

# TTW Asia

Volume: 7, Issue: April 2018

## LOUVRE Abu Dhabi



**Jakarta**  
**04**



**Cherry blossom festival**  
**10**



**Louvre Abu Dhabi**  
**18**



**04- Meetings Point:** Jakarta, Asia's Jovial Wayfaring Junction. The interesting melting potpourri of Indonesian culture, **Jakarta** flaunts a unique charm thanks to its corporate appeal. Adding to its lustre is the presence of some top tourist attractions

**10- Cover Story:** Swoon over Japan's **Cherry Blossom Festival**, Cherry blooms in abundance in various scenic locales of Japan such as Fukuoka, Hiroshima, Hokkaido and so on, luring tourists from afar

**18- Special Feature:** Experimental Museum with Cultural Meetings Point, The Arabian world's nerve centre **Louvre Abu Dhabi** is abuzz with cultural charms

**22- Destination Diary:** **Guilin**, Discover the mystery of nature in an unplanned urban Society Nature's treasures are plentiful in Guilin, South China, particularly its spectacular hill stations

**Travel News: 14**  
**Show Highlight: 31**  
**Show Review: 37**  
**Calendar of Events: 42**



## **Dear Readers,**

The Asian tourism sector has been taking smart strides forward ever since 2016 and continues to do so well into this year!

A recent outlook published by the UNWTO experts reveal that the Asia-Pacific region had witnessed about 324 million international visitor arrivals in 2017. The arrivals in South Asia rose by 10%, South East Asia by 8% and Oceania by 7%, while arrivals in the North-East increased by 3%. Particularly, the cruise travel industry of Asia including the Philippines is steadily emerging as a crucial business hub.

Speaking of Asia's corporate allure, Jakarta deserves a special mention as is broadly highlighted in our 'Meetings Point'. In unison with Yogyakarta, Surbaya, Badung and Bali, this region represents a perpetual delight for international globetrotters.

When you are blessed with a breather from business travels, you can check out the magnificent cherry blossom festivals of Japan. 'Cover Story' tell you how!

The Arabian world, of late is fast emerging as a cultural nucleus, especially Louvre as elaborated in the 'Special Feature' of this issue. Last but not the least, 'Destination Diary' gives wanderlust-struck souls a smart glimpse at the manifold mysteries of nature at Guilin.

The other chapters are Asia Festivals, Show Highlight, Show Review, Travel News and Calendar of Events. Keep reading TTW Asia to upgrade yourself with the latest trends in the Asia Pacific region.

### **Editor-In-Chief**

Mr. Anup Kumar Keshan

# *Editorial Desk*

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

**Associate Editor &  
Vice President**  
Mr. Apratim Ghoshal

**Executive Editor**  
Mrs. Puja Keshan

**Content Writers**  
Ms. Arpita Paul  
Ms. Hena Ahmed  
Mr. Tuhin Sarkar

**Design Team**  
Mr. Mufaddal Chithiwala  
Ms. Sonali Khan

Mr. Rajat Singh ( Web)  
Mr. Kaushik Das(Web)

**Marketing Executive**  
Mr. Vijay Kumar  
Ms. Andrea Das

**Asst. Communication Exe.**  
Mr. Rana Singh

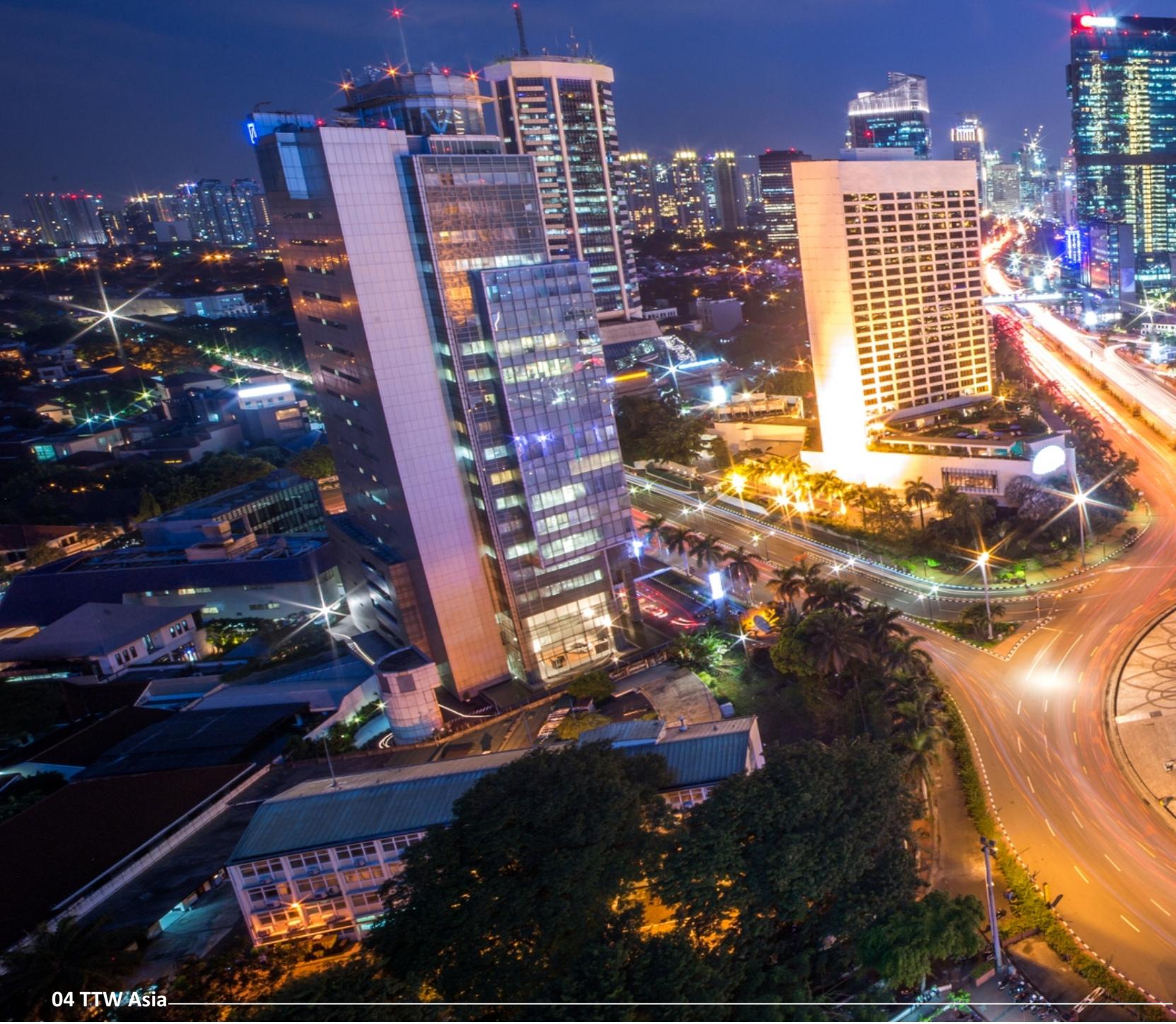
**Circulation**  
Mr. A.K. Sharma  
Mr. Kajal Mandal

