

# TTW Asia

Volume: 6, Issue: June 2017

## Borneo Rainforest & Beach

A place shrouded in  
wild romance  
breathtaking  
& shoreline!

**04- Meetings Point:** Mumbai is located in the Indian state of Maharashtra boasts of the prestigious title of 'commercial capital of India'. The city is the wealthiest in the country, thanks to the highest GDP in the entire Asian subcontinent



**15- Cover Story:** As Asian cultures are gathering global focus in terms of the growth of economies, tourism is also no behind. Talking particularly about the **fashion tourism** in Asia, there are multitudes of scope for the Asian brands



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## Hello Readers

The number of international tourists rose by four percent worldwide to 1.2 billion in 2016 as Asians travelled more. The continent is witnessing consecutive years of growth since 2009. The number of people living in Asia and discovering both their own region and the rest of the world rose eight percent compared to the last years and the Asia-Pacific area proves to be a popular destination, the second most visited region after Europe.

To everyone who lives in Mumbai, it is a magical city with a vibe that cannot be felt anywhere else. Apart from the metropolitan feel, it is also one of the finest places for MICE travellers. Gateway of India, Elephanta Caves, Juhu Beach and more are some of the halt spots to rejuvenate your soul after a busy day.

The rugged island in Southeast Asia's Malay Archipelago, Borneo is known for its beaches and ancient, biodiverse rainforest. The breathtaking, unsurpassed, natural beauty of the rainforest is a dream for the backpackers.

A niche market segment evolved out of three major sectors: Creative Tourism, Cultural Tourism and Shopping Tourism, Fashion tourism has now become a global phenomenon. That super glamorous feeling of sitting down in a café and holding a Chai Latte is indeed a dream for many. Read our best picks for Fashion Tourism in the Asian market.

Golf tourism is the term used to describe trips undertaken by persons for which the main purpose is to play golf. Although it is sometimes persuaded as the secondary activity in a travel itinerary, some of the Asian destinations dominate its topography with the golf lands.

## Editor-In-Chief

Mr. Anup Kumar Keshan

## Follow us





The country that proudly exudes an ancient aura complete with an enriching religious culture and heritage continues with its zeal to lure not only leisure travellers but also thousands of corporate globetrotters. No wonder, the nonstop flights from various U.S. cities have ensured flexible travel to India over the last few years!

In fact, organisations increasingly have been choosing this beautiful nation for conducting business meetings, conferences and exhibitions

making it a premier MICE (meetings, incentives, conferences and exhibitions) destination in Asia. According to an Indian government-affiliated state agency, TRIFAC, the business tourism sector of India is estimated to become the fifth fastest growing business travel locale within 2019.

Speaking of the MICE industry here, the capital of India, Delhi as well as cosmopolitan Mumbai deserve a special mention!

# Mighty Mumbai

## **Commerce & Corporate Culture**

The city of Mumbai, located in the Indian state of Maharashtra boasts of the prestigious title of 'commercial capital of India'. The city is the wealthiest in the country, thanks to the highest GDP in the entire Asian subcontinent. Possessing some of the most important financial institutions of India like Securities and Exchange Board of India, The National Stock Exchange of India, The Bombay Stock Exchange and Reserve Bank of India, the city is bustling with different forms of financial activities. Furthermore, this city has the largest port in the country.

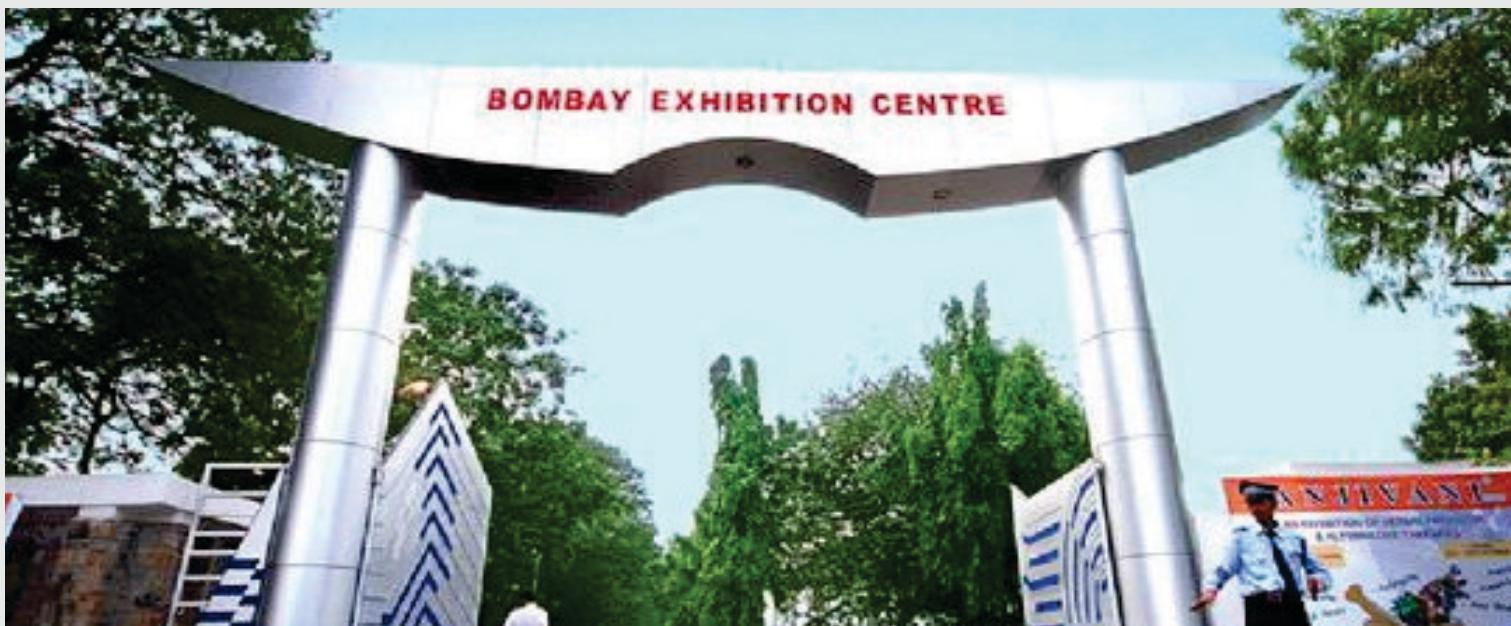
But, besides gracing India as an affluent financial nerve-centre, Mumbai is also a renowned tinsel town, glittering with the glamour of the Indian film industry or 'Bollywood'! Every year, more than 900 movies are produced by Bollywood, sustaining the livelihood of millions. Therefore, it is absolutely safe to state that a generous amount of revenue is

generated by this flourishing sector that firmly establishes its image as the 'city of dreams' in India.

## **Bombay Convention & Exhibition Centre**

Bombay Convention & Exhibition Centre (BCEC) is the largest exhibition centre in India that was established in the year 1991. It has already hosted many international trade fairs and exhibitions till date. It is situated along the Western Express Highway in the region of Goregaon that is about 10 minutes from airports and a 20-minute drive from the heart of the city. Business travellers would come across four halls measuring about 45,000 square metres, designed for hosting exhibitions.

