



July 2014

PUBLISHERS NOTE

Dear Reader!

The month of June has been very busy with tradeshow all over the world and as promised on the website, we're bringing our reviews to you on:

- AIBTM from 10 - 12 June 2014, Orange County Convention Center, Orlando, USA
- MITM Euromed from 11-13 June 2014 in Cadiz, Spain
- ITE & ITE MICE from 12 - 15 June 2014 at the Hong Kong Convention & Exhibition Centre, Hong Kong

We invite you to apply to the Hosted Buyer programme for MITM Americas and Cultourfair, held in parallel from December 3-5 in Puebla, Mexico. See the information in the right column.

The Italy Convention Bureau has been founded, Carlotta Ferrari, head of the Florence Convention Bureau has been elected President to the entity! Congratulations to Italy and – of course – Carlotta Ferrari!

Other news include Trinidad and Tobago's launch of their Meeting Planners Guide, the Star Alliance approval of the Air India Membership along with other airlines service updates. We update you about the successful Dubai Al Safer Ambassador Programme and – last, but not least – on the massive Moscone Center Expansion and Improvement Project of the San Francisco Moscone Center, from December 2014 – fall 2018.

All articles are – as usual – fully included, so no need to follow read-on-links. But here is an important link - the forward this NEWSFLASH to your colleague link!

Best regards

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ITE & ITE MICE – SHOW REVIEW -ATTENDANCE UP AT HK'S ITE & MICE 2014

Visitor attendance at the International Travel Expo (ITE) & MICE 2014, held from June 12 to 15 in Hong Kong, increased by over three percent compared to last year and surpassed the targets of the organiser, TKS Exhibition Services, Ltd.

There were 75,300 public visitors and 12,308 trade visitors. Of the 650 exhibitors, only about 15 percent were from Hong Kong, demonstrating the expo's very international profile. The exhibitors represented 47 countries and regions: 34 percent from Asia and 36 percent from Europe.

Major innovations this year included ramping up the forum on corporate travel. New themes of Sport Tourism and In-depth Travel were launched. At the same time, based on the very encouraging feedback, previous themes had also been highlighted. Business Matching, where buyers met sellers face to face, was successfully held. More seminars were lined up for the public days.

Related events flowed past the exhibition hours. Among the exhibitors that hosted functions was Constance Hotels and Resorts. Constance Starry Night Appreciation Dinner was held aboard a yacht.

Prepared for you by Ruby Gonzalez

Download your ITE & ITE MICE 2014 Show Supplement including most valuable information exclusively at our website: www.micemm.com

MITM EUROMED 2014 – A CADIZ SHOWCASE

MITM Euromed's 18th edition took place in Cadiz, Spain from June 11-13 with strong support of the Province of Cadiz.

About 200 participants took advantage of the opportunity to attend the educational sessions and their 2.850 pre-scheduled business meetings with MICE suppliers in the relaxed, yet business oriented atmosphere of this non-public show.

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HOSTED BUYER EVENT

MITM Americas – Hosted Buyer Invitation to Puebla, Mexico December 3-5, 2014

Puebla's Tourist Office will be the official sponsor of the 20th edition of MITM Americas, Meetings & Incentive Travel Market, and of the 6th edition of CULTOURFAIR, International Cultural Travel Fair, to be held simultaneously in the city of Puebla, Mexico, from December 3rd to 5th of this year.

MITM Americas is directed to the MICE market, while CULTOURFAIR is directed to the cultural and heritage travel market. The exhibitors for both fairs are worldwide travel and tourism organizations, public or private, who will meet with specific

The shows' networking events; the opening reception at the historic Castle – usually not open to the public – and the closing dinner at the *Osborne Wine Cellars* – both located in Puerto de Santa Maria and catered by *Los Jandalos Hotels* showcased the regions specialties and its' capability to support MICE events.

Both buyers and suppliers overall comments about the event have been very positive with just one wish to fulfill for future events – to meet more DMCs in next year's show – which many of the buyers are ready to attend.

www.mitmeuromed.com

AIBTM 2014 BECOMES IBTM AMERICA IN 2015

This years' *AIBTM* in Orlando, Florida featured almost 50 education sessions and 500+ exhibitors on 200+ main booths and *AIBTM's* Innovation Zone. Hosted Buyers, from the U.S. and globally, made and kept a busy schedule of appointments both days of the show, after a full day dedicated to the *AIBTM Knowledge Program*.

AIBTM's Keynote focused on 'How to Deal with the Aftermath of Change' and was very appropriate as Reed Travel Exhibitions announced a significant change of focus and format for the future of its US travel exhibition, renamed *IBTM America*. In June 2015 a 2-day trade show plus a Knowledge Program will take place in Chicago, location to be announced.

In the future *IBTM America* will be an exclusive and private event with 250 exhibitors, and 250 premier meeting planners and buyers from the U.S. (80%). and international (20%); carefully selected based on their industry relevance, expertise and business they have to place, resulting in an all-important 1 to 1 ratio with a buyer schedule of 30 exhibitor meetings as well as an *IBTM Knowledge Program* and networking opportunities.