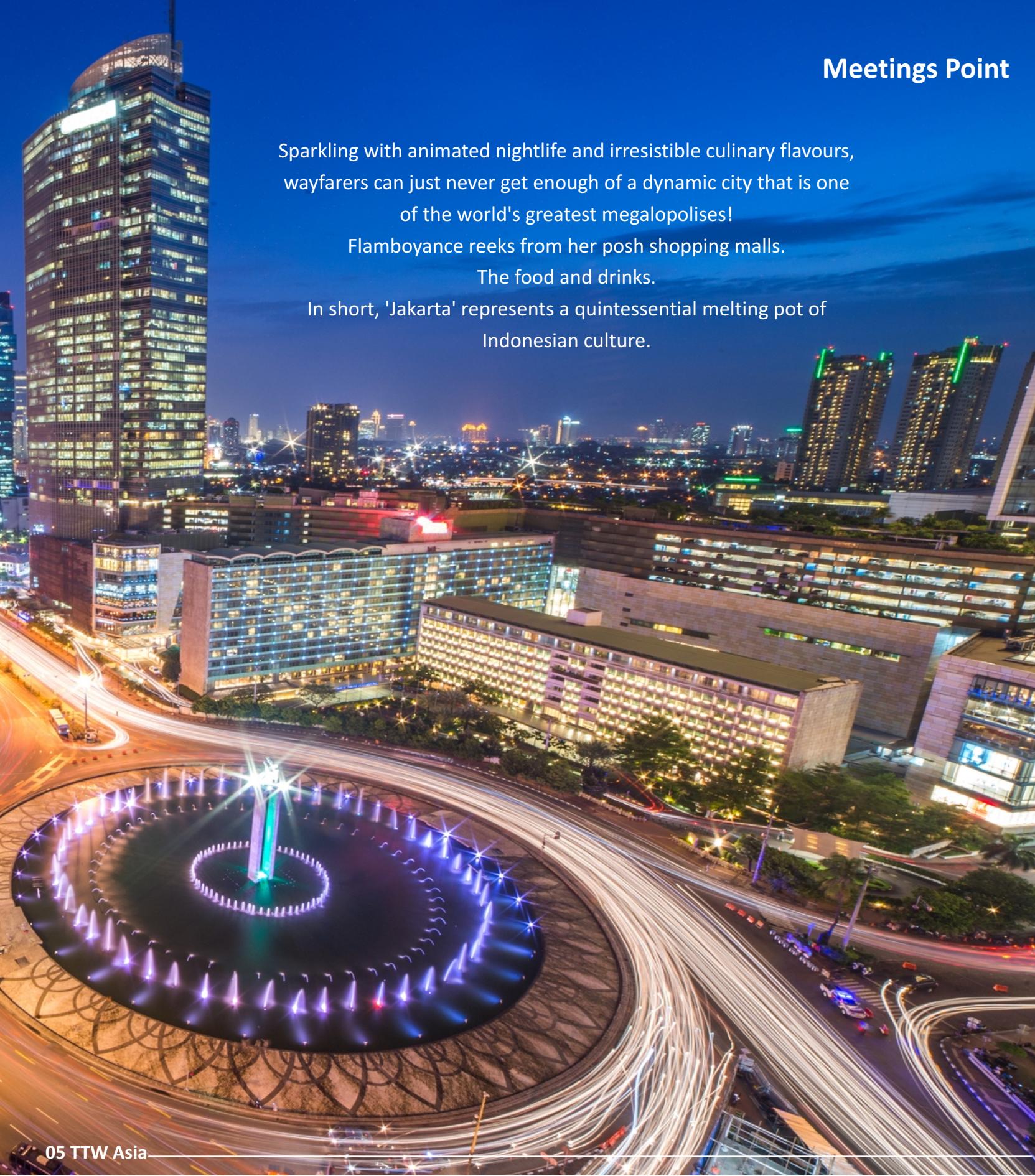
**Follow us**



# Jakarta

*Asia's Jovial Wayfaring Junction*





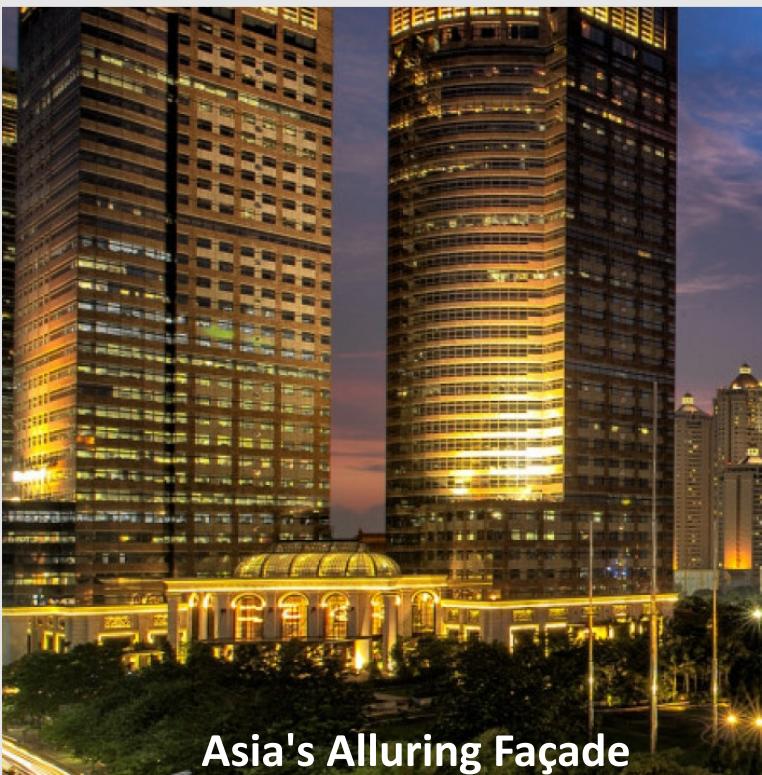
Sparkling with animated nightlife and irresistible culinary flavours, wayfarers can just never get enough of a dynamic city that is one of the world's greatest megalopolises! Flamboyance reeks from her posh shopping malls. The food and drinks.

In short, 'Jakarta' represents a quintessential melting pot of Indonesian culture.

Officially, Jakarta is termed as the Special Capital Region of Jakarta.

It is the largest city and capital of Indonesia, formerly known as 'Batavia' in the colonial era Dutch East Indies. This place was also referred to as 'Sunda Kelapa' during the era of the Sunda Kingdom.

The marvellous Indonesian city is based on the northwest coast of Java, the world's most populous island of Java. Jakarta is enlisted as an Alpha Global City by the Globalization and World Cities Research Network (GAWC). And, it is a crucial nucleus of trade and commerce, economics, culture and politics of Indonesia.



Asia's Alluring Façade

# Jakarta

A blurred, high-angle photograph of a multi-lane highway at night. The streaks of light from moving vehicles create a dynamic, motion-blurred effect across the lanes. The highway is flanked by greenery and streetlights, with buildings visible in the background under a dark sky.

## Corporate Culture of Jakarta

Though this gorgeous Indonesian city is richly endowed with islands and uniquely diverse yet well-preserved culture, Indonesia continues to lag behind in terms of the MICE (meetings, incentives, conferences and exhibitions) industry.

In fact, it is an exotic archipelago with a lot to offer to wanderlust-struck souls.

The nation marks a contrast to its neighbouring country, Malaysia that has been growing by leaps and bounds in the MICE sector.

But then, in the next few years Indonesia is expected to welcome a smart transformation, thanks to a sustained progress under the new bureau. The Indonesian government had created a bureau right under the Tourism Ministry of the country to facilitate the successful functionality of the MICE industry in Indonesia.

So far, there are just five regions worthy of being promoted as thrilling MICE locales in Indonesia that include Jakarta, Surabaya, Badung, Bali and Yogyakarta. Presently, the city of Jakarta is making the best efforts to move up from 12th position in terms of the most favourable MICE destination in 2014 with 76 corporate activities to 8th position in 2019 with 150 activities, as per Ndang Mawardi, Vice Secretary, Indonesia Convention and Exhibition Bureau (INACEB).



**Jakarta Convention Center** The Jakarta Convention Center (JCC) is also referred to as 'Balai Sidang Jakarta Convention Center'. It is based in Gelora Bung Karno Sports Complex, Tanah Abang and Central Jakarta in Indonesia.

This MICE facility is the largest and best-equipped one in Indonesia.

Jakarta is a versatile and flexible commercial nerve. It can easily accommodate any business event on a smaller scale like one's personal business meeting to events on a larger scale, for instance yearly regional conference.

A special touch of Indonesian hospitality greets

meetings planners at this commercial junction.

