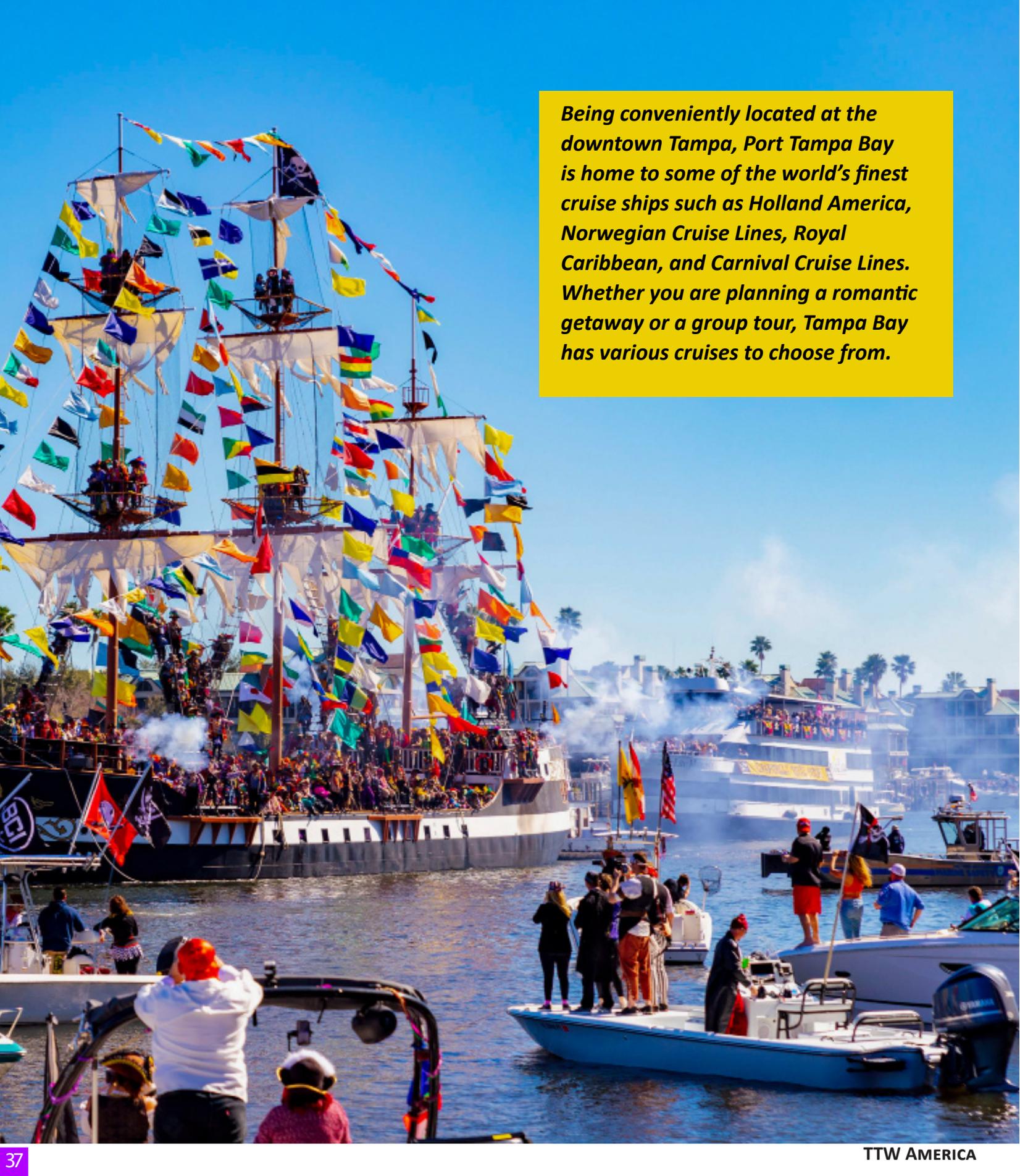


## Travel around Tampa Bay

Tampa Bay is home to two international airports, including the Tampa International Airport (TPA) and the Pete-Clearwater International Airport (PIE). Nonstop flights operate between Tampa International Airport (TPA) and more than 60 domestic and 10 international destinations.

