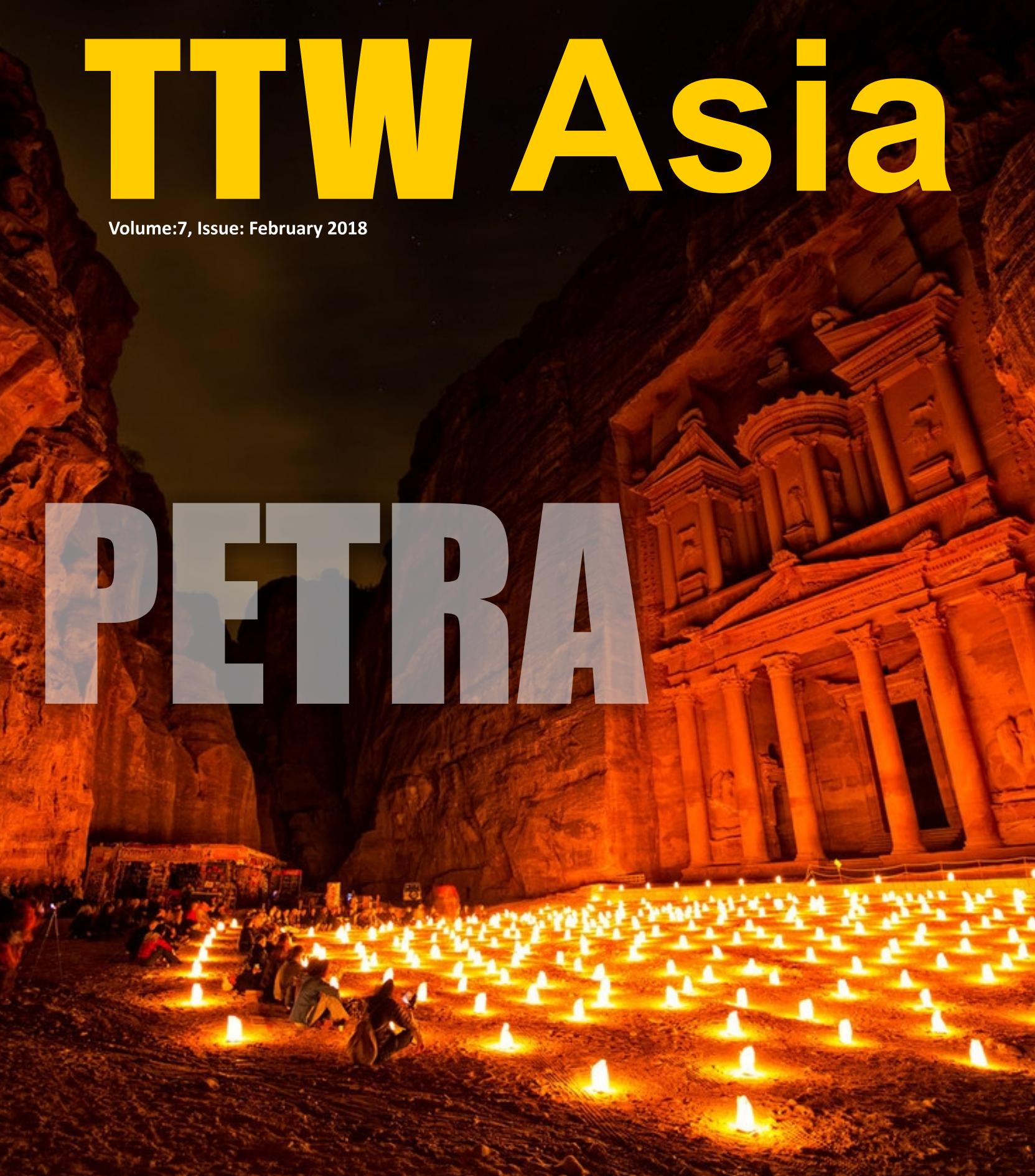


# TTW Asia

Volume:7, Issue: February 2018

# PETRA



## 05. SPECIAL FEATURE:

**The Dynamic Tower** is a proposed 420-metre, 80-floor moving skyscraper, designed by architect David Fisher. This new wonder is yet to open so know about it before anyone else

## 08. DESTINATION DIARY:

The famous archaeological site in Jordan's southwestern desert,

**Petra**, boasts of Greek-style facade known as The Treasury. Read more to know about this heritage destination

## 12. MEETINGS POINT:

The sixth-largest city in Japan,

**Kobe** is not only popular as a place for shopping and dining, but also an important business tourism destination

## 17. COVER STORY:

**Preserving heritage has kept the enthusiasts** on the foot but it is not only the authorities but the tourists as well who should be responsible for the maintenance.

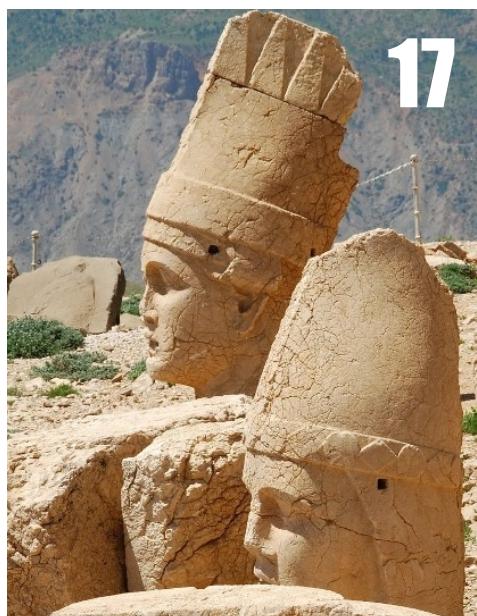
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Dear readers

The spread of tourism in a globalized era is something to look out for in the coming years. Although major uncertainties will keep on buffeting the world economy, the value growth for 2017 might see a minor economic deceleration in 2018. But then, there is also the prediction that by 2022, China is expected to be the world's largest source of outbound tourism demand.

In this issue, we focussed on Petra, which was originally known as Raqmu and is now a historical and archaeological city in southern Jordan. Heritage tourism is always a maverick choice and if you are planning to pack your bags for a lesser known destination, Petra is a perfect choice.

The 80-storey tower at Dubai will constantly be changing shape as residents choose to rotate their homes - a shape-shifting, rotating skyscraper is set for Dubai by 2020! Read more about it in our special feature section. Kobe is a city on Osaka Bay in central Japan which is known for its signature marbled beef and scenic setting of mountains framing the harbor! It is our pick for meetings point in the Asian frontier.