Some of its salient features include:

- ✿ A total space measuring 26,500 square metres of event space
- ✿ A Plenary Hall that is excellent for concerts and conferences
- ✿ Cendrawasih Room measuring 2,109 square metres
- ✿ Assembly Hall measuring 3,921 square metres
- ✿ Two exhibition halls covering 9,585 square metres
- ✿ Ten individual meeting and events rooms namely Kasuari and Summit lounges as well as the Lower Lobby pre-function space

Bleisure travel in Jakarta should be savoured in myriad ways, with a visit to the National Monument, National Museum, Jakarta Arts Theater, Ancol Dreamland (Dream Park) and National Gallery.

**National Monument:** With bases in Merdeka Square, the National Monument is a popular tourist attraction, open daily except last Monday of the month.

**National Museum:** The national museum of Jakarta is well-known as Elephant Building ('gedung gajah'). It is situated at Jalan Medan Merdeka.

**Jakarta Arts Theater:** : Jakarta Arts Theater is a beautiful concert hall close to the Istiqlal Mosque and the Jakarta Cathedral.

**Ancol Dreamland:** Theme park enthusiasts can adore the Ancol Dreamland of this city. It is open for 24 hours.

## Shopping Spree In Jakarta

Unknown to many, this city is a shopper's dream destination!

Unlike the conventional shopping malls, the shopping centres of Jakarta glisten with marble floors and extravagant interiors! Here, one would come across karaoke bars, billiard lounges, restaurants and cafes.

Plaza Indonesia and Grand Indonesia are two epic malls that curious shoppers just cannot afford to miss.

# Touring Jakarta..





## Fun Foodgasm...

Jakarta's culinary taste can tempt any foodie! It boasts of the highest quality of Indonesian food. International cuisines are also available at various restaurants in this city. But then, each of the eateries has some really up-market restaurants serving everything from French to Chinese foods.

Coffee culture is another popular culinary trait of this part of the world, as can be observed by the large number of cafes!

Discoverers of Asian charms must include a trip to this fascinating Indonesian place in their bucket list right away!



Japan transforms into cascading shades of visually alluring pink for a few weeks during spring each year. The annual ritual, also known as Hanami, is a source of national pride which includes the simple pleasure of stopping to view and appreciate the cherry tree blossoming.

Symbolically, it is an opportunity to ponder on the beauty of nature. The new season is welcomed by people by indulging in massive celebrations at a time when the city of Japan's stunning scenic landscape is perfectly organised and appears spotlessly clean. People gather, sit under trees, bring food, drinks and music and relish the season. Cherry tree blossoms in different time of the year at various parts of the country owing to the geographical spread and size of the country and mostly lasts for a few days.

Blooming happens earlier in areas with milder climates; it occurs first in the southern region and then progresses northward. Factors like wind, rain and temperature might result in the bloom to appear either earlier or later than the normal time and according to the season, the duration of blossoming lengthens or shortens. Kaika is the emergence of the first blossom. Peak and Mankai are the times when most trees are in full bloom and it happens post a week of emergence. The viewing time varies from late March until the second week of May, but in certain places like Okinawa, they start blooming from January. Both locals and tourists enjoy cherry blossoms or Sakura in beautiful historical sites, like shrines, memorials or parks. Sakura is the unofficial national flower of Japan and its image appears on the Japanese 100 yen coin. View Cherry Blossom in the most popular cities, as we share the Cherry Blossom Forecast to add to your itinerary.



The popular tourist destination and one of the highly populated cities of Japan, Fukuoka lies on the most scenic Island, Kyushu. The Fukuoka Castle, Maizuru Park has more than 1,000 trees lining the ruins of the castle. Plan a romantic stroll while having a glimpse of the gorgeous blossoms. Around 2,000 trees are planted at the Uminonakamichi Seaside Park. You can also visit the Atago Shrine, which sits on top of a hill that overlooks the Hakata Bay.



The popular island sits on the north with cooler climate and is known for ski resorts and exceptional fresh seafood. Maruyama Park, Hokkaido is an amazing spot for photography. Moerenuma Park is a masterpiece in its own rights and was designed by the popular artist Isamu Noguchi.



## HIROSHIMA

Blooming Time:  
Starts from 27 March 2018

Optimal Viewing Duration:  
Between April 04 -10 , 2018



The land of Hiroshima was severely devastated after the events of World War II. The Hiroshima Peace Park was built in memory of those who passed away during the atomic bombing. It is the most visited park in the prefecture and the Hiroshima Castle appears mesmerising during Hanami.



## KOBE

Blooming Time:  
Starts from 27 April 2018

Optimal Viewing Duration:  
Between April 29 -04 May ,  
2018

Hailing from the Kobe region is the Kobe beef, the world's highly-coveted beef. Kobe is located on the Osaka Bay. It is reckoned for the most ridiculously marbled beef which melts in your mouth. Kobe's scenic mountains are great for photography.

Egeyama Park is an ideal place to have picnic with a view of the Kobe skyline. The Gokuku Shrine was constructed to honour the war heroes and it has a serene, tranquil feel and many come to gain self-reflection.



## OSAKA

Blooming Time:  
Starts from 01 April 2018

Optimal Viewing Duration:  
Between April 05 -11 , 2018



Known for its amazing street food, culture and scenic location, the city is full of life. Visit Kema Sakuranomiya Park to view over 5,000 cherry blossom trees scattered around, which is a sight to behold. It has around triple the number of sakura trees seen in any other part of the country. Come to the Osaak castle which is synonymous with the city's branding. Its pristine beauty gels with the marvellous flowers in pink and white against the castle.



## TOKYO

Blooming Time:  
Starts from 21 March 2018

Optimal Viewing Duration:  
Between March  
29 -04 April, 2018

The fast-paced capital city of Japan balances modern and traditional with equal élan. It has sights that will remain forever etched in the memory. Shinjuku Gyoen is the best park, located close to the neon blare of Shinjuku. The Ueno Park is the oldest and bustles with life.

In Chidorigafuchi, rent a boat and row down the river with sakura trees lining both sides. There is also a long pedestrian path with thousands of sakura trees to provide surreal moments!

## Brazil gets record number of international tourists in 2017

The tourism industry of Brazil is pumping high with an annual arrival of 6,588,770 international tourists last year beating the records of 2016.

The records of 2016 held the arrival of 6,546,696 tourists and 6,429,852 tourists in 2014. The increase in Brazil tourism last year can be mostly attributed to visitors from Brazil's South American neighbours. In 2017, the number of South American tourists in Brazil increased 11 percent, rising from 3.7 million in 2016 to 4.1 million in 2017. These 4.1 million visitors from South America represent 62 percent of the total number of overseas visitors to Brazil last year. Brazil's neighbour to the south accounted for 2,622,327 visitors last year, almost 40 percent of all of Brazil's international tourists and 14 percent more than in 2016.

## Boeing 787 Dreamliner touches down at Heathrow making the first nonstop flight from Perth to UK

This is the good step for boosting the MICE tourism with the introduction of the nonstop flight from Australia to Britain which has touched down at Heathrow Airport covering with 17 hours and 9,050 miles.

While the Qantas Flight QF9 has completed its 14,498km journey from Perth in just over 17 hours. This new flight service is one of the ambitious plans by Qantas to add ultra long-haul flights to its

schedules. The Australian flag carrier's Chief Executive, Alan Joyce, has called the new service a "game-changing route". This will increase the tourism revenue of both UK and Australia. Speaking at an event ahead of the inaugural flight, he said the earliest Qantas flights between Australia and the UK – known as the "kangaroo route" – had taken four days and involved seven stops. The historic flight, on a Boeing 787-9 Dreamliner carrying more than 200 passengers and 16 crew, departed from Perth at 18:49 local time on Saturday.



## **The new protest tourism booms hotel bookings in Washington DC**

Washington DC sees massive protest due to anti-gun violence reform which makes the outnumbered tourists and the huge hotel bookings.

The political epicentre of United States Washington, D.C has recently hosted some events like the March For Our Lives, which is an anti-gun violence protest scheduled for Saturday show make it easy for tourism officials. According to the tourism department of Washington DC, there is a huge number of tourists arrivals. Washington, D.C expects about half a million anti-gun violence protestors this weekend who will be calling for gun control reform.