These halls are Wi-Fi enabled with strong flooring, smart ventilation facilities and great lighting. In addition, an adequate water supply, compressed air supply and telephone lines are also available here to facilitate the organization of major trade fairs.



## Tourist Thrill...

The dazzling commercial capital of India continues to cast a spell on its visitors. Be it business or leisure tourists, the region would certainly gift you some of the most unforgettable moments one cherishes for a long time. Here are some of the hottest tourist thrills:

**Gateway of India:** The Gateway of India is one of the most recognized iconic structures of Mumbai.

It was constructed to commemorate the visit of King George V and Queen Mary to this city. It is located on the Colaba waterfront, in south Mumbai, directly opposite to the Taj Palace and Tower Hotel.

**Elephanta Island:** Marooned nearly 9 kms away from the Gateway of India, Elephanta Island represents a labyrinth of amazing rock-cut temples dedicated to Lord Shiva. The place boasts of some of the most

impressive carvings in India.

**Haji Ali:** Haji Ali is an imposing religious structure based in Central Mumbai, just off the Worli coast line and is close proximity to Mahalaxmi railway station. It is both a mosque and a tomb. Haji Ali had been built in 1431 by Pir Haji Ali Shah Bukhari, a wealthy Sufi saint who is believed to have altered the course of his life after a visit to Mecca. The tomb contains his body.



**Worli Seaface:** This is one of the top favourite hangouts of tourists who end up in Mumbai. For, it is here that one can revel in the beauty of the epic monsoons, promising a mesmerizing view of the furious waves greeting the road. One can also steal glances of the BandraWorli Sea Link from this spot.

**Juhu and Chowpatty beaches:** A visit to this astonishing city is incomplete if you miss out on hitting the beaches! One can just let his hair down on the beaches of Marine Drive and Juhu, accompanied by a group of friends. Munching on the local delicacies served by the food vendors here would add spice to your evenings.





## Shopper's Fantasy

Needless to state, Mumbai is a thrilling shopper's fantasy. One just needs to pick his favourite among a crazy range of handicrafts, textiles, furniture, jewelleries, brass-work, exquisite paintings, etc. from the local shops, markets and shopping malls here. Colaba Causeway is a famous market in Mumbai, as well as Fashion Street that is a shopper's paradise especially for college students.

The oldest market here, known as 'Chor Bazaar' (originally known as 'Shor Bazaar' implying noisy market) is also quite popular. And, shoppers eager to

add modern or traditional handcrafts, brass items and jewels to their collection should make it a point to head to Linking Road market.

Considering the growth of the city, the central and state governments are keen in their efforts to transform Mumbai into the next international financial centre. The project is estimated to cost \$60 billion to the Maharashtra State Government, and would take a decade to be accomplished.

Here is hoping you enjoy some of the most memorable trips to the 'dream city' of India!



# Borneo Rainforest & Beach

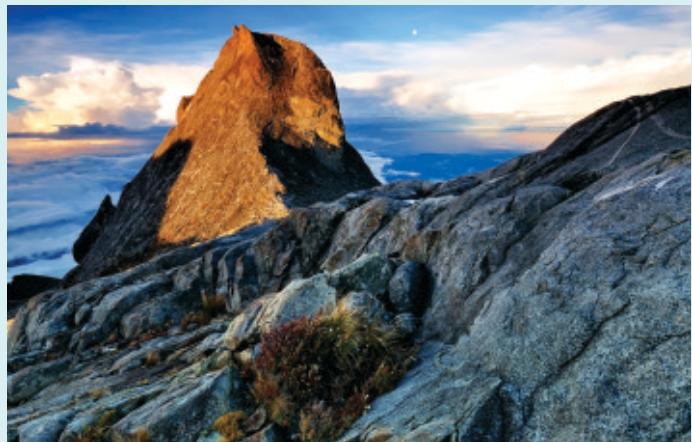
A place shrouded in  
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Borneo is the third largest island in the world. This rich and thriving eco-region in the midst of tropical and subtropical moist broadleaf forest biome located in Borneo in Southeast Asia. One can find more than 10,000 different species of plants overall, 380 exotic bird types with countless mammals. However, this wealth of biodiversity is fast dwindling. Timber interests, hunting, and commercial land utilization has brought Borneo lowland rainforest under massive threat. Let us see the top things that one can do in this amazing paradise:



## Few must-visits in Borneo



**Kinabalu heights :** Highest Peak of Malaysia, Mount Kinabalu is a delight for any trekker! Though an arduous 2-day journey, this trekking is a worth exploring journey as the breathtaking view from the top and watching the sunrise will make strenuous climb truly worthwhile!

**Explore the TARP:** Tunku Abdul Rahman Park has five islands in it namely, Gaya, Sulug, Mamutik, Sapi and Manukan. These are under the management of Sabah Parks. If one loves snorkeling and other sea sports, this place is a must-visit! Just a 20 minutes boat ride can take one to this cluster of lush tropical islands.



**Discover the caves in Mulu national park:** One of the largest cave systems in the world, Mulu National Park is a World Heritage Site with five show caves like Langs, Deer, Clearwater, Turtle and Wind cave. Treetop walkways, headhunters Trail, rough pinnacles of Mt. Api and daily bat mass departure are things to watch for!





**Freeing the steam :** If one loves to ride steam engines, North Borneo steam railway can provide one of an enchanting ride through coastal towns and hamlets, paddy fields and rainforests.

**Check the green turtles :** Also known as Turtle Island, Selingan isle takes approximately 45 minutes via speedboat from Sandakan. An overnight stay at this exotic island brings the visitors up close and personal with green turtles while they invade the place at night to lay eggs. Avoid year end as the sea remains violent during that time of the year.

**Get close with Orangutans :** At Sepilok Sanctuary, one gets the best chance to closely watch this amazing creature! This rehabilitation center shelters orphan orangutans and resends them to their original habitat after care. 20 minutes away from Sandakan, this ecotourism destination is a must-see for any wildlife lover!