Once you have touched the grounds of Tampa City, getting around is a breeze as the city transportation options include a comprehensive menu of limo & taxi services, motor coach, street cars, trolley, shuttle systems, and rental cars.





*Being conveniently located at the downtown Tampa, Port Tampa Bay is home to some of the world's finest cruise ships such as Holland America, Norwegian Cruise Lines, Royal Caribbean, and Carnival Cruise Lines. Whether you are planning a romantic getaway or a group tour, Tampa Bay has various cruises to choose from.*

## Kite Festival

Date: November 1, 2022

Place: Santiago Sacatepéquez, Guatemala



The town of Santiago Sacatepéquez in Guatemala celebrates Kite Festival with glory and pomp. One of the greatest times to visit Guatemala is the time of the Festival de Barriletas Gigantes (Giant Kite Festival or Day of the Dead). The festival occurs during the first days of November, bringing to life one of the most vibrant and fruitful events experienced in Guatemala.

# Austin Food And Wine Festival

Date: November 4-6, 2022

Place: Austin, Texas



Austin Food And Wine Festival has the best of Austin's restaurants offer small bites and tasting of their beloved dishes at this annual food festival, which also serves up wine and spirits. There are also cooking demonstrations and special events, all set against the Austin skyline at Auditorium Shores at Town Lake Metropolitan Park.

# Bacon Fest

Date: November 5-6, 2022

Place: Pennsylvania



Bacon Fest puts together a pork-packed schedule full of bacon-loving events to entertain the little piggies as well as the big ones. For anyone with a sense of style there's the bacon costume contest, then there's the pig race and, for those who love a tippie, there's even the bacon cocktail class.

# Thanksgiving Day

Date: November 24, 2022

Place: All over USA



Thanksgiving Day bears its origin from the harvest festival. Generally, Americans give thanks to God for their autumn harvest and every other success they have achieved in the year. Thanksgiving Day falls on the first Thursday in the month of November. The day has been celebrated in November ever since the observance of this holiday began.



# MICHIGAN

## EXPERIENCE THE KALEIDOSCOPE OF FALL COLORS

Breathtaking fall colors, starry skies, tranquil forests, scenic routes, and rugged trails - all these exotic features and joyful experiences sum up to be what is popularly known as Pure Michigan. Whether you are an outdoor enthusiast or an epicurean, a solo traveler or holidaying with family members of different ages, Michigan welcomes you to explore her hidden treasures.

The picturesque state of North America has suffered indiscriminate impact of the COVID-19 pandemic. After two years of travel disruption, the state has started working closely with giant associations such as the US Travel Association and the Brand USA to advocate the country's tourism industry. The state is also gearing up to promote national and international travel to Michigan and the US.

Michigan offers travel options in every corner of this great state for wanderlust souls to discover, learn, and make memories.

## 'DISPROPORTIONATE' SHIFT IN MICHIGAN'S TOURISM INDUSTRY?

Although the pandemic had a disproportionate impact on Michigan's tourism industry, the state continues to see a rise in tourism numbers, hotel occupancy rates and slowly but surely in the number of conventions. Both leisure and business travel are making a strong comeback.



According to the decision-making body of Travel Michigan, still a lot of work is left to be done. But the tourism industry in Michigan is resilient and they are optimistic to reach the pre-pandemic travel numbers in the recent future.

Businesses of all sizes have shown their ingenuity and creativity to address the challenges that face them and are working to overcome adversities the pandemic brought with it. Michiganans came together with Travel Michigan's Two Peninsula's, One Pure Michigan campaign to not only support a healthy Michigan, but also to support the small businesses across the two peninsulas.

## MICHIGAN TOURISM AUTHORITY'S ROLE IN NATIONAL ECONOMIC GROWTH

At the center of the Great Lakes region, Michigan is a driver in both regional and national economic growth. The state's Travel Director, David Lorenz and the entire Travel Michigan team are advocates for travel into and around the region and country. Working closely with the US Travel Association and the Brand USA, the state advocates the tourism industry as a whole and the economic impact it has across the United States. It actively promotes international and national travel to Michigan and the US.