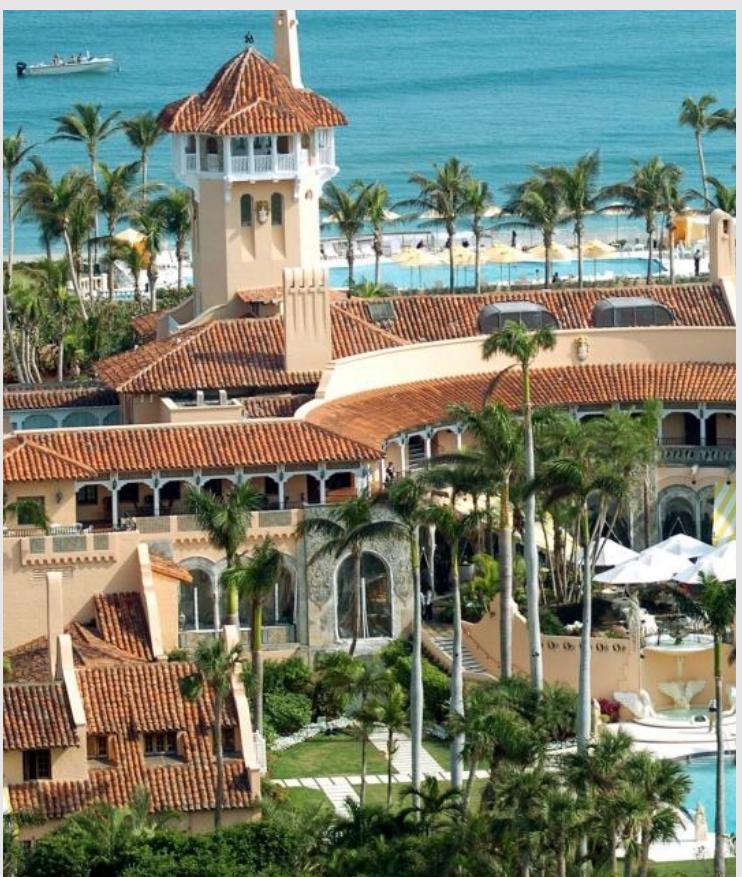
The march comes after a mass shooting in Parkland, Florida in February that killed 17 people, and many of the attendees will be high school and college students who will travel from different parts of the United States. More than 800 other smaller, there are local anti-gun marches will take place in other U.S. cities and around the world on Saturday.



## **US President Trump's St. Martin mansion can now be rented on Airbnb**

US President Donald Trump's \$17-million palm-tree-embedded fantastic mansion in Saint Martin is currently available on Airbnb for \$11,418 a night.

The estate is referred to as the Chateau des Palmiers and can accommodate up to 16 guests into its sophisticated 9 bedrooms and 8 bathrooms. This master suite is complete with a superb Jacuzzi tub and also not just one but two private balconies. The listing also includes a large heated pool, tennis court, billiards court, fitness centre and a dining room. The villa already possesses air conditioning, an outdoor sound system, security staff personnel, an onsite chef, internet connectivity but then it does not seem to possess smoke detectors and carbon monoxide.



## **London based travel startups raised \$58 million in total fundraising**

The travel startup companies based in London are making good business and raised \$58 million with highly innovative technical devices which allow the travellers to travel smarter. Earlier this week vacation rental tech startup TurnKey has raised \$31 million Series B in funding round. Skyroam another travel startup has also introduced new portable Wifi hotspot, which allows the user to stay connected. JAFCO Asia led the round. Vickers Venture, GSR Ventures, China Broadband Capital, and Delta Electronics Capital also participated in making the evolution of travel and tourism industry along with the advancement of technology. This new investment brings the Sunnyvale, California-based

company's total funding to a little more than \$50 million. Airsorted, another London-based vacation rental management service, raised \$7 million (£5 million) in Series A funding. Pi Labs, a previous investor, and Atami Capital led the round. The company raised a \$2 million (£1.5 million) round in 2016, led by Concentric. Along with seed rounds, it has raised about \$9.6 million to date.

Urban, upscale, short-term rentals are being “professionalized” by many host management and digital marketing companies, as shown by this partial list of 300 Airbnb owner-supporting service vendors. London is now a great place for travel startup companies, making promising solutions for the short-term rental sector.



DESTINATION  
JOURNEY  
LUXURY CRUISE  
**TAP THE TRAVEL APP**  
**TOUR WORLD**  
AVIATION HOSPITALITY  
TECHNOLOGY EVENTS  
MICE



**Promote Your Brand With Us...**

pr@travelandtourworld.com  
+91 33 30583353



## Experimental Museum with Cultural Meetings Points

Feeling bored in seeing the highly advanced skyscrapers and urban life? Take relief in a different way. Immerse not in nature, but discover the inner self in Louvre Abu Dhabi.

Feel the tranquility in the Abu Dhabi's Cultural District while you enter in low-slung dome, apparently buoyant and with no support, above a cluster of white and cuboid buildings on the seashore.

A new kind of cultural institution in the world of Arab, Louvre Abu Dhabi is Saadiyat Island's premier museum, which is gradually growing from 8th November 2017 covering 24,000 square meters marking the largest art museum in Arab.



LOUVRE  
Abu Dhabi

## **Ever Changing Poetic Architecture**

This well defined architectural splendour is designed by Pritzker Architecture Prize winner Jean Nouvel. Built on Saadiyat Island, known as the island of happiness, Louvre Abu Dhabi keeps its own theme –universality– maintains the name of the island with simple harmonious architectural designs on this cultural island.

This 8 different layered architecture was inspired by 3 discrete features: a virgin lagoon island, between sand and sea, shade and light. His architecture marks as an inspiration to all the visitors of this museum for the exclusive geometric planning resembling silvery. The “museum city” covers nearly 64,000 m<sup>2</sup> for the permanent collection houses and 2,000 m<sup>2</sup> of area for artistic exhibitions & events. Here, the dome of 180 meters in diameter is engineered to provide shade with sun filters- making at all time play with light and shade- and reduction of energy consumptions. Coming from the brain of Jean Nouvel, the museum makes a space connecting indoor and outdoor ways forming new routes to explore guided by sunlight, kindling curiosity to the visitors.

Also get a refreshing oasis, inspired from falaj system of Arab engineering which inspires to have a walk along the waterside.



## **Unifying Culture**

Louvre Abu Dhabi comes from 30 years of agreement between Abu Dhabi and the French government making a universal museum combining French and Arabian culture. It is a new inspiration to the world of arts bringing different cultures of the world on one platform. It throws new light to the global art lovers by sharing humanity and peace.

## **Making Union with East and West**

The Louvre Abu Dhabi aims to balance its work with other museums in Emirates, while also helps transform the art and cultural scene in the Middle East. This Louvre's newest wing is not an imitation of Paris, but it works differently with new global artistic expressions that foster dialogue between the diverse cultures.

## **Sanctuary of Global Arts**

The collection is gradually growing. Louvre Abu Dhabi's ambition is to make itself a home to all ancient and contemporary works from different countries. It is now a prime place of internationally worthy artistic beauties, which are chosen by Acquisitions Committee that teams within TCA Abu Dhabi and Agence France-Muséums. The works are chosen and scrutinized according to the strictest ethical considerations. Some of the outstanding work-of-arts are: Lion figures made in Iran nearly 3,000 years ago, an Italian gold and garnet brooch (5th century BC), Virgin and Child by Bellini, paintings

by Jordaens, Caillebotte, Manet, Gauguin, and Magritte, a paper collage by Picasso, some paintings by American painter Cy Twombly and many more.

## **Louvre Abu Dhabi's Highway Art Gallery**

To foster interest in art and sculpture, Louvre Abu Dhabi features billboards of 10 masterpieces which are attracting 12,000 commuters who travel along EE/11 Sheikh Zayed highway. This new innovative campaign will grow the interests to the people to visit the museum and feel the peace and serenity in urban cluster.