# Five lesser known beaches in Borneo

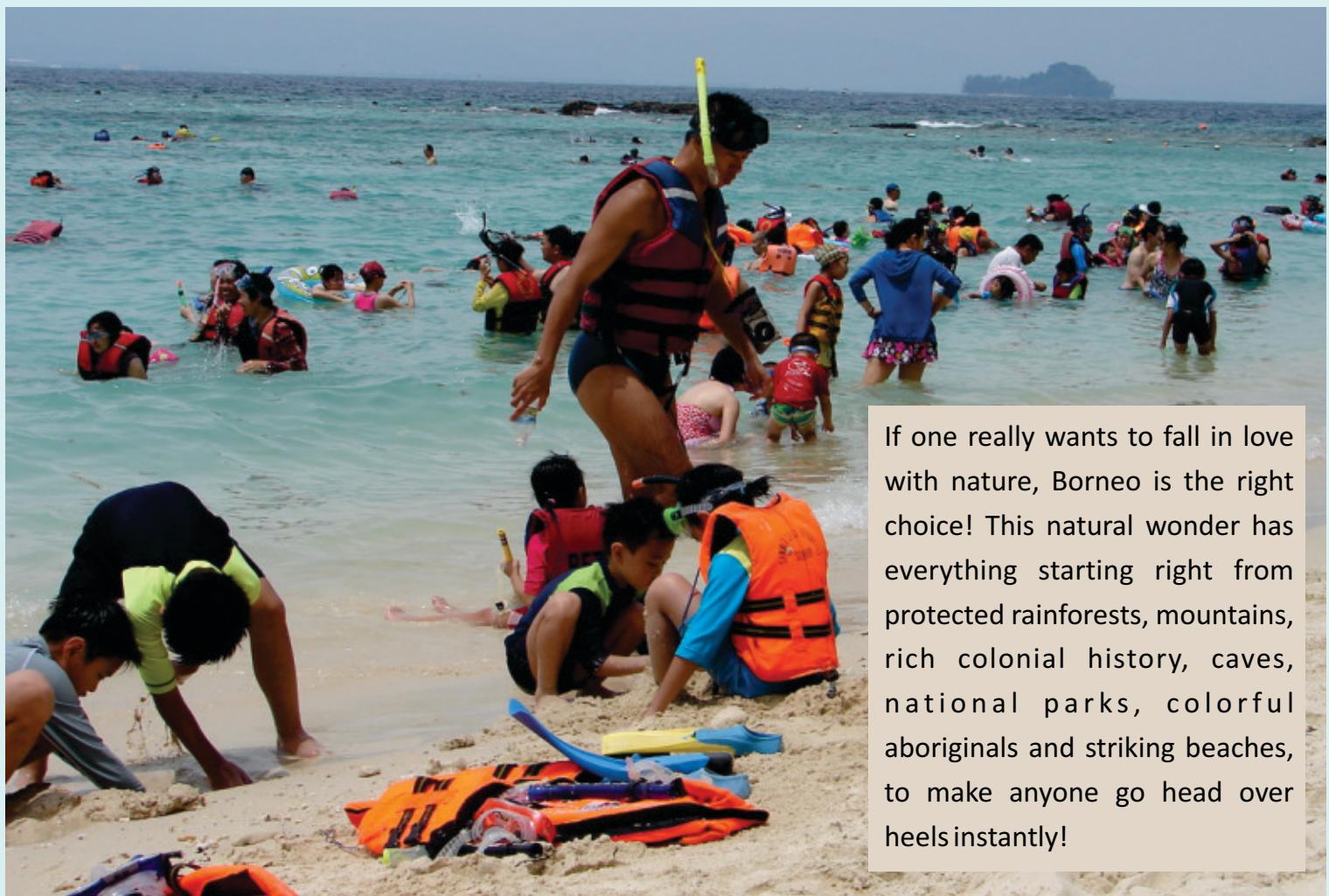
**Kalampunia** – This moon-shaped beach is one of the most beautiful coastlines of Borneo. It's clean and devoid of crowd. Surrounded by Casuarina trees, this beach is great for snorkeling and other water sports.

**Manana** – One of the hidden paradises of Borneo, this exquisite beach is one hour's drive from Kota Kinabalu in the North of Sabah. One can reach this coastline only by boat. Manana Beach Resort is the only place where one can stay overnight at this quiet way out.

**Si Amil** – Ideal for the day outing, Si Amil is absolutely uninhabited. One can take a boat from Sempora and hit the beach. It will take an hour to reach. For diving lovers, this beach is tailor-made!

**Tip of Borneo** – Yet another deserted coastline, Tip of Borneo is situated in the northernmost corner of Borneo and is famous for its white sands along with calm waters.

**Lupa Masa** – Described as the best beach by TripAdvisor, Lupa Masa means 'forget time'. Snorkeling, hiking and fishing are the popular activities in this beach area.



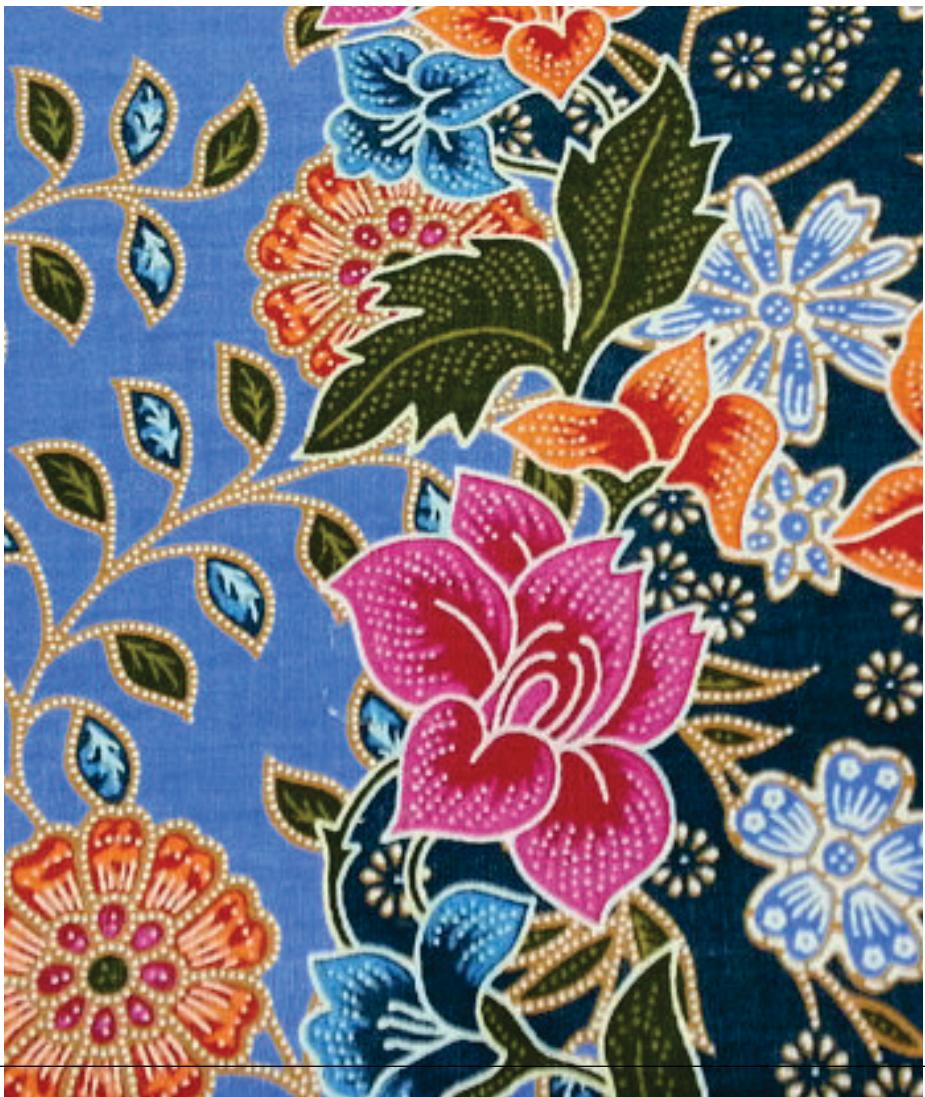
If one really wants to fall in love with nature, Borneo is the right choice! This natural wonder has everything starting right from protected rainforests, mountains, rich colonial history, caves, national parks, colorful aborigines and striking beaches, to make anyone go head over heels instantly!