Regional collaboration is the key to a healthy travel industry. Great Lakes USA, an international tourism collaborative, and Cruise the Great Lakes are both tasked with increasing tourism in Michigan, the Great Lakes Region, Canada, and the Saint Lawrence Seaway.





## Fall tourism in Michigan

Fall brings with it a dazzling display of tree colors, new sports, world's largest public art event and gala opportunities for a grand getaway. It is a glorious time in the US state with warm days and cooler temperature in the evening. The Grand Rapids get cooler, and there is a kaleidoscope of leaves changing their colors.

Michigan is known for having a long fall season and attracting tourists in the southernmost part of the state. It is also the season of one of the nation's best apple harvests and hosting of the world's largest public art event and a host of performing arts. Locals and tourists enjoy the season from early September to late October.

Another significant initiative taken by Travel Michigan to attract visitors during fall is promoting the state's agro tourism industry. As tourists visit Michigan, roadside activities, farmer's markets, and U-pick orchards peak at this time of the year.



## ATTRactions IN MICHIGAN



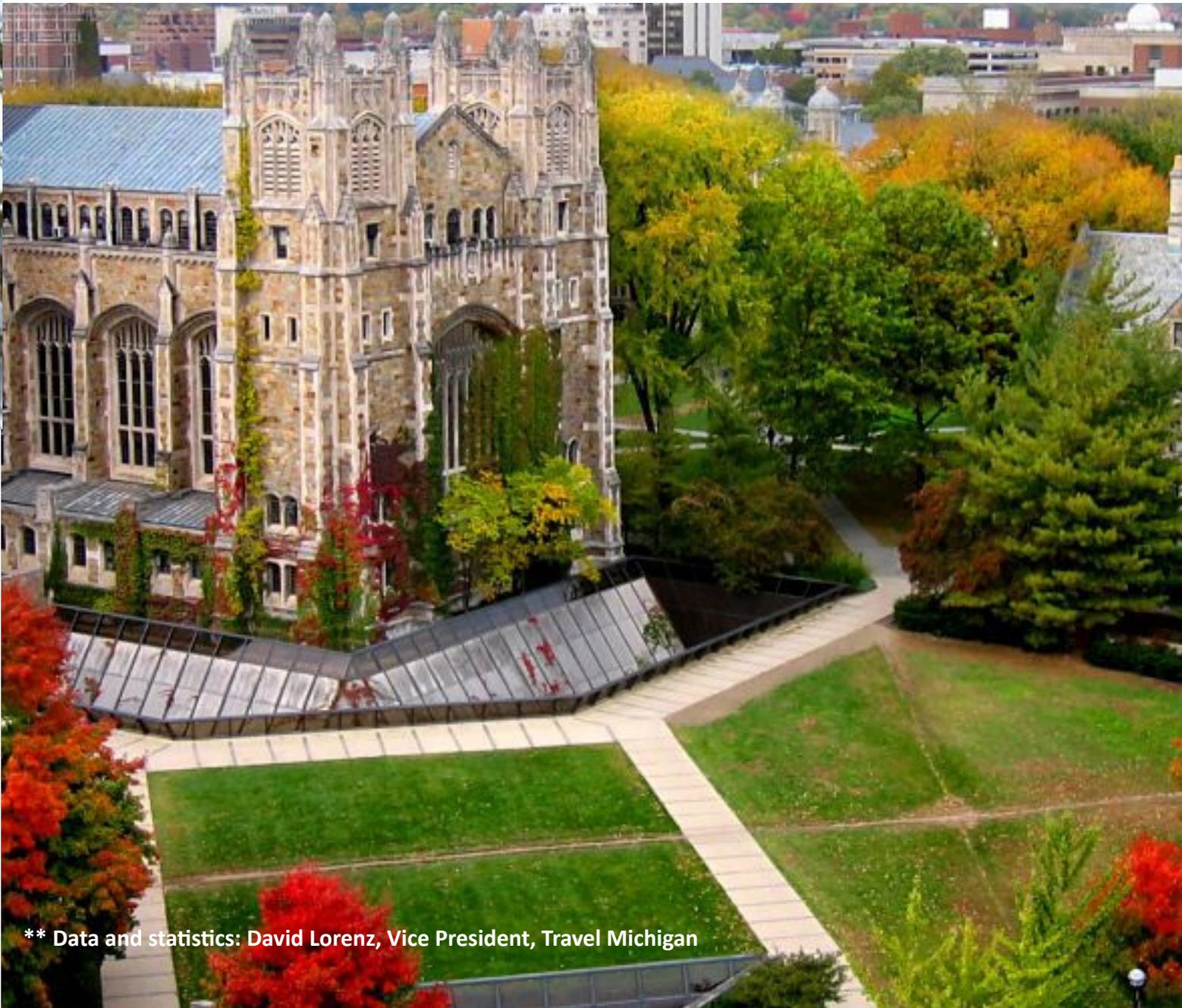
Tranquil lakes, beautiful coastlines, and welcoming communities are some of the best assets of Michigan, the Great Lake State. With the nation’s longest freshwater coastline at nearly 3,300 miles, the Great Lakes are a major driver to the state’s economy.