© Louvre Abu Dhabi, Photography Mohamed Somji

## **Its New Roof-Top Art Lounge**

This new spacious art lounge with a seating arrangement of 200 people along with Saudi Arabian skyline view aims to complement the rich and artistic visitor's experience. Also socialize here by enjoying the stunning view of Abu Dhabi's skyline with universal delicious cuisine, balancing with its motto.

## **Other Attractions at Louvre Abu Dhabi**

Louvre Abu Dhabi has ever-changing & flexible exhibition hall, performance spaces, cultural and

education event area, as well as a Children's museum to foster the artistic mindset from childhood, restaurant offering international and local dishes and boutique.

Louvre Abu Dhabi- first of its kind is deeply rooted in human ethics and universal values with a bold vision of cultural advancement. Under a single dome, find world's cultural history with finest space for cultivation of curiosity, learning and inner reflection. Explore now this universal museum in the world of Arab.



# GUILIN

DISCOVER THE MYSTERY OF NATURE  
IN AN UNPLANNED URBAN SOCIETY



Imagine waking up to the sun filtering through the trees and through your large picture windows, to a cup of tea waiting on a spacious balcony, bordering with colourful blossoms. Getting up early, see the charming vistas, feel the morning bliss and have a cruise. In the evening, see the most melodious and dazzling outdoor performances set to the scenic backdrop of the hills with the Li River forming the stage.

Guilin is one of the most delightful hill stations in northeast Guangxi Zhuang Autonomous Region, South China that is ripe with local flavour. Far from the city center; it is the perfect place for a break with the family.

## WHAT TO SEE



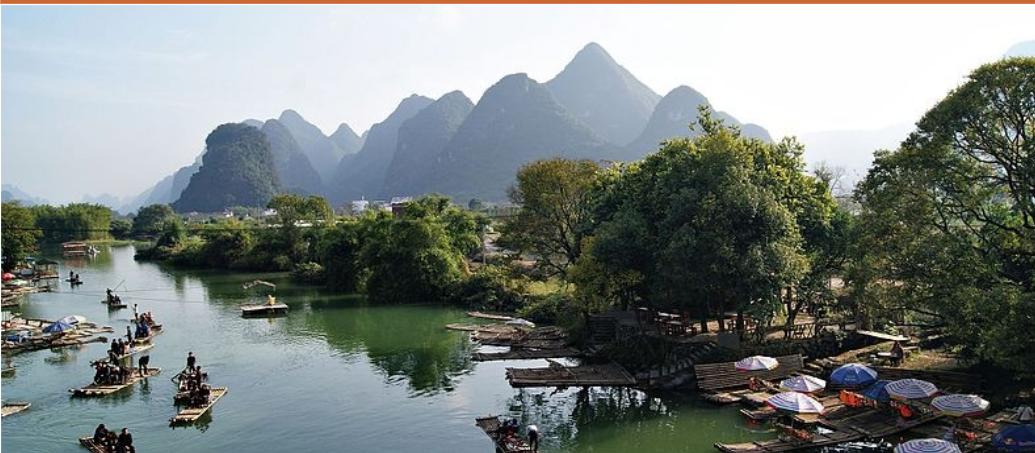
### Longsheng

Take a walk in the morning and feel the fantastic scenery of the sprawling terraced rice fields. The terrace fields here were made around 800 years ago, forming an ethnic village with rural history. Also popular for traditional culture and heritage, Longsheng gifts you with the mesmerising performing arts of Zhuang, Yao, Miao and Dong tribal community.



### Longsheng Hot Spring

Want to spend some time in the isolated natural green space? Do not forget to be at Longsheng Hot Springs National Forest Park. Covering 260 hectares of land, the forest park contains natural hot spring offering bathing options. It is believed the hot water is curative for the patients suffering from rheumatism and arthritis.





## Yangshuo

Explore the world's most impressive karst mountain landscape in Yangshuo. This place gives an ample scope to do adventure. Staying here is a good option as you can explore community culture and traditional farming.



## Fubo Hill

Feel amazed when you see an isolated wave-subduing hill, named after the former army general of Han Dynasty, General Fubo. The 200 feet high Fubo Hill stands in the northeast of Guilin on the west bank of the Li River.

## Pearl-Returning Cave

The natural abode of more than 250 Buddhist statues and more than 100 carved inscriptions, Pearl- Returning Cave witnessed the historical evolution of Guilin and the rule of Tang and Song dynasties.

## Reed Flute Cave

This limestone cave is illuminated with lights stretching about 240 m. Reed Flute Cave offers an exotic night expedition. It captivates the mind for its zigzag paths, elegant pavilions, ponds, bridges, plants and other garden structures.

## QUICK FACTS

Guilin offers 6 days visa-free transit for ASEAN countries. Take an electronic bus pass for an easy tour. Choose bike sharing system for cheap and eco-friendly tour.



## TO DO LIST

### BAMBOO RAFTING

See Guilin by taking down a bamboo raft in the wide and lush green waters of the Li River and feel amazed at the cloud-capped mountains. It is a slow ride. Take off your shoes. Let your bare feet trail the cool waters. You can also afford a public cruise to explore the river.

### CYCLING

You can explore the rustic roads of Yangshuo by hopping on a cycle. You are far from city life. Enjoy and make your own journey with cycle through the narrow sandy lanes and rice fields.

### HIKING AND TREKKING

Xianggong and Xilang offer some of the convenient options for easy trekking. With an excellent view of the Monolith Mountains, you can also climb several peaks in the areas accessible by ancient stone stairs.

### VIEW THE DYING FISHING ART

See the cormorant fishing, which is now almost extinct among the fishermen of Guilin. It is a memorable experience when you see the fishermen use this traditional form of fishing by using bamboo raft.

# FACT SHEET

## TRAVEL RECOMMENDATIONS

Visit Guilin from April to October for its comfortable weather. Take the cycle tour in the morning. Take the traditional Chinese lunch on the local cruise.

## MEMORABLE FOR

Guilin is great for amazing picturesque hills and stalactite and stalagmite caves.

## GREAT FROM

: Reach Guilin from any Chinese city by air. Guilin Liangjiang International Airport is the connecting point. Direct flights to and from Hong Kong, Japan, Korea, Macau and Thailand are abundant. Guiyang–Guangzhou High-speed Railway connects Guangzhou to Guilin within 3 hours.



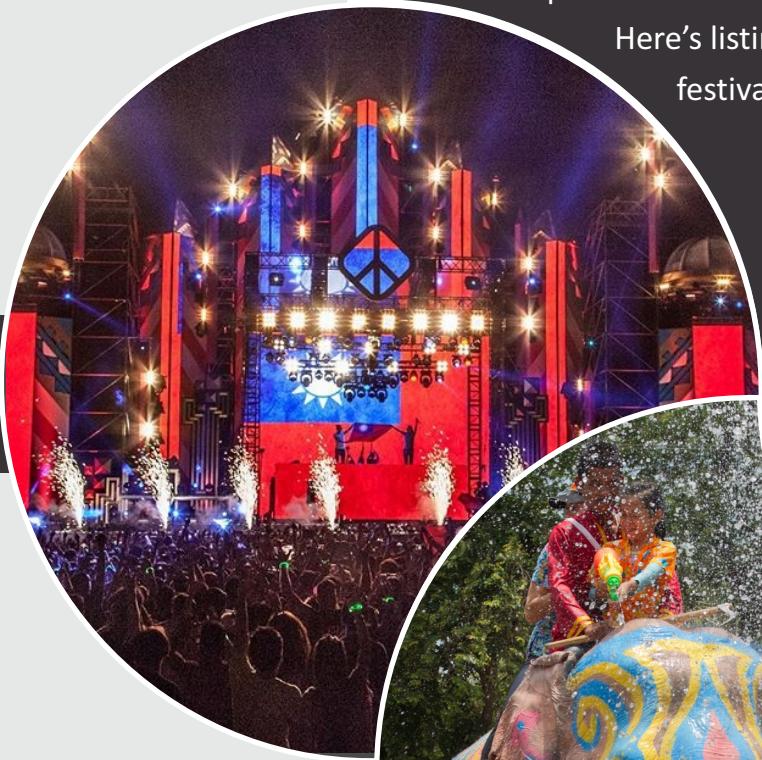
PACK YOUR BACKPACK, BOOK YOUR TICKET AND ENJOY THE TRIP...