The travel industry experts will try to better understand the practices of the tourists coming from Asia, their behaviours, their tastes, to analyse the strategies of the enterprises, and to dig deep into the some more aspects of the new tendencies of Asian tourism. And we would bring you some of the best destinations to visit, the trendy travel tales and business tourism scopes in our upcoming issues.

Hope you enjoy the read.

### Editor-In-Chief

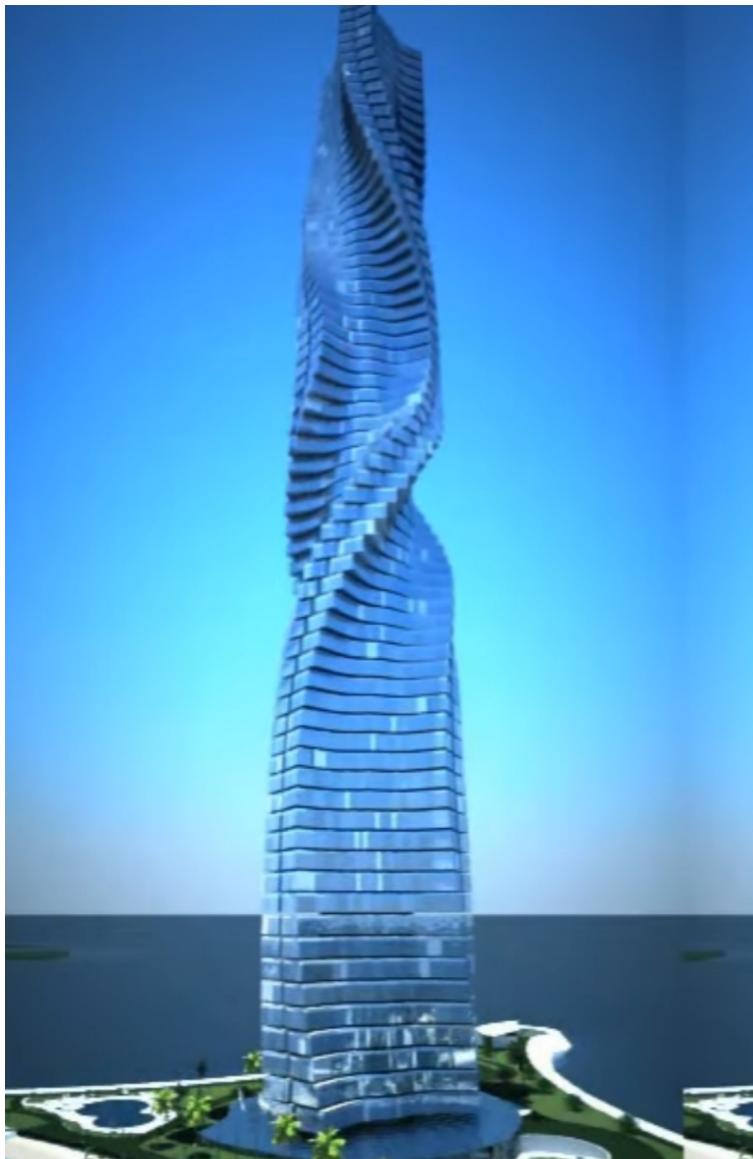
Mr. Anup Kumar Keshan

Follow us



# DUBAI ROTATING TOWER

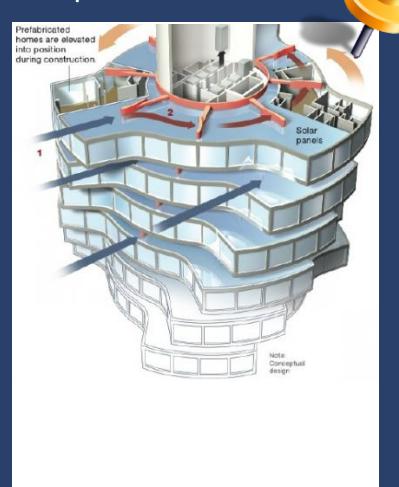
Often described as the most dramatic desert city of the UAE and the rest of the world with an ambitious futuristic vision, Dubai truly lives up to its name. This global splendour stays ahead of other cities in the world by offering something stupendous, both in terms of size as well as jaw-dropping innovation that elsewhere look unfeasible. The city is a myriad of amazing skyscrapers that we all are aware of. To add a further impetus to its already existing grand position, Dubai is all geared up to introduce the 80-storey rotating skyscraper by 2020.



**THE FIRST  
4D SKYSCRAPER  
IN THE WORLD!**

## Dynamic Tower A hotel that goes beyond stars!

The plan was proposed ever since 2008. This 420m architectural magnificence is designed by architect David Fischer. An Italian-Israeli architect based in Florence, David Fisher explains that this building will never look the same. It will change its shape every moment. Prior to this, Suite Volland in Brazil was world's first spinning building, completed in 2001.



# HOW WOULD THE SKYSCRAPER WORK?

Fisher says that each apartment of the skyscraper will have the capacity to rotate independently 360 degrees, with an adjustable speed. The building

would have a stationary core, holding the elevator with each apartment linked to the centerpiece.

## SOME OF THE SUPERLATIVE FEATURES THE TOWER WILL POSSESS

The skyscraper will rotate 360 degrees, giving residents constant change in views from inside. In this hotel, occupants will be able to watch sunrise as well as sunset, while the building turns around. Also, the residents will have control in programming their apartments to revolve with the sun movement, to keep getting sunlight all day. Each floor will have units, rotating autonomously around concrete centre of the structure with voice-activation control by the residents of the building.

In addition, it will have wind turbines and solar panels. Placed horizontally connecting each floor, these wind turbines along with solar panels will make the skyscraper absolutely self-powered. The

Dynamic Group, the company behind this striking project, says that the hotel would offer 'wellness experience' to the residents rather than being just any other hotel of the world. The website of the group states that the landmark will provide excellent services with luxurious amenities, suites and ultramodern technologies to the visitors.

According to Mashable, the Dynamic Tower may have few apartments, costing \$30 million each.