# Talking in style about Asian fashion



As Asian cultures are gathering global focus in terms of the growth of economies, tourism is also no behind. The various segments of travel industry has found its way to promote itself in the world's largest continent. But what always drift the tourist pool is when there is a cultural heritage branding attached to it. Talking particularly about the fashion tourism in Asia, there are multitudes of scope for the Asian brands to benefit from cultural heritage branding. Amid ongoing trend of exoticism, the fashion brands should earn creativity and originality from cultural heritage. Cultural heritage fashion branding by comparative analysis is the crux of this tourism niche. It involves identifying the characteristics in brand management strategy and offering managerial implications for upcoming cultural heritage fashion brands.





Consistently ranking among the top 10 most fashionable cities in surveys, Singapore is well known for holding various fashion events all through the year. The Asia Fashion Exchange is a key fashion highlight in the city which consist of a series of both trade and fashion events such as Star Creation, Blueprint, Asia Fashion Summit, Star Creation and AUDI Fashion Festival. Blueprint is an international trade show while Asia Fashion Summit is a business networking conference.



Singapore

Some Filipino designers are attempting to develop new designs using indigenous materials, but Filipino trend-seekers still travel to Hong Kong, Singapore and the USA to shop. As far as fashion tourists are concerned, it is wise to stick to the indigenous materials available in Philippines. There are more and more department stores and boutiques in malls being built in Philippines which has greater assortment of international brands.

# Philippines





Traditional Islamic clothing has seen a maverick change, thanks to the Indonesian' designers.

Jarkarta's Islamic Fashion Fair is one of the finest meeting places for the fashion savvy tourists. The runways found models covered in loose fabrics with various textures and colours, as opposed to the conservative black abayas worn in the Middle East. Colours and patterns ranged from light pastels to earth tones brightened by lime green turbans and printed jackets, as designers push the envelope to create more attractive clothing that is suitable for the religion. Bold designs with creative patterns are the major highlight of the fashion statement of the country.

*Indonesia*

# Cambodia

Wearing traditional garb is the most common fashion in Cambodia, however Phnom Penh designers are establishing a fast-growing fashion scene in the capital. The

Phnom Penh Designers Week, which was launched in June 2013, featured nine local designers presenting their latest lines, and some retain classic motifs. Most of the designs were inspired by traditional stories and mythology and has found a smooth blend in the modern day brands such as Don Protasio, Waterlily, and KeoK'jay, and emerging labels like A.N.D, and SCT. Phnom Penh-based socially responsible garment manufacturer merged Anne Noelle Fashion workroom and the KeoK'jay design workshop to bring up new talent. Fashion enthusiast tourists can collaborate with the driving fashion force of the country.



Cultural heritage fashion branding need to focus on distinctiveness in positioning and delivering brand value in depth. Authenticity and credibility is a mandate for fashion tourists. Emphasis on traditional fabric, utilization of traditional prototype, preservation of traditional craftsmanship are some of the components that matter the most.



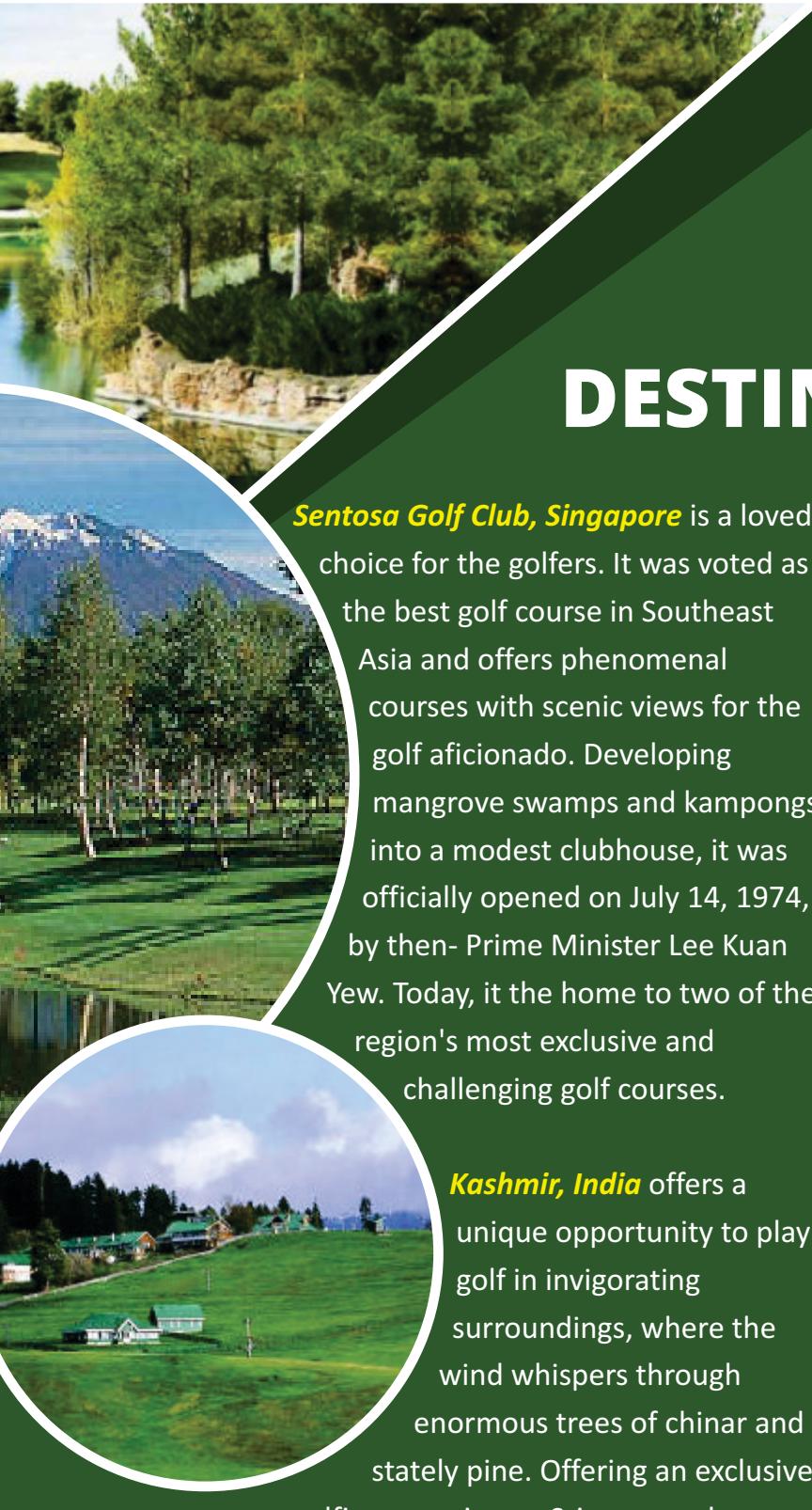
# Touring and golfing

With the spread of golf globally, its emergence in the tourism sphere has grown as a major trend among the millennials. The growing investments in golf in an effort to increase the number of foreign visitors and enhance tourism revenue earned are thus not much of a surprising strategy at the golf destinations. The number of world class golf courses has been steadily rising over the years as well and added to the scope of golf tourism. Interesting, even the real estate sector has been drawn into the lucrative golf tourism industry.