# asia

**A**sia's incredible festivals carry cultural and religious heritage. It offers great experiences with underlying traditions and historical aspects in contemporary context.

Here's listing the top festivals...



## FESTIVALS

# Looptopia Music Festival 2018

**Place: Taoyuan City, Taiwan**

**Date: 6th to 7th April, 2018**



Taiwan's most popular dance and musical event, Looptopia is home to more than 400 globally acclaimed musicians, DJ and rock bands. This international musical show is a new landmark in bringing Asian culture to the global musical platform.



To promote athleticism among the youth, Dead Sea Ultra Marathon aims to gather all the sports-minded audience to run for a cause. It inspires to adopt a healthy lifestyle and project Jordan as a place for adventure and sports tourism.

# Dead Sea Ultra Marathon

**Place: Jordan**

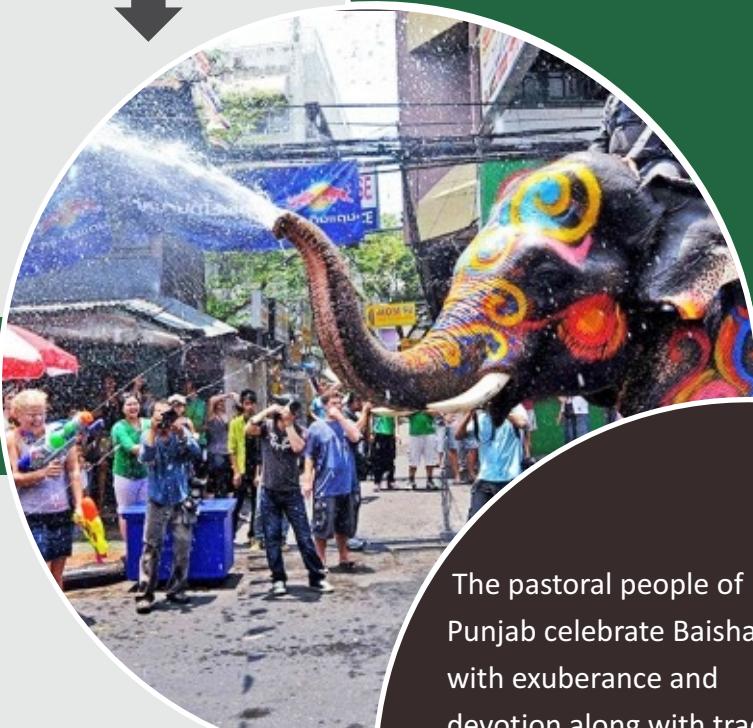
**Date: 13th April, 2018**

## Songkran Festival

Date: Chiang Mai, Thailand

Place: 13th to 16th April 2018

Marking New Year in Thailand, Songkran known as the water festival celebrates astounding street parties and water fights for entertainment with unlimited fun, food and fiesta.



The pastoral people of Punjab celebrate Baishakhi with exuberance and devotion along with traditional Sikh rituals and processions displaying the authentic North Indian culture. Now, Baishakhi is observed by the urban community also with fun-filled recreational activities and wrestling bouts in the "akhras".



## Baishakhi Festival

Place: Punjab, India

Date: 14th April, 2018

## Sindoor Jatra

Place: Nuwakot, Nepal

Date: 15th April, 2018



A unique and gala colourful fiesta, Sindoor Jatra has the historical reference to the invasion of Prithvi Narayan Shah in Nuwakot. Now the devotees gather, smear the orange vermillion, sing the traditional Nepalese music and take out a colourful procession carrying a wooden chariot containing the idols of Goddess Bhairabi.



It is a cultural festival making one of the best Geisha events in Japan since 1873. This traditional dance and tea festival shows the seasonal themed sakura dance and tea ceremony, where you can find different varieties of tea.



## Miyako Odori

Place: Shunjuza, Japan

Date: 1st to 24th April 2018

## 7th Azerbaijan International Travel and Tourism Fair, AITF

The main event of the country's tourism industry, the 17th Azerbaijan International Travel and Tourism Fair, AITF 2018 will be held from 5th to 7th of April. For many years now, the exhibition has remained relevant and has kept on delighting its guests and visitors with tourism opportunities in various destinations.

The exhibition will be held at Baku Expo Centre and will bring together representatives of tourism market, government agencies and national and regional tourism organisations under its roof. This major specialized event of tourist industry of the entire Caspian region will again turn into a platform for important meetings, partnership agreements and announcement of new programmes and destinations.

AITF 2018 will be held with the strong support from the Ministry of Culture and Tourism of the Republic of Azerbaijan. The exhibition is also supported by its permanent participant, Azerbaijan Tourism Association (AzTA). AITF has always enjoyed the support from international organisations, such as the World Tourism Organization (UNWTO) and the Asia-Pacific Tourist Association (PATA). The exhibition is organised by Iteca Caspian and its British partner, ITE Group plc. This year's exhibition will present various tourist destinations, airlines, hotel chains and other tourism services. Among participants there are companies from Azerbaijan, Bulgaria, Georgia, the Dominican Republic, Indonesia, Italy, Morocco, Russia, Slovenia, Thailand, Turkey, the Czech Republic and many other countries. The exhibition

will also widely present Medical and Health Tourism sector where participants will demonstrate a number of services for combining holidays abroad with highly qualified medical services. National and regional stands will be a part of the exhibition. The country-partner of AITF 2018 is Bulgaria which annually takes part in the exhibition with its national stand.

The AITF exhibition has been active in showcasing the development of domestic tourism in Azerbaijan. And this year will be no exception, the tourist potential will be demonstrated by the country's regions, and tour operators. Traditionally, the Ministry of Culture and Tourism of the Republic of Azerbaijan and Azerbaijan Tourism Association (AzTA) will be represented in separate stands.

The exhibition will also feature a workshop for establishing business contacts and conducting negotiations with representatives of leading local tour companies and exhibitors.

The AITF 2018 exhibition will become a platform for the announcement of new tourist products, while serving as a meeting point for partners and for establishing strong business relations.

**When :**

5th – 7th April, 2018

**Where :**

Baku Expo Center-  
Baku



# IMEX Frankfurt

At IMEX in Frankfurt, taking place 15 – 17 May, thousands of hosted buyers and buyer attendees from all over the world will meet and do business with almost 3,500 international destinations and venues under one roof. They'll also discover the latest learning ideas in over 180 education sessions, make new contacts and catch up with colleagues at many networking events.

Carina Bauer says that innovation is at the heart of IMEX in Frankfurt and they are creating a series of new initiatives that will meet the needs of buyers and exhibitors and substantially enhance their business experience.

The innovation begins on EduMonday, a free, full day of learning and insights taking place the day before the show. Open to all IMEX attendees and exhibitors, EduMonday brings together a vast range of learning sessions, with insights into event design, future trends and the power of partnerships.

From general education open to all – planners, suppliers, partners, exhibitors - to specialist sessions designed for specific areas of the industry, the expert-led education programme

during  
EduMonday  
will help  
attendees

foster fresh ideas and new habits, with a firm focus on professional development.



The Agency Directors Forum is a new facilitated forum for professionals who own, or are part of a senior management team at small to mid-size meetings and events agencies. Future meeting professionals can kick start their career at Rising Talent, a new programme designed for the under 35's by the under 35's. London Business School's Executive Director of Thought Leadership Adam Kingl heads up PCMA Business School, offering a free MBA-quality professional development programme.

IMEX is also offering the Event Design Certificate, a full day workshop intro to the Event Canvas Model, a strategic event management model for customer-centric events. This allows 30 English and 30 German-speaking event professionals to take their career to the next level by taking the certification free of charge on the day. There's also exclusive education and networking for corporate meeting planners and association meeting planners in the form of Exclusively Corporate and Association Day.