As a four-season destination, Michigan also offers the second most alpine ski areas of any state and boasts the moniker of being the Trail State. Thousand miles of trails make perfect setting for hiking, biking, kayaking, and canoeing and allow people of all ages and abilities to enjoy.

Freshwater cruising is a growing industry in Michigan whose purpose is to bring people all throughout the Great Lakes and St. Lawrence River system. Leisure travelers can indulge in adventure as well as luxury cruise at destinations like Detroit, Sault Ste. Marie, Mackinac Island, and others. It is indeed an incredible way to experience the scenes of some vibrant cities and quaint towns.

Michigan boasts a great diversity of people, places, and seasons that lure people from all walks of the society offering everything from budget to luxury travel opportunities. By bringing travelers across the world together with acceptance and appreciation and increasing travel volumes, Travel Michigan strives to boost the state's economy and society in the post-pandemic world.

So, if you are planning a unique vacation, the state is all set to welcome you with unexpected surprises.



**\*\* Data and statistics: David Lorenz, Vice President, Travel Michigan**



## TIS - Tourism Innovation Summit returns to Seville to boost digitisation and sustainability in tourism



**TIS** TOURISM  
INNOVATION  
SUMMIT

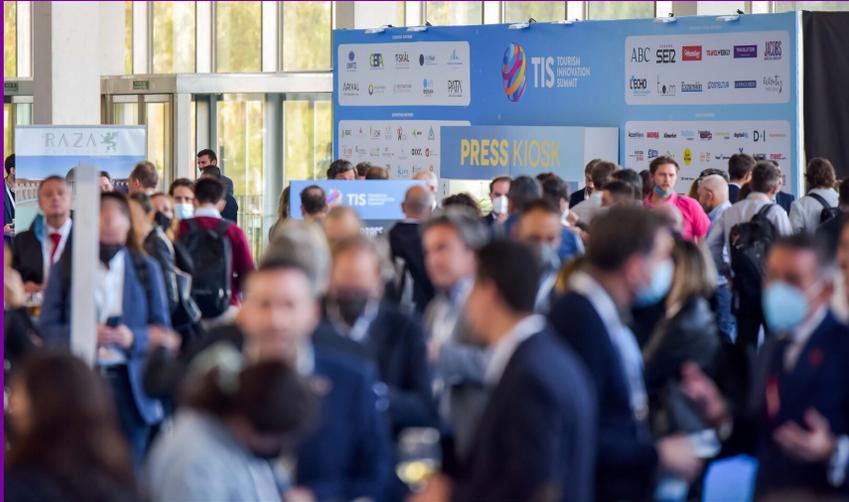
**Date: 2<sup>nd</sup> to 4<sup>th</sup> November 2022**  
**Place: Seville, Spain**

*The event will gather more than 6,000 professionals of the travel and tourism industry from 2<sup>nd</sup> to 4<sup>th</sup> November 2022 in Spain*

The next edition of TIS – Tourism Innovation Summit will lay the foundations of the tourism industry towards a new model based on sustainability, inclusion and digitisation. Under the slogan “New horizons for tourism tech”, TIS2022 will analyze how this sector has been transforming itself to face the disruptions that have arisen in the last two years as a result of the pandemic, the climate crisis and the increase in commodity prices.