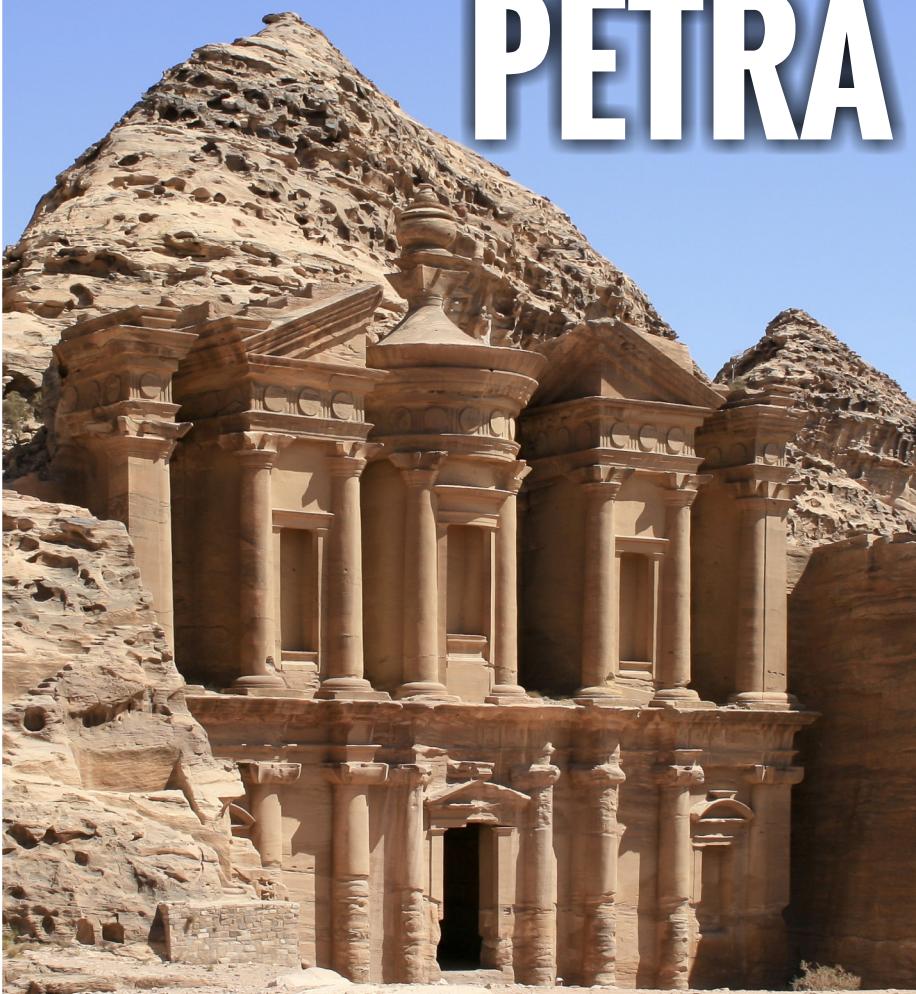
## There's more...

As informed by Fisher, a special elevator will be built inside the central concrete of the building that will help the dwellers move their cars to the respective floors and park them close to their residence. The floors of the skyscraper would be made of steel, aluminum and carbon fiber prefabricated units. Here prefabricated means each unit of this building will be constructed off-site. Floors of this building will first be assembled in the factory and later will be attached to the main tower, something that never happened with any skyscraper in the world.

To conclude, details of the said project like starting date, location and others are yet to get divulged. Reaching an astounding 420 m in height, this revolving skyscraper in Dubai covers an area of 1.2 million sq ft approximately. With an expected cost of around £355million, this 80-storey Dubai tower will be the third tallest building in the city, after Burj Khalifa and Marina. We all hope that this tower, once completed, may expand the scope of the architects magnificently!



# PETRA



## Unfold the magnificent history of the 'Lost city'



The historical and archeological city of Petra has gathered the attention of the world with its elaborate stone-cut architecture and the water conduit system. Located in southern Jordanian governorate of Ma'a and inhabited since prehistoric times, it takes you through the history of Middle East like no other place. Petra, also known as the Al-Batrā in Arabic, is often referred to as the 'Rose city' due to the colour of the stone out of which it is carved. The Nabataean caravan-city is a significant crossroads of Arabia, Egypt and Syria-Phoenicia, and is situated between the Red Sea and the Dead Sea.

The ancient Eastern tradition blend with the Hellenistic architecture in the half-built, half-carved Petra which is surrounded by mountains riddled with passages. The extensive settlement was due to the ingenious water management system.

In 1812, Swiss explorer Johann Ludwig Burckhardt rediscovered Petra which was hidden to the outside world for almost five centuries. Siq is a dim narrow, gorge acting as the main entrance to Petra in southern Jordan around 1.2 km and ends at Al Khazneh or The Treasury.

# Key Activities in PETRA

## One of the New Seven Wonders of the World

### Horse-riding

The magisterial landscape of Petra can be best explored through horse riding. Visitors have the choice of riding within the site or opt for a longer route or discover the area around the complex. It can be arranged at the main visitor centre.



### Hiking

A trek from Shawbak, 80 km from Petra, will be an unforgettable experience. It is suggested to travel during sunset to get a panoramic view of the rock-massif around Petra with roads winding up through the scrub-oak forest.

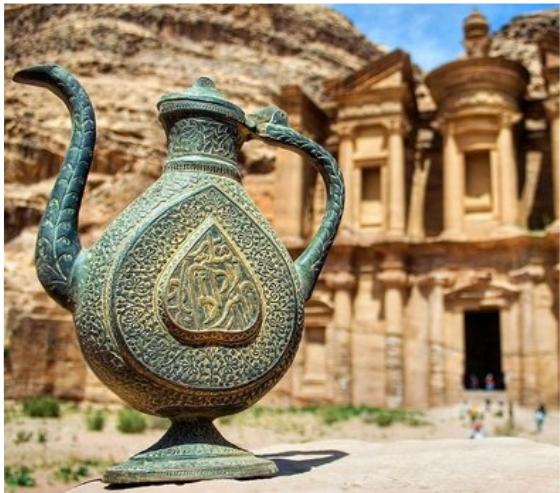
### Petra by night

See the tombs, monuments and the cliffs come lively with the moon flooding them with its light in your night tours though Petra. The visitors enter from the main gate down a candlelit Siq and sit cross-legged in front of the treasury. Get mesmerised by the performance of the Bedouin and the storyteller. The tours are scheduled on Mondays, Wednesdays and Thursdays from 8:30-10:30 pm.



### Little Petra

Though less visited, it is as interesting as Petra. One can walk from the town, hike from the monastery, drive or take a cab to reach Little Petra located 8 km northwest of Petra. There is a similar miniature siq opening into splendid tombs, temples, houses and cisterns. The local live stockers still use the cistern carved into the rocks.



# WHEN TO VISIT?

## Know more...

The Treasury is the most popular architecture in Petra and is estimated to be over 2,000 years

Petra is home to over 800 carved tombs.