Exhibitors will have turnkey 8 ft x 8 ft/ 2,40 x 2,40 m standard booths, fully set-up by Reed. Main booths will not be available.

www.ibtmamerica.com

PACIFIC WORLD IDENTIFIES TOP DESTINATIONS FOR MEETINGS AND EVENTS IN THE WORLD

Pacific World, an integrated global DMC and Event Management organisation, has released its second Destination Index, including the top 3 destinations in the US due to the strategic alliance with the North American *ACCESS Destinations Services*.

USA	EMEA	Asia
1. Florida, Miami	Italy, Milan	South Korea, Seoul, Busan
2. Arizona	South France - Monaco	Indonesia
3. San Diego	United Arab Emirates	Hong Kong

The ranking includes all kinds of meetings and events.

www.pacificworld.com | www.accessdmc.com

AUSTRALIA'S GOLD COAST TO HOST ICCA ASIA-PACIFIC CLIENT/SUPPLIER BUSINESS WORKSHOP 2014.

The *International Congress and Convention Association (ICCA)* Asia-Pacific Client/Supplier Business Workshop 2014 will take place on the Gold Coast from Wednesday 24 to Friday 26 September, 2014. 15 ICCA members and their association clients will attend the workshop's business sessions.

ICCA Regional Director Asia Pacific Noor Ahmad Hamid stated that the successful bid of *Gold Coast Business Events (GCBE)* collaborating with the *Gold Coast Convention and Exhibition Centre (GCCEC)* was based on a number of reasons: the regions reputation, the profound understanding of the needs due to their attendance in the past 3 workshops and the engagement and tremendous support of the GCBE and GCCEC.

Find destination information on www.visitgoldcoast.com/business-events

www.iccaworld.com

ITALY CONVENTION BUREAU FOUNDED; CARLOTTA FERRARI ELECTED PRESIDENT

Sponsored by the different Italian associations representing tourism and congress companies in full agreement of the National Tourist Office and the represented regions the *Italy Convention Bureau* was founded in June in Florence. The key focus of *Italy Convention Bureau* is to coordinate the promotion of Italy as a venue for all kinds of events to the international MICE market.

The Convention Bureau is directed by a Management Committee composed of eight persons appointed by the companies taking part in the network, and Carlotta Ferrari was unanimously elected President of *Italia Convention Bureau*.

buyers from either MITM Americas or CULTOURFAIR.

MITM Americas & CULTOURFAIR consist of around one hundred international VIP buyers, including MICE companies, incentive houses, events agencies, marketing companies, meeting planners, association executives and product managers from tour operators specialized in cultural travel (wholesalers and travel agencies).

Both fairs are open only to pre-registered travel and tourism trade professionals, neither visitors nor public are allowed. Individual pre-arranged meetings between exhibitors and hosted buyers are set. Post tours are offered to hosted buyers and press to experience first-hand the destination and its services.

For detailed information, please visit: www.mitmamericas.com and www.cultourfair.com

[See more details!](#)

PLANNERS' GUIDE

Trinidad and Tobago Launches Meeting Planners' Guide

The Tourism Development Company of Trinidad and Tobago Limited (TDC), in collaboration with the Ministry of Tourism, officially launched the Trinidad and Tobago Meeting Planners' Guide on June 11 at MovieTowne, Port of Spain. The guide, an initiative of the Trinidad and Tobago Convention Bureau (TTCB), a unit within the TDC, offers a comprehensive and authoritative information resource for both international and local meeting planners.

The user-friendly layout of the publication takes the reader seamlessly through meeting-specific information: a list of hotels and meeting space available; food and beverage services; general destination highlights such as restaurants, sites, activities and more.

Established in 2009, the TTCB is mandated to boost business tourism arrivals by increasing the number of meetings and conferences held in Trinidad and Tobago. The bureau also forms part of the overall marketing strategy to sell Trinidad and Tobago as an international tourism destination.

For more information on the services of the Convention Bureau or to view a copy of the Meeting Planners' Guide visit

www.gotrinidadandtobago.com/trinidad/meetings

[See more details!](#)



AIRLINE NEWS

Star Alliance Chief Executive Board Approves Air India Membership

At its Chief Executive Board (CEB) Meeting held in London on June 23rd, 2014, the CEOs of the Star Alliance network unanimously approved the membership of Air India to become the first Indian airline to join a global airline alliance.

The integration teams at Air India, Star Alliance and its member carriers will now complete the last necessary work in order to ensure that Air India can offer all Star Alliance customer benefits from July 11th, 2014 onwards.

Air India will add a total of 400 daily flights and 35 new destinations in India to the Alliance network. The biggest growth will come from its home market which is currently being served by 13 Star Alliance members flying to 10 destinations and holding a 13% market share. Bringing Air India into the equation not only adds more airports but also increases the Alliances market share in India to 30%. Globally, passengers will further benefit from a wider choice on routes connecting North America, Europe, Asia and Australia via the Indian Subcontinent. In total the Star Alliance network will grow to 27 member airlines, offering more than 18,500 daily flights serving 1,316 destinations in 192 countries.