Tourism, one of the businesses hardest hit by the pandemic, has re-emerged with a vengeance to revolutionise the way we have travelled until now. Digitalisation and sustainability are the pillars underpinning the epochal change that marks this industry in Spain. Thus, TIS2022 will showcase, through more than 200 exhibiting companies, the most innovative solutions for the tourism sector with the aim of making it more competitive, efficient and environmentally friendly at the same time.

Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology or predictive analytics are some of the technologies that are going to showcase firms such as Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, The Data Appeal Company, EY, Mabrian, MasterCard, Telefónica Empresas, Convertix, Keytel and PastView, among many others.



Likewise, during the three-day event, more than 400 international experts will give the keys to implement new business models and delve into the most advanced technological trends, with an agenda designed to offer high quality content to the different segments of the sector. Edgar Weggelaar, director of the Tourism Innovation Global Summit, has remarked that “it will be these great experts who will show us the new ways of travelling based on customer trust, sustainability, digitalisation and security”.

Experts such as Gerd Leonhard, keynote speaker and CEO at The Futures Agency; Cristina Polo, market analyst EMEA at Phocuswright; Bas Lemmens, CEO at Meetings.com and president at Hotelplanner EMEA; Misa Labarile, policy officer at European Commission; Kees Jan Boonen, global head of sustainable travel at Booking.com; Eleni Skarveli, director at Visit Greece, UK and Irlanda; Wouter Geerts, director of research at Skift; Deepak Ohri, CEO at Lebua Hotels and Resorts; Jelka Tepsic, deputy mayor of Dubrovnik; and Eduardo Santander, CEO at European Travel Commission; among many others, will participate in this new edition of the Tourism Innovation Global Summit.



November 07<sup>th</sup>- 09<sup>th</sup>, 2022  
London, United Kingdom



Following years of restrictions, people want to make up for lost time and reschedule trips they may have had to cancel. According to Google search data, the number of people looking for ‘cheap holidays’ online has soared, especially among those planning to get away in 2023. New research from World Travel Market London (WTM) shows that 64 per cent of people have already booked or planned a holiday for 2023 and just 16 per cent of people surveyed are scrapping their plans to go abroad completely.

Although people are still choosing to go on holiday, the kind of break they are booking has changed. Now, it’s all about finding the best deal and scaling back on luxuries. Recent WTM research showed that one in five of those surveyed had decided to ‘trade down’ by staying at cheaper hotels and flying with budget airlines. With bills higher than ever and a looming recession it’s not surprising that people are looking to make the most of their money when booking a break.



And what luxuries are holidaymakers most willing to give up to reduce costs? Almost 40 per cent of people would sacrifice 5\* hotels, 33 per cent would give up more legroom and 32 per cent would get rid of extra luggage allowance, according to WTM data.

However, there are some things we are more reluctant to sacrifice. Guaranteed good weather and a location close to the main sites are still things people are keen to keep as part of their annual break.

In the face of an ever-rising cost of living, it seems unusual that people are still prioritising holidays, so what's the impetus for the demand?

According to Euronews, the Association of British Travel Agents said: "Over the years, customers have repeatedly told us, that holidays are one of the last things they will cut back on when looking to ease financial pressures on hard pressed budgets."

World Travel Market research seems to back this, as of those that are already planning a break, a majority said they were hoping to go away twice in 2023. The top two types of travel were classic beach holidays and family trips.

Crucially, World Travel Market data also shows that nearly half of the people that have booked a place in the sun did so, because they want to have something to look forward to.



Tourism has been one of the major contributors in Vietnamese GDP and post pandemic growth in tourist movement has been one of the best in the South East Asian market. Enhanced air connectivity and relaxed Visa norms are luring global travellers to visit Vietnam since direct connectivity is saving time and making the experience rather hassle-free. Vietnam – its cities, airlines and hospitality brands – received over 40 awards from the 29th World Travel Awards. Vietnam was awarded the title of ‘Asia’s Leading Destination’.