## When :

15th -17th May, 2018

## Where :

Frankfurt, Germany

# ITB China 2018

Top Speakers from major travel companies, such as Ctrip, one of the biggest online travel agencies in China, as well as American Airlines, VisitFinland, Wyndham Hotels, Meituan, Mafengwo, Merlin Entertainment, Lushu and China Tourism Association will provide exciting insights into their expanding markets at the second edition of ITB CHINA Conference (16 – 18 May 2018 in Shanghai).

The Chinese travel think tank will be co-hosted by TravelDaily and with its wealth of up-to-date information will provide key insights relating to seven distinct areas: 'Destination', 'Travel Tech', 'Corporate Travel & MICE', 'Online Travel', and - for the very first time - will also feature sessions on 'Unique Travel', 'Business Travel' and 'Education & Job'.

On 17 May 2018 the ITB CHINA Conference will offer everyone working in the business travel market an ideal platform for training and

networking at the Business Travel Day. Practical workshops with up-to-date information on methods and strategies will provide both career newcomers and corporate travel managers with first-hand knowledge and updates.

This year's exclusive partners are CITS American Express Global Business Travel, Carlson Wagonlit Travel China and BCD Travel. Admission to the Business Travel Day is free for visitors of ITB CHINA. Clients from all ITB CHINA business travel day partners will be sending their corporate travel managers to attend this event and senior representatives will have up-to-the-minute panel discussions, presenting current topics and profound knowledge in the areas of Business and Corporate Travel.



的国际化征程  
Key of Going Global



Phocuswright 创始人Philip C. Wolf  
Philip C. Wolf, Founder, Phocuswright



CEO Talk: 携程的  
CEO Talk: Ctrip's Journey



携程旅行网首席执行官孙洁  
Jane Jie Sun, CEO, Ctrip.com

**When :**

16th – 18th May, 2018

**Where :**

Shanghai World Expo  
Exhibition &  
Convention Centre,  
Shanghai

# PATA Annual Summit 2018

The PATA Annual Summit 2018 is a four-day event that brings together travel's most progressive thinkers to connect, share and move travel forward under the theme 'Building Bridges, Connecting People: How Collaboration Creates Opportunities'. The event, generously hosted by the Korea Tourism Organization (KTO) and Gangwon Province, will take place from May 17-20 at the Lakai SANDPINE in Gangneung, Korea (ROK).

The Annual Summit programme embraces a dynamic one-day conference that will examine the various connections that are helping to shape the industry as we move towards a more exponential future, bringing together a diverse line-up on international thought leaders, industry shapers, and senior decision-makers. Former United Nations Secretary-General, H.E. Ban Ki-moon is set to be the opening keynote speaker for the conference.

The conference is followed by the half-day UNWTO/PATA Leaders Debate, where tourism leaders from both the public and private sector will come together to discuss the challenges and opportunities facing the industry. Former UNWTO Secretary-General, Dr. Taleb Rifai, as well as the Honourable Edmund Bartlett, C.D., M.P., Minister of Tourism of Jamaica, have both confirmed their participation at the debate.

The event also provides the opportunity for students and young professionals to engage with industry leaders at the PATA Youth Symposium, highlighting PATA's commitment to the development of the 'Young Tourism Professional' (YTP).

Other confirmed speakers during the event include Adrienne Lee, Director of Development, Planeterra Foundation; Alistair McEwan, Senior Vice President, Commercial Development Asia & ANZ, BBC World News; Amy Kunrojpanya, Director of Communications, Asia Pacific, Uber; Dr. Chris Bottrill, Vice Chairman of PATA and Dean of Global and Community Studies, School of Tourism Management, Capilano University; Ambassador Dho Young-shim, Chairperson of UNWTO ST-EP Foundation; Edward Chen, Co-founder and Chief Marketing Officer, oBike; Faeez Fadhlillah, PATA Face of the Future 2017 and CEO and Co-founder of Tripfez; Kyle Sandilands, Director and Cinematographer; Michelle Kristy, Associate Expert-Women and Trade Programme Sustainable and Inclusive Value Chains Section, SheTrades; Pai-Somsak Boonkam, CEO & Founder, LocalAlike, Raya Bidshahri, Founder & Chief Executive Officer, Awecademy, and Vinoop Goel, Regional Director-Airport, Passenger, Cargo & Security Asia Pacific, IATA.

Delegates attending the event will experience the diverse landscapes of Gangneung, Korea's best all-year-round destination. A popular destination among locals, Gangneung combines the white sandy beaches that stretch across the East Coast with the misty peaks of the Taebaek Mountains, also referred to as the spine of the Korean Peninsula.

## When :

May 17th - 20th, 2018

## Where :

Gangneung, Korea

# ITE Hong Kong 2018

The city's only travel fair, ITE Hong Kong, in two trade days (requiring registration for admission) draw over 12000 regional buyers and trade visitors with 6000 from travel agents and 2400 from corporations and MICE, in two public days 88000 public visitors with 87% prefer traveling in FIT / private group and promote trendy travel themes for the regional travel trade and affluent travelers of MICE and FIT.

ITE Hong Kong 2018, comprising of the 32nd ITE (leisure) and the 13th ITE MICE, will be held from June 14th to 17th, 2018 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre.

Organized by TKS Exhibition Services Ltd, ITE is supported by China National Tourism Administration, Hong Kong Tourism Board, travel and MICE associations in the region etc. ITE last year drew from 56 destinations all over the world 645 exhibitors of which 88% from abroad, of which over 170 exhibitors targeting MICE market.

A survey last month on ITE's MICE/corporate visitors on incorporating travel theme to enhance MICE trips, 64% of the respondents chose Green Tourism, the highest, while 52% selected Food & Wine, to be followed by Cruise at 38%, Volunteerism at 32% and Sport Tourism at 27%. Also, respectively 46% and 49% respondents reported their corporations will organize Incentive Trips and Overseas Events in the coming two years. Further, 37% respondents indicated their corporation will spend more on travel in the coming year, outnumbering those cutting back (13%) by almost three to one, while half see no

change in spending. In short, Hong Kong companies are not cutting back on travel spending but instead more discerning on how the money are being spent.

Some repeating official pavilions and independent exhibitors, such as Thailand, Turkey, Taiwan and separate pavilion / stand from some cities, resorts and travel agents from Japan, are expanding substantially with the biggest doubling scale in 2018! Newly exhibiting destinations from, for examples, Catalonia of Spain, Uzbekistan, Fiji Islands, Selangor from Malaysia and Danang of Vietnam etc and to those who absent for some years such as Greece, Egypt, Kazakhstan and Nepal. In addition, we are expecting few more new official stands / pavilions say from Europe and Oceania etc.

In trade days are some 20 seminars on leisure, MICE and corporate travels; Business Matching for quick dating between buyers and sellers etc. Over 100 travel seminars are held in the public days with the most popular drawing over 200 audiences! Our B2B & B2C programs consist of free services and optional services for exhibitors before and during ITE.



**When :**

14th – 17th June 2018

**Where :**

Hong Kong, China

# Russia Hotel Upgrading & Development Forum



## The Russia Hotel Upgrading & Development

Forum is scheduled from May 16-17, 2018 in Moscow, Russia.

Mykar's Russia Hotel Upgrading & Development Forum gathers high level executives from hospitality industry developers, investors, Government, Developers, Regulators, Construction Companies, Architects, Solution providers, Financial Institutes and Associations in a focused 2-day program. Panel discussions and presentations will elaborate investment strategies, commercial challenges, operational efficiency and updated technologies required for guaranteeing customer satisfaction and success.