The Convention Bureau's Mission is to enhance business opportunities, promote Italy as a MICE destination, coordinate and represent the Italian offer as well as spread the culture of the MICE industry through proper training.

We will keep you posted about the *Italy Convention Bureau*.

UAE: AL SAFEER CONGRESS AMBASSADORS PROGRAMME BRINGS INTERNATIONAL CONFERENCES TO DUBAI

Within the framework of the "Al Safer Congress Ambassadors Programme" – a network of Dubai-based and internationally very well connected individuals created and supported by the Dubai Department of Commerce and Tourism Marketing (DTCM) – an educational seminar to empower high-profile and well-connected UAE residents to host international conferences in the emirate was held to boost programme membership beginning of June.

The programme, which currently boasts around 150 prominent members from a variety of fields, is looking to expand its ranks and better position the emirate not only as a leading business events destination, but also as a vibrant and innovative knowledge hub. By growing ambassador numbers and working with them on a continual basis to bring global conferences to the city, the programme enhances Dubai's international standing by getting leading international associations to debate the latest developments in their respective fields in Dubai.

To date the programme has resulted in dozens of international conferences coming to Dubai, bringing along with them thousands of delegates, all of which has had a positive impact on Dubai's economy.

In Malasia the *Kesatria Team*, a similarly successful ambassador programme has been created. – See more information about it in our [May 2014 Edition](#).

USA, SAN FRANCISCO MOSCONE CENTER UNVEILED ITS EXPANSION AND IMPROVEMENT PROJECT

The 500 million USD project is designed to prepare for the future and to ensure keeping San Francisco highly competitive in the industry. The most modern urban design will enhance the neighborhood through greening, open spaces and pedestrian friendly elements and will create 3,407 new construction jobs during the construction period from December 2014 to fall 2018 and 3,480 new, permanent local jobs.

The project went through more than one year of review and interaction with the community and neighborhood in order to address all concerns related to the creation of 500,000 sqft / 46.452 sqm of contiguous exhibition space. The architecture using transparent and translucent materials brings natural light into the building and the constructions roof will harvest solar energy and rainwater. A *San Francisco Travel* Visitor Information Center of will be integrated into the building.

Moscone Center accounts for almost 2 billion USD per year in visitor spending making up more than 20% of the city's tourism economy. The *Moscone Center Expansion and Improvement Project* will generate \$734 million in new economic impact, and \$20 million in additional hotel tax revenue. Two-thirds of the cost of expanding the *Moscone Center* will be borne by hotels through a special assessment.

Construction will be completed in phases and the convention center will remain open during the entire building period, reducing short term economic impact on neighborhood businesses and services.

More information on the project plus floor plans and renderings are available at: www.mosconeexpansion.com | www.moscone.com

San Francisco Travel: www.sanfrancisco.travel

[See more details about Star Alliance! and Air India](#)

Philippine Airlines eyes increased frequency to Canada

Flag carrier Philippine Airlines is eyeing to double its flight frequencies to Canada following the successful conclusion of air talks between negotiating panels both countries.

With the Philippine government panel securing an additional seven flight frequencies per week to Canada, PAL said it will file its manifestation before the Civil Aeronautics Board (CAB) to secure the entitlements.

Once approved by CAB, the entitlements will increase PAL's total flight frequencies per week to Canada from seven to 14.

At present, PAL flies seven times weekly to Vancouver and three times weekly to Toronto (via Vancouver).

[See more details!](#)



TAP Portugal Launches New Route To Bogotá and Panama City -1st July 2014

TAP Portugal continues to strengthen its global network with a new route from London to Bogotá and Panama City, launching 1st July.

The route will launch with four weekly frequencies from London Heathrow operating on Monday, Tuesday, Thursday and Saturday, allowing access, via Lisbon, to the Central and South American cities.

The new route expansion demonstrate TAP's continued investment in maximizing the potential of its' Lisbon hub, offering convenient onward travel and opening up 79 destinations to British travellers, in 34 worldwide countries including Europe, Africa and the Americas.

[See more details!](#)

United Airlines to Expand Global Network with Service to Santiago, Chile

United Airlines today announced the company will introduce service to Santiago, Chile, from its hub at George Bush Intercontinental Airport in Houston, beginning Dec. 7, 2014, subject to government approval.

Daily departure in Houston at 21:05h, arrival in Santiago at 9:40 next morning.

Daily departure in Santiago, at 22:45h, arrival in Houston at 5:40 next morning.

The flights are timed to provide convenient connections from Houston to 111 airports across the United States and to more than 60 international destinations.

Additional New Services include:

Houston-Punta Cana, Dominican Republic, with year-round service on Saturdays and service on Sundays during periods of expected higher demand starting December 20, 2014.

Chicago-Belize City, Belize, subject to government approval, with Saturday service scheduled through early May 2015.

The service Houston-Aruba will be expanded from the current Saturday Houston-Aruba flights that are scheduled to continue through mid-August 2014. On Dec. 20, the company will resume Saturday service that will continue through early May 2015 and begin service on Sundays for periods of expected higher demand.

[See more details!](#)