The world's third most popular golf tourism destination behind Spain and the United States is Thailand. Golf tourism to Thailand attracts more than 600,000 inbound visitors and is expected to be on the rise in future. Other South-East Asian and markets further afield want to cash in this tourism sector. Thailand's value for money and multiple non-golf attractions are key reasons why its golf tourism is growing.



# DESTINATIONS

**Sentosa Golf Club, Singapore** is a loved choice for the golfers. It was voted as the best golf course in Southeast Asia and offers phenomenal courses with scenic views for the golf aficionado. Developing mangrove swamps and kampongs into a modest clubhouse, it was officially opened on July 14, 1974, by then- Prime Minister Lee Kuan Yew. Today, it the home to two of the region's most exclusive and challenging golf courses.

**Kashmir, India** offers a unique opportunity to play golf in invigorating surroundings, where the wind whispers through enormous trees of chinar and stately pine. Offering an exclusive golfing experience, Srinagar and

Gulmarg allows golf enthusiasts to play almost through the entire year. Situated at an altitude of 2,650m, Gulmarg Golf Club was started in 1911 by

the British who used the place as a holiday resort. It is the highest green golf course of the world, although it remains covered by snow from December to April. According to the ministry, promoting golf as a niche tourism product can help the country showcase its other tourism attractions and boost foreign tourist arrivals.

**Japan's** love of golfing is known around the world. Appealing to the Japanese sensibility of reflection and communion with nature, it's easy to see how the sport became so embedded in Japanese culture. Prominent courses include the Kawana Hotel's Fuji course in Ito City, Shizuoka, which overlooks the Pacific Ocean and is famed for its challenging nature ideal for golfing pros. Most of the golfing courses of the country are attached with illustrious histories. The stunning local scenery and geographical features add to the uniqueness of the golfing tour.



# Travel event for **GOLF TOURISM**

The 6th Asia Golf Tourism Convention (AGTC) took place in the beach resort city of Danang, Vietnam, from 7-10 May 2017. It was the premier golf travel event in the Asia Pacific region and Vietnam, the highest trending golf destination in Asia at the moment, attracted a record number of golf tour operators from around the world, along with golf travel suppliers from every golf destination in the Asia Pacific. As the global trade organisation for golf tourism, AGTC is committed to helping golf tour operators and golf destinations give the best possible golf holiday experience.

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# ASIA FESTIVAL

The largest continent across the planet, Asia shares a border with Europe, running through the Middle East and expanding east to the Pacific Ocean. The wanderlust in every human would be turned on here, thanks to the legendary Mount Everest in Nepal, the Buddhist temples along Taipei streets in Taiwan or the Full Moon Party in Thailand! Enclosed here is an extract of the hottest festivals celebrated here in June.

## Beat Film Festival

Venue: Moscow, Russia  
Date: May 25 – June 4

Beat Film Festival is an international documentary festival painted in the bright hues of a portrayal of modern culture and music. It is celebrated with pomp in 15 cities in the form of 'Beat Weekend' that is hosted in November.

Currently, it is among the largest festivals in Russia with over 20,000 visitors in Moscow and another 10,000 in other regions. The festive event marks a colorful fusion of film screenings, parties and discussions aimed to inspire the local youth to be immersed in cultural heritage and music traditions of the region.



## Stars of the White Nights

Venue: Saint Petersburg, Russia

Date: May 26 to July 24



Unparallel aura, Russian style characterizes the Stars of the White Nights festival – a nutshell. The opera, ballet, film, music, outdoor celebrations of the Scarlet Sails (a fleet of redsailed, tall, imposing ships flaunting an amazing gunpowder-packed fireworks show) ensure that the attendees never have a dull moment while they let their hair down at this glamorous event. As one enjoys leisurely strolls along River Neva, they would come across fire eaters, stoic Russian mimes, sword swallowers and even roving gypsy bands. Furthermore, there is also the Jazz Festival, Sand Sculpture Festival, Romantic Music Festival, Film Festival, Dance Festival and a Brass Music Festival that are beautifully interwoven with the essence of this festival.

Japan taps her foot to the annual music festival known as 'Itadaki'. It is one of the coolest festivals of the country, taking place in the city of Uwajima in Japan. Observed in the outdoors for a period of two days, the festival demonstrates the best of the alternative music scenario of Japan.

And, it includes energizing performances of jazz, pop junk, indie rock, hip hop and so on.

## Itadaki

Venue: Uwajima City, Japan

Date: June 3 to June 4



'Rath Yatra' or the 'festival of the chariots' is one of the largest festivals of India luring over a million devotees and tourists to the streets of Puri, Odisha. This spiritual festival is quite special since it is one of the rarest moments that permits pilgrims to catch sight of the three wooden deities on the streets – 'Jagannath', 'Balabhadra' and 'Subhadra'. The figurines include Jagannath (believed by Hindus to be the Lord of the universe and an incarnation of Hindu deity, 'Vishnu'), his elder brother Balabhadra and their sister Subhadra.

They travel over a mile in beautifully decked up, 45-foot tall wooden structures or chariots from the Jagannath Temple to Gundicha Temple where they remain for nine days. The procession is a lively affair complete with conch shells, drum beats and chanting of mantras.

## Rath Yatra

Venue: Puri, Odisha, India  
Date: June 25



## Full Moon Party Thailand

Venue: Haad Rin, Surat Thani, Thailand

Date: June 9



Full Moon Party is a fun beach party that goes on throughout the night, taking place once a month on the spectacular crescent-shaped beach of Haad Rin.

The revelers indulge in a generous dose of merrymaking and the DJs play a various kinds of musical styles like techno, reggae, substep, trance and much more. Crowds are entertained thoroughly with impromptu fireworks, fire-eaters and jugglers.



## L.A. economy recorded 47.3 million visitors spent as all time high

Los Angeles Tourism & Convention Board (L.A. Tourism) announced that Los Angeles County's record-setting 47.3 million visitors injected an all-time high \$21.9 billion into the local economy in 2016. The new visitor spend milestone is \$1.3 billion more than 2015's total, an increase of 6.3%. The celebratory announcement coincided with National Travel and Tourism Week, an annual event established by Congress and organized by the U.S. Travel Association to champion the power of travel.

Traveller spending generated \$33.6 billion in total economic impact for Los Angeles County (including the induced and indirect benefits). Tourism contributed more than \$2.65 billion in state and local tax revenues in 2016.

A key economic driver in Los Angeles, tourism supports 510,500 jobs within the Leisure & Hospitality sector – one of the county's largest and strongest sectors. The industry contributed to the addition of 21,400 new jobs last year, a 4.4% year-over-year increase. L.A. County's average occupancy rate for 2016 reached 81.3%, surpassing 80% for the first time in County history with a record 29.2 million hotel room nights sold countywide. City of L.A. hotel visitors generated \$268 million in transient-occupancy tax collections for the City, funds used for critical community services. Los Angeles welcomed a record 47.3 million visitors in 2016 with 40.3 million domestic visitors and 7 million international visitors.