The salt blown from the Dead Sea has weakened structures on most of the Petra Archaeological sites.

Some of the most priceless carvings on the Treasury's walls were destroyed by the Bedouin of the Arabian Desert, who used the carvings as target during their shooting practice.

was built during the Byzantine Era of the 5th and 6th AD when Petra became an important Christian centre.

There are 800 individual monuments in Petra including buildings, tombs, baths, funerary halls, temples, arched gateways and colonnaded streets, mostly carved from the kaleidoscopic sandstone.

First established in 312 BC, it is one of the oldest metropolises in the world.

King Aretas called for the arrest of the Biblical Apostle Paul in Petra after he was converted into Christianity. The 2,100-pound sandstone bust of Dushara, Petra's primary male deity, is the most popular monument.



The officially designated UNESCO World Heritage site is a must for any traveller who loves to visit extraordinary place. Petra is full of wonders with its vast elaborate tomb, temples and varied archeological remains and architectural monuments from the prehistoric times.





Meetings Point

# KOBE

Asia's Classical Convention City



Globetrotters  
across the world  
have always  
found a cozy nest  
in Japan.

**S**peaking of this delightful Asian country, 'Kobe' shines perpetually as one of the choicest pleasure tourism destinations here. No wonder, the city is designated as one of the three best night view exploration spots in Japan! There is more to this Japanese city though.

Firstly, it is a haven for fine dining. Food connoisseurs gladly dig in the western confectioneries it offers, besides its selected specialties of 'Nada Sake', 'Kobe Beef' and much more. Inspiring natural settings flank a unique fine dining ambiance here, luring numerous international travellers to this part of the globe throughout the year. Furthermore, the city blends in European aristocracy and indigenous Japanese

traditions seamlessly. It even flaunts a gorgeous hot spring town, Arima Onsen with origins that back as distant as the 1600's!



# KOBE The Favorite Choice of Meeting Planners

Leisure as well as corporate travellers have been preferring Kobe as their favorite hotspot for quite some time now.

The mild port city of Kobe is strategically located, right in the center of Japan. The place offers a magnificent view of the calm Seto Inland Sea against a rugged backdrop of Rokko Mountain range.

Since ancient ages, the city has been a flourished port for overseas trade, having embraced a variety of western cultures since its opening in 1868! Gradually,

as Japan started emerging as a more modernized global destination, Kobe has witnessed growth mainly around medical industries, steel, shipbuilding and maritime transport. In 2015, Kobe was honored as a Global MICE Strategic City. In fact, it has been a prosperous convention city particularly since the opening of Port Island in 1981.

And currently Kobe is a cosmopolitan city – a home to people over 130 nations around the world, and a population of nearly 1.53 million.

## Charms of Kobe as an Iconic Meetings Hub

In a nutshell, here are the principal characteristics that make Kobe charming as an iconic meetings hub in Asia:

**● Easy Accessibility :** First of all, the city enjoys fantastic accessibility. It is in close proximity to Kansai International Airport. If one opts for a bay shuttle, the region can be reached in 30 minutes. On the other hand, a limousine bus takes you to the place in about 60 minutes!



**● Interesting Facilities for Conventions :** Kobe, of late is turning out to be a much-favored domain in terms of the MICE (meetings, incentives, conferences and exhibitions) industry, thanks to over 60 convention spaces of different capacities.

**● Ample Lodging Spaces :** This Japanese city boasts of more than 20,000 hotel rooms well-equipped for business travellers.

**● Enchanting Tourism Resources:** Over 35 million vacationers visit the enchanting city of Kobe every year, attracted by its interesting tourism resources like Seta Inland Sea Cruising and other attractions!

When it comes to organizing or attending meetings and exhibitions, the Kobe Convention Centre deserves a special mention.

## Kobe Convention Centre

Kobe Convention Center represents the core of the meetings sector of Kobe.

The giant convention centre comprises Kobe International Conference Center, Kobe International Exhibition Hall and Kobe Portopia Hotel. All these three facilities are connected by corridors making room for smooth movement of delegates, especially during the large-scale events utilizing these facilities all at once! The convention centre includes great lodging facilities and has 68 rooms.

Approximately, the total area here measures nearly 13,600 square meters. Additionally, it possesses a classroom for 2,000 people as well as a theater that can accommodate about 4,000 people.

## Kobe International Exhibition Hall

Kobe International Exhibition Hall has 11 meeting spaces, spread over 100,000 square feet in its two-storey building.

The two large floor areas together offer about 6,000 square meters of exhibition space. Next door, the second hall comprises a gigantic convention hall that can seat up to 4,000 attendees. Also, it consists of four more medium-size conference rooms.



## Kobe International Conference Center

The best thing about Kobe International Conference Center is the fact that it is conveniently accessible.

It takes just 8 minutes to reach the conference venue from Kobe Airport via public transportation. Moreover the facility also flaunts an exclusive feature. It is connected to a 1 Gigabyte fiber optic network between all its rooms. In addition, it possesses two halls with a 6-language simultaneous

interpretation system. Besides the iconic convention centre, Kobe is also home to several reputable business hotels like the Hotel Pearl City Kobe, Ariston Hotel Kobe, Hotel Okura Kobe, Oriental Hotel, Kobe Bay Sheraton Hotels & Towers, Arima Grand Hotel and numerable other spaces. This Japanese city never disappoints MICE travellers keen to experiment with subtle sophistication and delectable cuisines. Corporate extravaganza at its very best for you - that is Kobe.





## A CALL TO PROTECT Heritage Sites

The very reasons why a property is chosen for inscription on the World Heritage List is directly proportional to the reasons why millions of tourists flock to these sites year after year. In fact, the sole principle on which the World Heritage Convention is based is the belief that World Heritage sites belong to everyone and should be preserved for future generations. This evokes the fundamental and intellectual quests that how can the tourists merge the convictions with the concerns over the impact of tourism on World Heritage sites. For the protection of culture and promotion of cultural pluralism, UNESCO has been playing a very prominent role and the United Nations declared 2002 as the "Year for Cultural Heritage".

### In recent light

The UNESCO Director General Irina Bokova and the President of the International Committee of the Red Cross (ICRC) Peter Maurer signed a partnership



agreement paving the way for the two organisations to undertake joint projects to enhance the protection of cultural heritage in the event of armed conflict. This agreement will provide opportunities to enhance UNESCO's ability to collect information in the areas of difficult access. The recent large-scale and systematic destruction and looting of cultural heritage sites have highlighted the strong connection between the cultural and humanitarian dimensions of cultural heritage protection. Attacks against cultural heritage and diversity are also attacks against people, their rights and their security.