The General Statistics Office reported that Vietnam registered a 16.3% increase in FDI realization which is a capital boost to the economy. The chart below shows a constant and rapid increase in the travellers coming to the country and we expect the numbers hitting the pre-pandemic levels within 12 months’ period. Vietnam aims for 5 million international arrivals in 2022, domestic arrivals exceed 60 million target. A total of 602,000 foreign tourists visited Vietnam in H1 2022.

4<sup>th</sup> Edition

## Global Hotels & Resorts

### Global Hotels & Resorts

Date: 19<sup>th</sup>- 20<sup>th</sup> December, 2022

Place: Le Méridien Saigon Hotel,  
Ho Chi Minh City - Vietnam



After analysing the current rate growth rate of hospitality sector in the region, we at Bricca Consulting are proud to announce the 4th Edition of “Global Hotels and Resorts 2022”, a 2 day strategic business conference that is scheduled to be held on 19th- 20thDecember, 2022 at Le Méridien Saigon Hotel, Ho Chi Minh City - Vietnam. The conference focuses on creating a platform for hotel developers to not only explore business opportunities in the Asia Pacific region but also to get in-line with the key market trends in the hospitality industry across the globe and ways in which we can tackle the diversifying market.

#### Highlights of the conference include:

- Exploring investment opportunities in the hospitality industry across the Asia Pacific region
- Identifying the significant market trends in the competitive hospitality market
- Understanding the needs of a diversifying market and discussing ways to tackle it
- Reviewing policies and framework for land acquisitions and FDIs to promote inbound investment
- Networking with the governing authorities, major hotel developers and solution providers
- Exploring insights in the Casino and Gaming sector in Vietnam.

# Calendar of Events



**GLOBAL WELLNESS  
SUMMIT**  
JOINING TOGETHER. SHAPING THE FUTURE.

**October 31-November 03, 2022**

Global Wellness Summit  
Tel Aviv, Israel, 2022

[globalwellnesssummit.com/2022-global-wellness-summit/](https://globalwellnesssummit.com/2022-global-wellness-summit/)



**DIGITAL TRAVEL**

**November 02-03, 2022**

Digital Travel Summit Europe  
London, UK

[digitaltraveleu.wbresearch.com](https://digitaltraveleu.wbresearch.com)



**TIS** TOURISM  
INNOVATION  
SUMMIT

**November 02- 04, 2022**

Tourism Innovation Summit  
Seville, Spain

[www.tisglobalsummit.com](https://www.tisglobalsummit.com)



**wtm**  
LONDON

**November 07- 09, 2022**

WTM London  
London, UK

[wtm.com/london](https://wtm.com/london)



**FHC**  
FOOD & HOSPITALITY  
**CHINA**

**November 08-10, 2022**

**FHC**

**Shanghai, China**

**fhcchina.com**



**Philoxenia**  
HELEXPO

37th INTERNATIONAL TOURISM EXHIBITION

*Your next Destination!*

**18-20/11**

**2022**

THESSALONIKI INTERNATIONAL  
EXHIBITION & CONGRESS CENTRE

**November 18- 20, 2022**

**PHILOXENIA 2022**

**Philoxenia, Greece**

**philoxenia.helexpo.gr**

TRAVEL EXPERIENCE EXCHANGE

**BITESP**

Borsa Internazionale Turismo Esperienziale

**November 23-25, 2022**

**BITESP**

**Venice, Italy**

**bitesp.it**



**TT WARSAW**

**November 24-26, 2022**

**TT WARSAW 2022**

**Warsaw, Poland**

**ttwarsaw.pl**

A nighttime photograph of a city skyline. In the foreground, a large hot air balloon with a purple and yellow checkered pattern is illuminated. The background features several tall skyscrapers, including one with a 'BB&T' sign on top and another with a 'SUN TRUST' sign. The sky is dark blue, and the city lights are visible.

# TTW America

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