## American travellers to Cuba to grow seven fold by 2025

A new report reveals that American visitors to Cuba could increase by seven times by 2025. The results might bring enormous strain to the Caribbean island's infrastructure.

The report, drawn up by the Boston Consulting Group, notes that Cuba represents a "huge" but challenging opportunity for US cruise, airline and hotel companies as American visitors continue to spiral. The BCG study shows as many as two million Americans could visit in the future, which was 285,000 last year, excluding the Cuban Americans.

Given tourism infrastructure is already creaking, that means there are business opportunities aplenty but US companies must learn to navigate a centrally planned economy with its quirks.

Although in very low levels, Cuba has been more US travellers this year than the past two years. The report read "The reality is that U.S. travel to Cuba is in its nascent stages, and all the players are still learning how to make it work. Success, as with most things Cuban, will require unusual – and often unorthodox – approaches".



The report has not said anything about the uncertainty cast by the election of US President Donald Trump who has threatened to row back on the normalisation of relations.

The Cuban government is planning to double its hotel capacity by 2030; mainly through the foreign companies' partnership. So far, Starwood is the only US hotel company operating in Cuba.

BCG continued saying that there is scope to expand the cruise lines to Cuba. In fact, nearly two thirds of 500 US travellers surveyed would consider one to Cuba. BCG noted that the US cruise operators who have started offering lines to Cuba had to deal with different challenges including a cultural element to their trips to comply with US government rules on travel to Cuba. It remains at the disposition of the US companies to work this out with the Cuban government to resolve some of these issues.



## Device ban might create economic disaster according to travel experts

The travel industry experts find the extension of the laptop ban on flights from Europe to the US as the inception to an economic disaster.

The Business Travel Coalition (BTC) stated the situation could stir "economic tsunami" as the passengers are forced to stow electronic devices in the hold rather than being able to take them on in hand luggage.

BTC chairman Kevin Mitchell in a letter to European transport commissioner Violeta Bulc wrote in his letter "a ban from Europe could affect 3,500 flights a week this summer and 65 million passengers per year." He continued, "the economic risk to airlines and the travel and tourism industry is orders of magnitude greater than the threat from pandemics, volcanoes or wars."

The electronics ban was introduced on in-bound flights to the US and the UK in March. Certain countries in the Middle East and North Africa passengers were forced to pack the electronic devices which are bigger than a smart phone in their hold luggage, rather than allowing them in the cabin luggage.

This rule is applicable on UK inbound flights from Egypt, Jordan, Lebanon, Saudi Arabia, Tunisia and Turkey and US inbound flights from Jordan, Egypt, Turkey, Saudi Arabia, Kuwait, Morocco, Qatar and the UAE.

The travel experts warned that the ban would not only affect the business people but also the ordinary holidaymakers. According to Holiday Extras, the UK's market leader for travel extras, more than a third of people said they would reconsider their flights if faced with having to put their electronics in the hold.

## China's biggest mobile payment service launches in Toronto

Tourism Toronto announced a new strategic partnership with OTT Financial Group that introduces the Chinese mobile payment service, WeChat Pay, into local tourism businesses to boost travel and shopping consumption by Chinese travellers. WeChat is China's largest mobile messenger app with 840 million active users who can use the app to buy products and book travel. OTT is working with Tourism Toronto to set up the mobile payment infrastructure, making it the first partnership of its kind in Canada. "We are thrilled to partner with OTT to introduce the Chinese mobile payment service WeChat Pay to Canada," said Johanne Belanger, President and CEO of Tourism Toronto. "Our partnership will allow us to strengthen our role as a global leader in innovation among the Chinese market."

China is the largest overseas tourism market for Toronto, which has almost tripled since 2010. In 2016 Toronto saw more than 300,000 visitors, who spent an estimated \$275 million in the region.

The announcement of WeChat Pay comes on the heels of several large Chinese incentive groups by Tourism Toronto with support from the Government of Ontario who will collectively bring more than 11,000 travellers to Toronto and Ontario, as well as visitor spending of nearly \$44 million.

## Royal Caribbean introduces more summer options to the Caribbean

After a three-year hiatus, Royal Caribbean International will return to the legendary city of New Orleans, Louisiana with the newly announced repositioning of Vision of the Seas for the 2018-2019 winter season. The 915-foot cruise ship will sail 7-night itineraries to culture-rich destinations across the Bahamas and Yucatan Peninsula. Her 989-foot sister ship Enchantment of the Seas will move from Miami, Florida to join Liberty of the Seas in Galveston, Texas, offering 4- and 5-night Caribbean cruises that will complement Liberty's popular 7-night Caribbean vacations.

The two new offerings bring more options and easy access from the Gulf Coast for adventure-seekers in the region to embark on journeys to world-renowned dive destinations, explore ancient ruins of past civilizations, and discover the natural beauty of rainforests. Before repositioning to its new home in "The Big Easy" on Dec. 15, 2018, Vision of the Seas will offer two, 16-night sailings through the Panama Canal from Miami to Los Angeles, California and from Los Angeles to New Orleans. This will be the first time in three years that Royal Caribbean will journey through this engineering marvel.



## The Hotel Show Philippines

Leading international exhibitions company dmg events Middle East, Asia & Africa, based in Dubai, has announced that it will launch its signature hospitality event brand – The Hotel Show – in the Philippines in 2017 after 17 successful years in the UAE.

Opportunities in the hotel and leisure segment in the Philippines are rising due to the increases in tourist arrivals and expenditures, strong economic growth (which has in turn seen significant development in commercial activities), and the modernisation of the country's infrastructure network.

The inaugural The Hotel Show Philippines will take place 2nd to 5th August 2017 in Metro Manila. Meanwhile, the 18th edition of flagship event The Hotel Show Dubai will follow in September at the Dubai World Trade Centre as part of Dubai International Hospitality Week.

The Department of Tourism recorded 5.9 million tourist arrivals to the Philippines in 2016. Projected tourism growth – 10 million international arrivals forecast for 2020 according to Colliers International – is fueling the need for more hotels.

With a total population of more than 100 million people and continuous increases in local and international tourists looking for ways to spend

**When:** 2 – 5 August  
**Where:** Metro Manila



their leisure time, leisure and entertainment developments, particularly in and around Metro Manila, are also in demand. Adult playgrounds including Flying Trapeze Philippines and Ninja Jumpyard, fitness and lifestyle clubs, and integrated leisure, entertainment and F&B resorts such as the Solaire Resort & Casino, are popular with the progressively dominant millennial population, whilst Manila Ocean Park and City of Dreams Manila are targeted towards the younger demographic. Meanwhile, areas outside of Metro Manila such as Cebu and Iloilo remain hubs for resort-oriented projects.

The Hotel Show will be co-located with the World Food Expo (WOFEX), the largest food show in the Philippines, celebrating its 17th edition this year. Together, they will provide the biggest food and hospitality platform in the Philippines' history, occupying its two largest venues: World Trade Center Metro Manila and SMX Convention Center.

The Hotel Show Philippines 2017 will provide a unique opportunity for hospitality professionals looking to do business, network, and learn about the latest trends in the hotel, restaurant, leisure and food service industry in the Philippines.