## An inner thought

Protection of heritage monuments, sites and places to provide cultural and economic resources for the benefit of future generations, relies first and foremost on community commitment to. Broad public recognition and appreciation of monuments and sites is a prerequisite to the support of conservation action and the allocation of resources that is entailed. Otherwise, physical decay and cultural loss will become certain outcomes.

## Cauldron of vulnerability

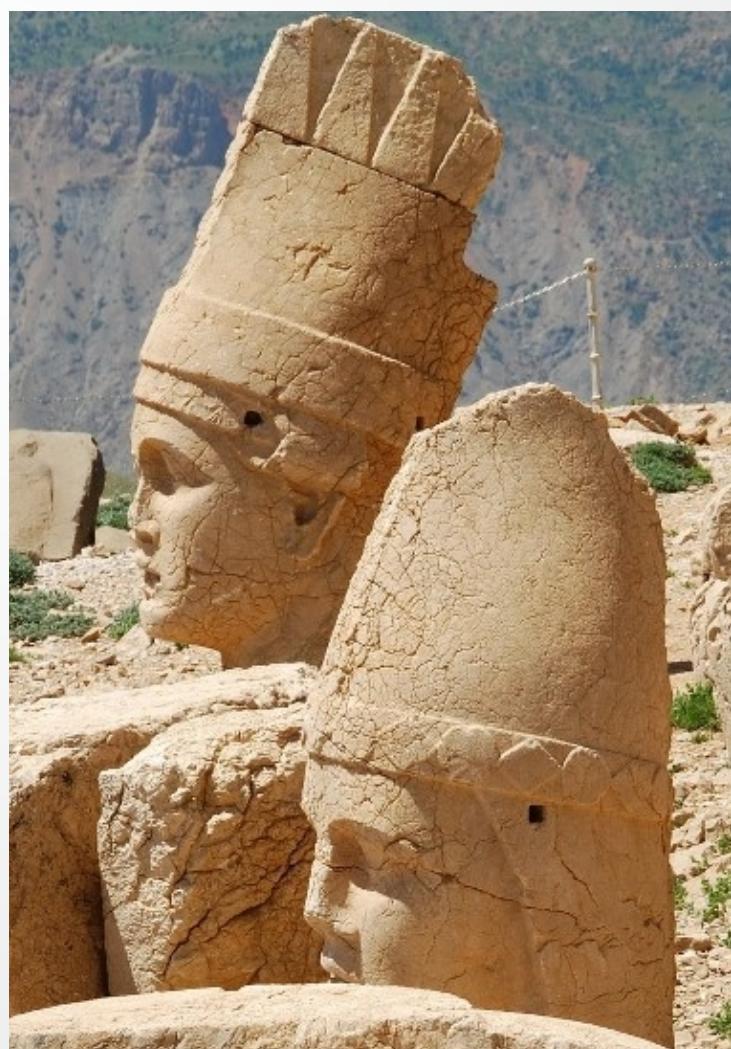
Some forms of threat to heritage monuments can be measured very evidently. For instance, the wear-and-tear damage of tourist pressures, the damage wrought by military action, the loss of an indigenous language, loss of understanding of the spiritual, intangible and cultural values of places account for the irreplaceable loss of the heritage and subsequently impacts the tourism.

## Some major identified trends of heritage destruction:-

- Maintenance deficit which can either be for rueful human attitude or financial fiasco
- Rigmarole of conservation, specially for unsettled ownership
- Military activity or political change
- Lack, loss or inappropriate devolution of protective heritage legislation

With rapid changes in technology and socio-political structures, industrial complexes of heritage

significance are under pressure for re-development or modification. The complexity of the functions of religious buildings - spiritual, public, social and administrative - can support some flexibility of use, but for many the lack of congregation might lead to abandon. Increasingly under-funded, often poorly stored and inadequately catalogued, the contents, interiors and documentary archival evidence relating to heritage places, monuments and sites also pose a certain risk. And shamefully, these risks continue as long as we refuse to change our deleterious attitude.



## King's Cross station receives two honours at London Planning Awards

London King's Cross station has been awarded Best Project Five Years On and the Mayors Planning Award for Excellence at the London Planning Awards for its transformational changes and the services to the passengers. The legacy of a redevelopment project of Cross station is the catalyst for one of the largest regeneration schemes in Europe. London King's Cross station beat out exceptionally strong competition, including the submissions from other iconic landmarks such as the Queen Elizabeth Olympic Park and the Shard. This new revamped station was reopened in the year 2012 for the Olympic Games, with a private investment of £2.2bn in the local areas that has created the opportunities for jobs, housing and economic growth.



## Harry Potter themed cruise offers the journey to the world of Harry Porter

Harry Potter-themed river cruises on England's Thames River will take the passengers to the destinations and the landmarks that appeared in the Harry Porter film series, making an excitement to all the Harry Porter fans. The Harry Potter Magic Cruise Itinerary, however, does not aim to specifically impress Muggles (Muggles is the term used in the Harry Potter series, implying the general masses who are not capable of performing magic). This magical cruise itinerary will take the tour to Virginia Water (where Harry encounters Buckbeak at the lake in "Harry Potter and the Prisoner of Azkaban"), Dorney Court and Picket Post Close (the real-life 4 Privet Drive in the first Harry Potter film) and Christ Church College at Oxford University (the Great Hall at Hogwarts), as well as Warner Brothers Studios.



## **Heathrow Airport announcing prize for sustainable development ideas**

Heathrow Airport is organizing the first ever Sustainable Innovation Prize and for this UK businesses and organisations are being invited to apply and submitting the ideas on how to address the environmental challenges of the airports and aviation industry. The winning entry of the Sustainable Innovation Prize of Heathrow Airport will be awarded £20,000 and the green light to develop their idea, earning the opportunity to use Heathrow as a 'live laboratory.' Here they will be able to trial and develop their winning concept and gain exposure to Heathrow's operation and partners in the process.



## **Middle East tourism is on rise by Chinese and Russians**

The Middle Eastern tourism is now boosted by Chinese and Russians rather than Europeans, with a rise of 4.8 percent in the last year, drawing 58 million foreign tourists. The Madrid-based WTO said in its latest figures released midweek. The major political and security factors which caused a slump in the European tourism figures are the fear of the terror attacks, especially the ones that took place on tourist sites in Egypt, Tunisia and Turkey in the recent years. The terrorist attacks in Egypt, Tunisia and Turkey in recent years have hit the tourism industry particularly hard. But now the tourists are coming here and visiting the destinations causing the rise in tourism and also the tourism expenditure. The rise of purchasing power among the Chinese tourists is also a best generator of revenue in the Middle East countries.