- Exploring and investing in Russia
- Luxury, Mid-Market And Budget Segment Outlook
- Boutique, Lifestyle, Luxury Serviced Hotel Apartments
- Hotel Properties Within Mixed-Use Developments
- Finance Availability And Return On Investment
- Facility Management
- Customer Experience & Loyalty
- Architectural Innovations And Design Company Showcases
- Energy and operational efficiency in hotels
- Trends in hospitality technology

## Topic Highlights

- Updated 2018 Outlook And Market Trends
- Understanding plans for stimulating the growth in Russia

**When :**

16th – 17th May, 2018

**Where :**

Moscow, Russia

# Show Review

**When:**  
**27th – 28th February  
2018**  
**Where: Dubai, UAE**



**MICE ARABIA CONGRESS**  
*GCC's Premium MICE & Luxury Travel Platform*

## MICE ARABIA & LUXURY TRAVEL CONGRESS 2018

The 6th edition of the MICE Arabia & Luxury Travel Congress successfully concluded last week highlighting the importance of “creating memorable experiences” This years' edition saw business at an all-time high with select 100 % Middle East buyers, world class suppliers and more than 20 hours of networking, thus making it the regions' one of a kind platform, carefully curated for organizers of MICE, business & luxury travel from the Middle East.

Over the past six years, the MALT Congress has grown in importance and stature attracting not only business leaders, but high calibre industry professionals, government policy makers and other senior decision makers. Mirza Usman, Account Director, Business Travel, Millennium Copthorne commented that the Congress gets an exciting mix of delegates from corporates, luxury travel buyers to organizers of MICE, which is an interesting mix. He also indicated that the diverse mix of professionals that the MALT Congress hosts is an advantage for knowledge exchange and understanding what's on the mind of the high spending GCC buyer.

MALT Congress provides hosted buyers with a personalized schedule of one to one meetings with a handpicked selection of leading suppliers, speaking on the effectiveness of the pre-arranged one to one meeting appointments at the MALT Congress. Dag Kastensson, CEO of the Swedish destination management company, SNE Northern Europe said that it is an extremely important way of doing business. In short, they got to meet the right people, which is efficient for both sides. Face to face meetings are essential in their business. The GCC market has great potential, with new and more time efficient daily nonstop flight routes to all Scandinavian capitals, he believes it will have an enormously positive effect and they will see many more visitors from the GCC area in the coming years.

Many delegates lauded the platform's efficiency in making the right business connections through prequalified appointments as well as ample opportunities for networking slotted in throughout the two-day agenda.

"The congress mirrors the increase, both in confidence and business levels across major industry sectors in the GCC" commented Sidh N.C, Director, QnA International.

From success stories, best practices to leadership lessons, the conference program also featured, H.E. Sara Al Madani, Board Member, Sharjah Chamber of Commerce & Industry and well known entrepreneur, she outlined top tips on converting every challenge into an opportunity, and discussed how effective leaders build teams, maximize performance, and transform organizations. She said that they have had an exciting two days, a clear pattern of trends and business game changers emerged over the course of the event, and these are seen as an imminent and important characteristics in the world of

MICE and Luxury Travel.

Sidh N.C. concluded by saying that creating memorable experiences continues to be a defining attribute of MICE, business & luxury travel from the region. This year they also saw an increase in the number of top middle east buyers, thanks to great feedback from the participants and sponsors, which will help them to plan for the next edition of the MALT Congress.



**When:**

**18th - 20th January 2018**

**Where:**

**Bombay Exhibition Centre**



## **OTM Mumbai 2018**

OTM Mumbai, the largest travel trade show in the Asia Pacific region which concluded on an optimistic note. 1000+ sellers from 50+ countries and 27 states networked with 10,000+ trade visitors, at Bombay Exhibition Centre, between 18th to 20th January 2018. OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

The show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants and expressed satisfaction about the mix of international and national participants, approximately 400 and 600 respectively.

Guest of Honour Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also mentioned OTM as an offshoot of the oldest travel trade show in the country.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market. Visitors included hosted buyers all the major cities in India. The highest number of hosted buyers were from Delhi. National Tourist Organisations like Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives and many other such organisations displayed colourful country pavilions, along with a large number of local hotels, attractions and operators. Countries like Australia, Bulgaria, Canada, Dubai, Germany were represented through private operators at OTM 2018. At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

**Outbound Sellers Speak:** Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform.

**Indian Delegates Speak:** Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office said that OTM 2018 had a balanced mix of participants from outbound and inbound. She added it assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers. Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media.

**Business Sessions at OTM:** Dignitaries at the panel discussion - Cine Locales by Film Tourism Consortium brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, they said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The presentation was followed by an official release of the Report on Film Tourism in the North East.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session Millennials are the next frontier by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller. During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.



# CALENDAR of Events



AITF

Baku, Azerbaijan

[www.ite-exhibitions.com](http://www.ite-exhibitions.com)



Serviced  
Apartment  
Summit Americas

Corporate Housing  
Extended Stay  
Short-term Rental

**Serviced Apartment  
Summit America**

New York, USA

[www.servicedapartmentsummitamericas.com](http://www.servicedapartmentsummitamericas.com)



RIYADH 2018  
TRAVEL FAIR  
10 - 13 APRIL

**Riyadh Travel Fair**

Riyadh KSA

[www.riyadhtravel.net/](http://www.riyadhtravel.net/)

5-7 April

9-10 April

10-13 April

3-5 April

9-10 April

10-12 April



**WTM Latin America**

Sao Paulo, Brazil

[latinamerica.wtm.com](http://latinamerica.wtm.com)



**Eye for Travel**

San Francisco

[events.eyefortravel.com/san-francisco-summit](http://events.eyefortravel.com/san-francisco-summit)



**The Hotel Show Saudi  
Arabia**

Jeddah, Saudi Arabia

[www.thehotelshowsaudiarabia.com](http://www.thehotelshowsaudiarabia.com)



**Digital Travel Apac**  
World Sentosa, Singapore  
[digitaltravelapac.wbresearch.com](http://digitaltravelapac.wbresearch.com)

17-19 April



**Kazakhstan International  
Tourism Exhibition**  
Almaty, Kazakhstan  
[www.kitf.kz/en/](http://www.kitf.kz/en/)

18-20 April



**Arabian Hotel Investment  
Conference**  
Ras Al Khaimah, United Arab  
Emirates  
[www.arabianconference.com/](http://www.arabianconference.com/)

17-19 April



**WTM Africa**  
Cape Town, South Africa  
[www.africa.wtm.com/](http://www.africa.wtm.com/)

19-20 April



**Digital Travel Summit**  
Las Vegas, USA  
[digitaltravel.wbresearch.com](http://digitaltravel.wbresearch.com)

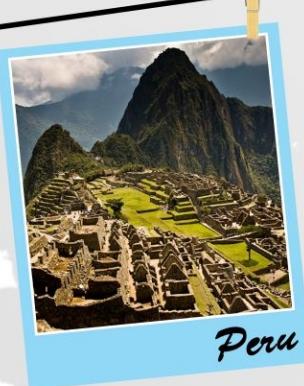
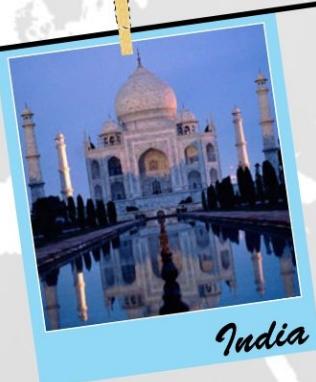
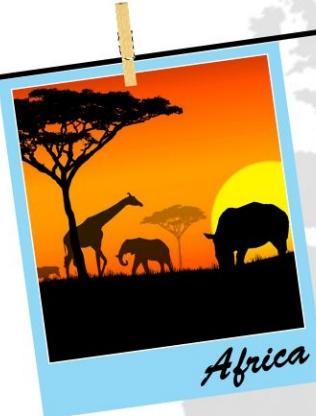
30 April to  
2 May



**World Tourism Forum**  
Istanbul, Turkey  
[www.worldtourismforum.net/](http://www.worldtourismforum.net/)

24-26 April

# Travel AND Tour™ WORLD



Subscribe  
to our daily  
travel newsletter  
**FREE**



Get it on  
Google play

Available on the  
App Store



Download for free in a flip-book format

Magazine catering to global travel industry

Special coverage on MICE destinations every month

pr@travelandtourworld.com