# Serviced Apartment Summit (Europe)



The Serviced Apartment Summit conference is the most prominent annual industry event for the sector to collectively share best practice, network, map the industry's future and do business.

The conference has been an amazing success since it was launched in London in 2013, in response to industry demand. The timing was most definitely right for an event where industry professionals from across Europe could get together to share their knowledge and begin to map the future of what was still a relatively new sector.

Quite a bit has changed since then - with the Summit successfully launched in the USA and the Middle East - but the London event has become firmly established as a key date in the industry calendar. The speed of change in the industry has certainly been a revelation, both in terms of growth in inventory and the launch of innovative new operators, while established international companies have strengthened their positions in Europe.

All these players meet at the Serviced Apartment Summit, along with a wide range of suppliers to the sector, in a spirit of co-operation and a mutual quest for knowledge and improvement.

The Summit agenda always reflects the very latest developments affecting delegates, such as the

**When: 12 – 13 July**

**Where: London**

short-term rental phenomenon and how traditional serviced apartments can co-exist and thrive alongside it, as well as the ever-present topics that form the bedrock of the industry: investment, distribution, marketing and branding.

You won't find a better opportunity to meet so many key players from the European serviced apartment industry, and just like the sector itself, the Summit is getting bigger and better each year.



## KITF 2017



Every year the expo-event wipes off the international borders and makes up its unique geographical map.

In 2017 the exhibition presented:

- 6,750 sq.m. total exhibition area
- 4,485 professional visitors
- 374 participating companies
- 30 countries of the world
- 22 national exposition

Traditionally the exhibition was opened with solemn welcome of honorable guests by: the Minister of Culture and Sports of the Republic of Kazakhstan, Akim of Almaty city, the Deputy Head of the State Administration for Tourism Affairs of the PRC, as well as the representatives of diplomatic missions and international organizations.

Akim of Almaty city Bauyrzhan Baibek devoted his speech to the landmark events of the city and noted the importance of further development of tourism and the unique brand of Almaty. Akim also noted that Almaty is the centre in Kazakhstan for holding various exhibitions.

“Kazakhstan International Tourism Fair (KITF), which is held for the 17th time - is the largest exhibition in the region”.

**When: 19-21 April**

**Where: Kazakhstan**

Every year in the tourism industry of Kazakhstan there are serious and positive changes: the investment climate is being improved, road networks are being built and renovated, key airports are being reconstructed, the visa regime is facilitated, and administrative barriers for business are being reduced.

“Undoubtedly, the international exhibitions of KITF format open additional opportunities for the development of the industry as a whole and its individual segments”, - noted Arystanbek Mukhamediyuly, Minister of Culture and Sports of the Republic of Kazakhstan. On April 19 the exhibition's opening marked a major event - the opening of the Year of China Tourism in Kazakhstan.

This was facilitated by the established friendly political and economic relations between the Republic of Kazakhstan and the People's Republic of China.



On September 16, 2013, the "Joint Declaration on Further Development of the Strategic Partnership between Kazakhstan and China" signed by the President of the Republic of Kazakhstan Nursultan Nazarbayev and the Chairman of the People's Republic of China Xi Jinping included the clause on declaring 2017, the Year of Tourism in Kazakhstan. The constant organisers of the event are the exhibition companies Iteca (Kazakhstan) and ITE

Group Plc (UK) with the official support of the Ministry of Culture and Sports of the Republic of Kazakhstan, the Local Administration of Almaty city, the United Nations World Tourism Organization (UNWTO), UNESCO Cluster Office in Almaty, the National Chamber of Entrepreneurs of the RK "Atameken" and Kazakhstan Tourist Association. The official partner of the exhibition is the hotel chain Cornelia (Turkey).

# Arabian Hotel Investment Conference 2017 (AHIC)



The economy and mid-market hotel segment was identified as presenting a significant opportunity for hotel owners and

operators alike at the Arabian Hotel Investment Conference 2017 (AHIC), held at Madinat Jumeirah in Dubai from 25-27 April, 2017 and organised by Bench Events and MEED.

Now in its 13th year, the annual knowledge and networking platform for the global hospitality investment community, AHIC, attracted more than 700 delegates keen to better understand regional hospitality market fundamentals, opportunities and investment potential.

Commenting on the trends, Jonathan Worsley, Chairman, Bench Events, Board Director, STR and Co-Founder of AHIC, said: "The mid-market has been discussed at AHIC for several years, but in 2017, we have witnessed a significant shift as the compelling investment model for lower development costs and higher, quicker returns has put the mid-market in favour. It was fascinating to explore the long-term

**When: 25-27 April**

**Where: Madinat Jumeirah, Dubai**

view, looking at costs, rate strategy and returns with our many speakers and sponsors.

"Testament to the potential for the mid-market in the Middle East is the launch of US-based hotelier Choice Hotels International in the UAE and Saudi Arabia, with a pipeline of seven signed hotels already and many more to come. We were delighted to welcome Stephen P. Joyce, President & CEO, Choice Hotels International, Inc, as one of our keynote speakers to gain insights from one of the world's leaders in the mid-market hotel industry."





Commenting on the company's expansion, Stephen P. Joyce said the growth of the middle class and demand from travellers for quality, midscale accommodation had fueled Choice Hotels International's entry to the Middle East with three of its brands: Clarion, Comfort and Quality.

In a separate session focused on Dubai and The Next Five Years 2017-2022, Gurdish Bassi, Economist at GRMC Advisory Consulting, revealed insights into tourist spend patterns in Dubai.

He predicted that total tourist spend in Dubai is expected to reach AED144 billion by 2021, compared to AED113 billion in 2016, and that the largest spending

increase would be in the Entertainment sector. Bassi said: "Shopping malls may not have it all; Entertainment and Experiential concepts will capture a significant proportion of total spend."

The conversation at AHIC centred on the theme Catalysts of Change, with technology and digitisation highlighted by many speakers as having a major impact on the future of the hospitality industry, and also featured discussions centred on topics including asset management, overseas investment, F&B, brands, third-party management and alternative investment models.

# Serviced Apartment Summit Americas

Serviced Apartment Summit Americas 2017 was a great experience for International Hospitality Media - the friendship and hospitality of the US industry colleagues was much appreciated, and the conference provided some lively interactive sessions, with lots of audience interaction.

IHM's Piers Brown kicked off the conference with some interesting thoughts on the challenge businesses face in staying relevant. He stressed that if the speed of change within a company is not keeping pace with developments in the wider industry and beyond, the company runs the very real risk of finding itself an irrelevance - a process that can happen more quickly than ever in the current environment, and an especially pertinent thought amid the hustle and bustle of the city that never sleeps.

The overall mood at the conference was definitely a buoyant one, with delegates broadly positive about the economy and the industry. There was a conducted an industry sentiment survey ahead of the Summit, which revealed that two-thirds of the operators polled are planning to take on extra units over the next 12 months.

Day One featured property tours, a speed business card swap, and drinks reception with plenty of networking opportunities. Day Two featured a full

When: 10-11 April

Where: New York



Corporate Housing  
Extended Stay  
Short-term Rental

conference agenda with a top quality cast of industry expert speakers covering serviced apartments, extended stay hotels, aparthotels and corporate housing, and short term rental. Both days presented opportunities to network and engage with over 30 CEO and senior level speakers.