## **Smart luggage with non-removable lithium-ion batteries makes easier by Korean Air**

Korean Air is going to regulate the passengers from Checking in and carrying-on Smart Luggage with non removable lithium-ion batteries. This new system has been launched from January 15th giving a success in making the check-in easier. This smart Luggage included features and devices such as USB chargers, Wi-Fi hotspot, GPS, auto locking system

and motorized wheel. Smart Luggage with non-removable lithium-ion batteries may pose risks for fire hazard in cargo holds or cabins. Smart Luggage with removable batteries will be allowed as checked baggage, under the condition that batteries are uninstalled prior to check-in and carried separately on board. While passengers are still able to bring carry-on Smart Luggage on board, if the batteries are removable and remain installed.



# ASIA FESTIVALS

Asia will celebrate this month with colours, floral displays and rural sports welcoming the new season. These festivals offer the best cultural experience of the Asian nations with distinctive historical and contemporary context that new a new life and interpretation.

## Kila Raipur Rural Sports Festival

Date: 2nd to 4th February 2018

Place: Ludhiana, Punjab, India

See the gallant performances of the rural players of Punjab , who love to play with bullocks camels, dogs, mules and other animals competing in competitive events- Kila Raipur Rural Sports Festival is one of them which draws maximum number of tourists, not only for sports but also the folk culture.

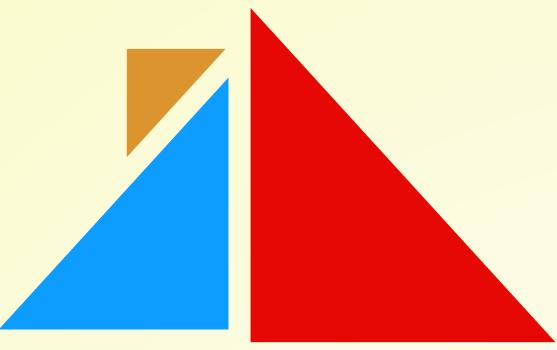




Thailand's biggest flower show, Chiang Mai Flower Festival has been running for 40 years with the vibrant display of flowers, flower floats, local arts and the music shows and the floral art which was imbibed here from the time of Lanna Kingdom.

## **Chiang Mai Flower Festival 2018**

**Date: 2nd to 4th February 2018**  
**Place: Chiang Mai, Thailand**



## **Chinese New Year 2018**

Date: 16th February 2018

Place: China

Celebrate Chinese New Year with the grand parade fiesta of multicoloured floats and gigantic dragons along with the plenty of celebrations and events depicting the Chinese culture with the touch of modernity and the wide array of gastronomic cultivation.





World's one and only country which fought for language, Bangladesh celebrates this day with commemoration of martyrs who protested and sacrificed their lives to protect Bengali as a national language. Now this festival promotes the linguistic awareness, modern multiculturalism and unity.

## **Language Martyrs' Day**

**Date: 21st February, 2018**

**Place: Dhaka, Bangladesh**



Lath Mar Holi is a bizarre festival celebrated in North India's Uttar Pradesh with colours and marked as favourite to all the ladies who find hitting sticks or lathis at each man as a most common tradition during this festival.

## **Lath Mar Holi**

**Date: 1st March 2018**

**Place: Uttar Pradesh, India**

# Digital Travel Summit APAC 2018

## Show Highlight

### Transforming Asian Digital Travel. Together.

### The Conference Destination For eCommerce And Digital Leaders in APAC's Travel Industry

In the Asia-Pacific region, online travel has grown by a whopping 21 percent per year between 2011 and 2016, and it's poised to grow by 13 percent annually between now and 2020. Travelers today are using tech like never before. Understanding who they are, what factors are influencing their choices and which devices they're using to search and book is key to win their business — now and in the future. And that's just what we'll be discussing at Digital Travel Summit APAC 2018.

Now in its 3rd year, Digital Travel Summit is APAC's leading digital event for travel, hospitality and leisure executives. Learn how to take your digital, eCommerce and customer experience strategies to the next level with enhanced personalization at every touch-point. Combining inspirational case studies from pioneers with dozens of small-group, peer-to-peer learning formats, Digital Travel Summit APAC delivers a practical roadmap for every challenge & opportunity you face.

### Unearth solutions to all of your top challenges:

Drive digital innovation: Inspire your colleagues with AI powered chat and conversational commerce that guides consumers through the purchase and planning process

#### Perfect customer

**experience:** Create a seamless cross-device UX for your customers evolving shopping habits



**Discover content that really converts:** Turbo-charge your offering by delivering personalised content that provides differentiation and real customer engagement

**Execute an effective omnichannel marketing strategy:** Put together a multi-channel marketing campaign that delights your customers and increases direct bookings

Master mobile marketing: Leverage the 24/7 digital shop window to increase product discovery

**Become truly personal:** Build 1-2-1 customer relationships with relevant product recommendations

**Make payments easy:** Achieve one-click customer checkout and remove buying blockers on mobile

**Get a seat at the C-suite table:** Attain effective multi-functional collaboration and rise quickly within your organization

#### **When :**

April 17th – 19th, 2018

**Where :** Resorts World Sentosa, Singapore

# 25th Moscow International Travel & Tourism Exhibition

**MITT 2018 Welcomes Professional Visitors** This year's Moscow International Travel and Tourism exhibition is fast approaching and it's shaping up to be a vibrant representation of the global travel industry.

Register now for a free e-ticket to MITT 2018 using promo-code: mitt18ivt

National groups from Dubai, South Africa, Slovakia, Karnataka, Goa, Brazil and Sri Lanka are returning to MITT, as the confidence in the Russian market grows

Dubai has confirmed its status at MITT 2018 as a Partner Destination, highlighting the impressive growth of Russian tourists (more than 100%) this destination has experienced in 2017.