## World Travel Market Africa

From increased visitor numbers, to more media and even greater attendance by trade specialists, World Travel Market Africa 2017 closed with praise from both local and international travel professionals.

"While we are still awaiting the audited figures for WTM Africa 2017, we can report that we have recorded a total increase in travel professionals of 17%," says Chardonnay Marchesi, General Manager of Africa Travel Week, which incorporates WTM Africa.

Marchesi furthered that increases across the board indicate that WTM Africa is fast becoming one of the most popular B2B platforms for travel professionals on the African continent. "Media attendance increased by an incredible 17% in 2017, while the number of travel professionals in attendance increased too. The number of registered travel agents also grew, increasing by 9%."

In 2017, 21 different African countries were represented across the exhibition, while the total number of countries represented grew to 38, a total increase of 5,2%.

WTM Africa 2017 opened with over 8 900 self-scheduled and pre-scheduled appointments on record between buyers and exhibitors, and 140 first-time Hosted Buyers from key and emerging source

When: 19 - 21 April

Where: Capetown



markets. For the first time, hosted buyers from Zambia, Ethiopia and Namibia were also present.

Positive feedback from buyers and exhibitors alike has started to trickle in, while social media indicated a massive interest in WTM Africa 2017, with over 7 000 mentions of the hashtag (#WTMA17) alone.

Highlights of WTM Africa 2017 include the large-scale exhibition with over 650 exhibitors, exciting speakers and panel discussions, and the announcement that from 2018, the Sports & Events Tourism Exchange will be incorporated into Africa Travel Week.

## ibtm Africa

A key highlight of Africa Travel Week, ibtm africa has evolved from a table top event to a high quality content driven education programme which focuses on content that includes technology, future trends, procurement and consolidation, expert thought leadership, leveraging off the benefit of Foreign Exchange and the convergence of the travel and meetings industry.



**ibtm™africa**  
cape town, south africa  
20 april 2017

**When: 20 April**

**Where: CTICC (Cape Town International Convention Centre)**



## SAHIC Cuba

The inaugural Conference SAHIC Cuba designed to promote the hotel, tourism and related real estate businesses in the island nation took place in Havana, Cuba, May 15-16, 2017. After two full days of activities, the event proved to be 'the' place to provide the 225 attendees from 24 countries with new opportunities to expand their network while learning where the industry is heading in the continually emerging Cuba.

At the start of the conference, Arturo Garcia Rosa, President & Founder SAHIC said, "We are so excited because the idea is to put together people from all over the world with the key decision makers from Cuba who will be their partners; to conduct business here, you need a Cuban partner. The Cuban executives are absolutely open to share the information and identify successful partners for future projects,"

During his keynote address, David Scowsill, President and CEO of the World Travel & Tourism Council shared global and regional trends and outlooks for the hotel and tourism industry. Mr. Scowsill mentioned that "executives must stand up and lead the industry, take responsibility with real commitment for change."

In the framework of the conference, the renowned Cuban historian Eusebio Leal Spengler, recognized



**When: 15-16 May  
Where: Havana, Cuba**

worldwide for leading the Restoration Program of Old Havana, was interviewed by Arturo Garcia Rosa, President & Founder SAHIC. "It would not be possible to restore the buildings without social repair projects as well. Nearly 90 % of tourists to Cuba want to see Havana," Leal explained. "And not only do they want to see the cities but they want to meet our people. Not everything will be turned into hotels. It's important to integrate schools and art, include the community and bring back the history. We are seeing the facilities being born again."

Deborah Rivas, Director General of Foreign Investment, Ministry of Commerce and Foreign Affairs of Cuba, shared the options for structuring a foreign investment in Cuba and the processes that must be carried out to obtain business permits and the required licenses.

# CALENDAR OF EVENTS

1-4  
JUNE

KOREA WORLD TRAVEL FAIR  
Seoul, South Korea  
[en.kotfa.net/?c=2/13](http://en.kotfa.net/?c=2/13)



2-4  
JUNE

KILIFAIR 2017  
Kilimanjaro, Tanzania  
[www.kilifair-tanzania.com/](http://www.kilifair-tanzania.com/)



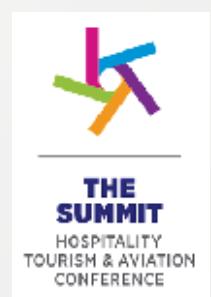
5-6  
JUNE

LEADERS IN HOSPITALITY CEE & CIS SUMMIT  
Prague , Czech Republic  
[www.hotelcee.com/](http://www.hotelcee.com/)



6  
JUNE

THE SUMMIT  
The great grand Connaught Rooms, London  
[www.summit.org.uk/](http://www.summit.org.uk/)



5-6  
JUNE

12TH EDITION HOTELIER SUMMIT  
Sahara Star, Mumbai, India  
[www.hospitalityseries.com/india/2017/](http://www.hospitalityseries.com/india/2017/)



**5-8  
JUNE**

**ILTM ASIA**  
Shanghai , China  
[www.iltm.com/Asia/Home/](http://www.iltm.com/Asia/Home/)



**7-11  
JUNE**

**BALI AND BEYOND TRAVEL FAIR**  
Bali, Indonesia  
[www.bbtf.or.id/.](http://www.bbtf.or.id/.)



**8-10  
JUNE**

**SANGANAI HLANGANANI**  
Bulawayo, Zimbabwe  
[www.sanganaitourismexpo.com/](http://www.sanganaitourismexpo.com/)



**13-14  
JUNE**

**THE AVIATION FESTIVAL AFRICA**  
Johannesburg , South Africa  
[www.terrapinn.com/exhibition/aviation-festival-africa/index.stm](http://www.terrapinn.com/exhibition/aviation-festival-africa/index.stm)



**13-15  
JUNE**

**THE MEETINGS SHOW**  
London, England  
[www.themeetingsshow.com/](http://www.themeetingsshow.com/)



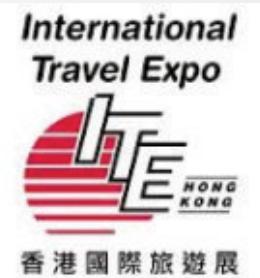
**14-16  
JUNE**

**IBTM AMERICA**  
South Florida, USA  
[www.ibtmamerica.com/](http://www.ibtmamerica.com/)



**15-18  
JUNE**

**ITE HONG KONG**  
Hong Kong , China  
[www.itehk.com/ITEHK/](http://www.itehk.com/ITEHK/)



**27- 28  
JUNE**

**DIGITAL TRAVEL SUMMIT**  
The Tower Hotel, London  
[digitaltraveleu.wbresearch.com/](http://digitaltraveleu.wbresearch.com/)



**25 - 27  
JUNE**

**THE HOTEL SHOW AFRICA**  
Johannesburg , South Africa  
[www.thehotelshowafrica.com/](http://www.thehotelshowafrica.com/)



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JOURNEY  
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**TRAVEL APP**  
AND  
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