**MITT 2018 will occupy 7 halls and pavilions in Expo Centre Moscow:**

**1.Pavilion 1 – Middle East, Asia, Americas, Africa, Islands**



**2.Pavilion 2 Halls 1-2 – European and Mediterranean destinations**

**3.Pavilion 2 Hall 3 – Russia and the CIS: Inbound tour operators, hotels, river cruises, regions, IT for hotels**

**4.Pavilion 2 Hall 2 – In termed – medical treatment abroad**

**5.Gallery – IT in Tourism sector**

**6.Pavilion 8 Hall 1 – Turkey: The Ministry of Tourism and Hotels**

**7.Pavilion 8 Hall 2 – Turkish hotels, Tour operators, Airlines**

**8.Pavilion 8 Hall 3 – Tour operators, Turkish hotels**  
**Develop your business with MITT**

**When :**

13th – 15th March, 2018

**Where :**

Expocentre, Moscow



# Hotelex Shanghai 2018



**HOTELEX Shanghai 2018 – A Full Sale Catering & Food Service Exhibition**

A journey of a thousand miles begins with single step. With 26-year experience in hospitality and catering industry has equipped HOTELEX to become a leading series of catering equipment, supplies, and find food trade events in Shanghai, with its geo-adapt shows in Beijing, Chengdu, and Guangzhou, covering the value chain from Catering Equipment, Tableware to Catering Supplies, Fine Food, Beverage, Bakery & Ice Cream, Coffee & Tea, Wine & Spirits and Cooking Ingredients.

Once a year HOTELEX brings together buyers and suppliers from around the country to witness the latest trends in the industry and be inspired by leaders and legends in the field. To better serve the clientele in 2018 HOTELEX will be split into two phases held at the same venue located at Shanghai New International Expo Centre at different times.

## **HOTELEX 2018 – Phase I & II**

Venue: Shanghai New International Expo Centre

## **HOTELEX Shanghai 2018 – Phase I**

(THE 27TH SHANGHAI INTERNATIONAL  
HOSPITALITY EQUIPMENT & FOOD SERVICE EXPO)

**Exhibit Categories:** Catering Equipment Supply, Tableware, Coffee & Tea, Wine & Spirits, Beverage, Cooking Ingredients, Ice Cream, Bakery

**Concurrent:** Expo Finefood 2018

## **HOTELEX Plus 2018 – Phase II**

(Shanghai Hospitality Design & Supplies Expo)

Date: April 26 – 29, 2018

Exhibit Categories: Building, Interiors, Lighting, Amenities, Fitness & Leisure, IT & Security

**Concurrent:** Design Week Shanghai

Expo Lighting for Commercial Properties

HOTELEX was a huge success according to the last year figures, 143,500 professional visitors and 2,352 premium exhibitors out in force, featuring a 6.6% increase in exhibitor amount and a huge leap of 22.3% in visitors in 2017. Total 4,814 independent overseas buyers from 124 countries and regions plus 1,500 group buyers confirmed both HOTELEX's leadership and its influence on international markets, reflecting the extent to the expo competitiveness, and how the fair has helped forward-thinking industry players to meet the right people.

It's a free shot that proved too irresistible to pass up. There's no better time than now, get yourself prepared, applications are free, registration is simple, grasp the valuable opportunity of presenting your products to increase visibility and kick-start networking with over 143,500 world players.

**When :**

March 26th – 29th  
2018

**Where :**

Shanghai New  
International Expo

# Jeddah International Travel and Tourism Exhibition

Jeddah International Travel and Tourism Exhibition is the leading travel show in Saudi Arabia, attracting many tourism destinations and travel services from inside and outside the Kingdom, and providing an ideal platform for exhibitors to share experiences, services and do business, and to directly market their services to public visitors.

This international event will showcase during the three days a wide range of accommodation options, amazing travel destinations, travel technologies, medical and educational tourism, airlines to the world's most popular tourist destinations as well as tourism and travel service providers.

This edition of JTTX exhibition will attract more than 200 exhibitors from more than 20 countries and will attract more than 30,000 visitors including managers of travel and hospitality industries, and public visitors interested to discover personally the

displayed travel services in the planning period for the next trip.

Maya Helfawi, president of the organizing committee and manager of

4M Event Management the organizer of the event said that the next edition will highlight family tourism in the Middle

East. She added that the statistics of the Middle East travel market has shown that

more than two-thirds of the population prefer luxurious hotels to spend their holidays, also the size of the family tourism sector has grown significantly in recent years, prompting tour operators to design special holiday packages for families and showcase this product directly to the exhibition visitors to familiarize them with its features and advantages.

Eng. Hamza Nasser, Executive Director of the exhibition mentioned that the event is organized for the eighth consecutive year in time when the sector is witnessing rapid growth thanks to the efforts of the Saudi Commission for Tourism and National Heritage in addition to the various efforts and support provided by the relevant government sectors.

"The integration of the tourism sector into the priorities of the Saudi Vision 2030 will enable the acceleration of this growth and increase its efficiency in supporting the national economy".

He pointed out that local and international statistics confirm this growth, where the Tourism Information and Research Centre "MAS" recently revealed in its statistics that the number of jobs in the tourism sector has exceeded 880 thousand jobs, also the number of inbound tourist trips has exceeded 18 million trips and spending \$ 22 billion, while the number of outbound tourist trips approached 21 million trips and spending \$ 22.4 billion".

## When :

February 28th –  
March 2nd 2018

## Where :

Convention Center -  
Jeddah Hilton, Saudi  
Arabia

# WTM Latin America

Celebrating its sixth edition in 2018 and consolidating itself as the business-to-business event which brings the world to Latin America and promotes Latin America to the world, WTM Latin America is the travel industry's main event in Latin America and generates business and relationship opportunities for exhibitors, buyers and professionals in the industry.

The last edition welcomed more than 600 exhibitors from 50 countries generating nearly US\$ 375,000 (US\$ 374,478.26) of new business. The show also registered 7,748 of unique visitors, an increase of 18% comparing to the previous year, the largest increase in the entire WTM portfolio. Taking into account the total number of participants, including both media and exhibitors, the event attracted nearly 10,000 people.

This year, WTM Latin America launches the Travel Tech Pavilion, an area that aims to expand the participation of start-ups, small and medium-sized companies' access to technology as applied to tourism and enable the inclusion of available tools in their existing business. The area is located inside the existing Travel Tech Show area.

Set to make its debut this year and develop the destination areas, WTM Latin America presents the Destination Pavilion, an area designed to enable private companies from destinations that are not represented at the event to participate at the show. Alongside with the new pavilions, the Inspire Theatre – previously called Conference Theatre – will continue for another year repeating the success of the last edition. The space discusses new developments and innovations in the industry, as

well as promotes a significant reflection to issues in the travel industry. Responsible Tourism will also be included on the agenda as well as innovations in the technological field, with names that are a reference in the market.

WTM Latin America's identity is also supplemented by the Speed Networking Sessions and the WTM Buyers' Club which take on responsibility for providing buyers with knowledge about the main destinations and tourism companies that are presented at the event in a short space of time and for setting up a business club for senior travel industry executives.

Exhibitors confirmed for this year's edition, include the United States which once again returns and brings Bahamas Tourist Office, Brand USA, Visit Orlando, Visit Florida, Las Vegas Convention & Visitor Authority, NYC & Company and Visit Kissimmee.

Others exhibitors include companies from Portugal, Greece, South Africa, Germany, Palestine, Peru, Argentina and others business of the hospitality sector, technology, travel operators and hotels, etc.

For 2018, we are working with the goal of a 5% growth in the number of visitors, which will enable us to exceed the mark of 8,000 people at our event.

## When :

March 3th – 5th,  
2018

## Where :

Expo Center Norte,  
Sao Paulo

## SHOW REVIEW

### *OTM Mumbai 2018*

OTM, the largest travel show in Asia Pacific region receives overwhelming response. It 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. 98% of the participants are likely to return in 2019. The show was inaugurated by Shri. K J Alphons, Minister of State for Tourism, Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - 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 marveled at the long history of OTM as an offshoot of the oldest travel trade show in the country.

In an exit survey, 98% of the participants confirmed they are likely to return to OTM 2019. More than 90% opined that participation in OTM was a must. They also found the organizers humble and

applauded them for best client servicing. 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 from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest number of hosted buyers were from Delhi. Several hosted buyers confirmed that they have been ensuring their presence at OTM for many years now. A number of them exclaimed that they had graduated from visitors to hosted buyers. The access to online meeting diary has assisted them to plan in advance and spend quality time with decision maker's one on one.

**Date:** January 18th – 20th, 2018  
**Venue:** Bombay Exhibition Centre, Mumbai



**Hosted Buyer Quotes:** Fairfest Media is the best in what they do, said DattaSukre, Hosted Buyer from TTGAC. He called OTM a great platform with a quality presence of exhibitors and corporates. The online meeting diary and sessions arranged were well executed and served as an ideal platform for business networking, he felt.

The global participation of the who's who in the travel trade differentiates OTM from run of the mill travel shows, stated Mahip Agarwal, Hosted Buyer from Shreejee Holidays has been associated with OTM for a very long time now. The online meeting diary feature enabled him to garner good contacts and information about the new products in the travel domain.

Dhruv Saxena, Hosted Buyer, Gionee also participated for the first-time in OTM and he found it at par with the global standards. It was a great place to meet all suppliers under one roof and this is what makes OTM unique, he added. He liked the exhibitor mix the most and confessed that he is eager to come back next year as well.

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia and Lithuania displayed colorful country pavilions, along with a large number of local hotels, attractions and operators.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles,

Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam 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. We have started our year by participating in OTM and are looking forward to good business ahead. He added, "OTM was a great opportunity as it helped us in knowing the Indian travel trends and their travel expectations. We want to congratulate the organisers on such a successful show."

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. OTM has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade, he said. Participation from India included Tourism Departments along with private operators from Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura, etc. which had set up enchanting state pavilions, with local suppliers.

**Indian Delegates Speak:** OTM 2018 had a balanced mix of participants from outbound and inbound, outlined Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office. Driving an enhanced response from the travel show, she added OTM 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. He asserted OTM was a great platform to showcase their tourism products and a great way to attract the travellers to the North East, especially to Arunachal Pradesh. Kudos to the organising team on putting up such a great show and we are surely looking forward to attend the next OTM.

OTM is one of the key events on our calendar, agreed SukuVerghese, Associate Vice President - Sales, MICE India, Taj Hotels Palaces Resorts Safaris. He praised the humongous scale of the travel show and the buyer mix and mentioned that they are happy to see OTM pioneering in tapping niche travel segments of wedding and film tourism.

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.

**Business Sessions:** 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.

JaykumarRawal, 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, the 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.

Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd said that they are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks.

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. The panel discussion was graced by government officials of DoNER and members of the film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in the North East. They also brought up various issues and obstacles regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.



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 traveler 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 (travelers 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 traveler. 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 personalize as per their desires to win over a millennial traveler. 20% of development in tourism can be seen if the personalisation is enhanced.

# CALENDAR OF EVENTS

2<sup>nd</sup> – 4<sup>th</sup> Feb



Balt Tour 2018

Riga , Latvia

[www.balttour.lv](http://www.balttour.lv)

5<sup>th</sup> – 7<sup>th</sup> Feb



ABU DHABI, UAE

5-7 FEBRUARY 2018

ibtm arabia

Abu Dhabi, UAE

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

16<sup>th</sup> – 18<sup>th</sup> Feb



TTF Chennai

Chennai, India

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

23<sup>rd</sup> – 24<sup>th</sup> Feb



India Travel Congress

New Delhi, India

[bitb.org/bitb-india-travel-congress](http://bitb.org/bitb-india-travel-congress)

23<sup>rd</sup> – 25<sup>th</sup> Feb



TTF Bengaluru

Bengaluru, India

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

24<sup>th</sup> – 25<sup>th</sup> Feb



Times Travel Fair

Bengaluru, India

[eventcapital.in](http://eventcapital.in)

**24<sup>th</sup> – 25<sup>th</sup> Feb**



**Connections Luxury**  
Sienna, Italy  
[weareconnections.com](http://weareconnections.com)

**26<sup>th</sup> Feb**



**Saudi Arabia Hotel Investment Conference**  
Riyadh, Saudi Arabia  
[www.arabianconference.com/shic](http://www.arabianconference.com/shic)

**27<sup>th</sup> – 28<sup>th</sup> Feb**

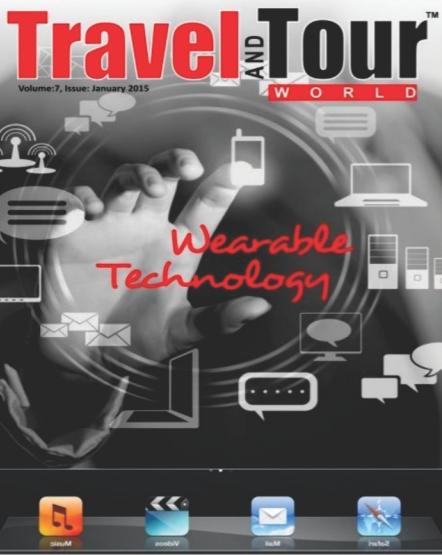


**Mice Arabia Congress**  
UAE, Dubai  
[mice-arabia.com](http://mice-arabia.com)

**28<sup>th</sup> Feb - 1<sup>st</sup> Mar**



**Jeddah intl. Travel & Tourism Exhibition**  
Jeddah, Saudi Arabia  
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