



OCTOBER 2014

## PUBLISHERS NOTE

Dear Reader!

Looking at the calendar it is almost unbelievable to see there is only two and a half months to go before the holiday season. We have listed the upcoming industry events for the remainder of 2014 in the right column. And if you want to attend the ASEAN Tourism Forum in Nay Pyi Taw, Myanmar please note the **hosted buyer application deadline on 15 October 2015!**

SITE announced the new education tracks available at the SITE Global Conference in Rotterdam, Netherlands and at IMEX America's Smart Monday. Please see also the announcement of IMEX America's Education Program at the bottom of the left column. And if you are attending IMEX America – see the TSA Pre-Check Program facilitating enhanced security procedures for US citizens or lawful permanent residents for departures or international re-entry.

The United Arab Emirates attract with two Industry Trade Shows in Q1/2015: IBTM Arabia in Abu Dhabi replaces GIBTM – watch out for the changed dates – and the Meeting & Incentive Forum 2015 in Dubai. Both shows offer Hosted Buyer Programs.

Interesting Visitor analysis is available for the PATA Travel Mart and for ITE & MICE, Hong Kong, whose next edition will take place from 11-14 June 2015: the two public days precede the shows.

At MITM Americas, all Hosted Buyer Spaces are assigned and Post Tour Options are now published on the website.

The Valencia Conference Centre underwent a significant technical modernization including Wi-Fi, a Beacon communication system and an event app. See the right column.

In the UK, the Science Museum in London opened a new permanent exhibition: Information Age featuring more than 800 objects of the information and communication technologies for corporate events. Also in the right column.

In Africa, Nigeria sees a doubling of Starwood's presence coming up – Nigeria's currently five Starwood-operated properties will be double by 2017 and the Wyndham Hotel Group will open it's first upscale property in Kenya in 2017. See the information in the right column.

Last, certainly not least, we have brought the latest Findings of the GBTA Foundation on Brazil's Business Travel Spend to you: a short edition is included in this NEWSFLASH, [more details are available for you on our website.](#)

As always, we deliver the news into your mailbox and the pdf edition of this newsletter is available for download. Do you think your colleagues and co-workers would be interested in this newsletter? [Click here to forward this edition of NEWSFLASH.](#)

Best regards

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## SITE OFFERS NEW EDUCATION FOR GLOBAL INCENTIVE TRAVEL PROFESSIONALS

In alignment with its new brand, this fall SITE will debut a comprehensive education curriculum designed to elevate the knowledge and competency of incentive travel professionals worldwide. All three tracks will be previewed during Smart Monday at the start of IMEX America week in Las Vegas. The courses will also be offered at the SITE Global Conference 2014, 14-17 November in Rotterdam, Netherlands.

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KENYA: WYNDHAM HOTEL GROUP SIGNS FIRST UPSCALE PROPERTY IN KENYA/AFRICA

### UPCOMING INDUSTRY TRADE SHOWS – Q4/2014

#### October 2014

IMEX America, Las Vegas, USA, 14-16 October 2014

TRAVELtech Conference 2014, Sydney, Australia, 24 October 2014

Meeting Place Puebla, Puebla, Mexico, 26-29 October 2014

ITB Asia, Singapore, Singapore, 29-31 October 2014

#### November 2014

ICOMEX, Mexico City, Mexico, 5-7 November 2014

EIBTM, Barcelona, Spain, 18-20 November 2014

Cruise Shipping Asia-Pacific, Hong Kong, 20-21 November 2014

The mid-level curriculum is comprised of three key tracks, each containing 3-5 courses, geared to specific industry disciplines. It is anticipated that there will be more than 15 hours of unique coursework that will provide continuing education credit (CEs) for meeting and incentive travel professionals. Great Britain, South East Wales: An Up and nation for business tourism.

Track	The Business Case for Incentive Travel	Selling to the Incentive Market	Managing Incentive Travel Programs
Audience	Incentive Travel Professionals who represent both buyers and suppliers	Incentive Travel corporate and third-party planners	
Goals	Participants will be equipped with the „whys“ of incentive travel: why it works as a vehicle for engagement and retention and why it makes sense from a business perspective. Modules cover the psychology of employee loyalty and engagement and why incentive travel works.	Participants will improve their sales skills by addressing issues specific to selling incentive travel. Modules cover telling your story, reputation and relationship management, RFP response, negotiating contracts and a blueprint for successful site inspections.	Participants learn about the essential elements within the three pillars - Service, Operations and Management - needed to successfully manage incentive travel programs. Modules cover planning and logistics, financials and marketing.

[www.siteglobal.com/globalconference](http://www.siteglobal.com/globalconference)

To register for the IMEX America Smart Monday education, go to: [www.imexamerica.com/events/education/smart-monday](http://www.imexamerica.com/events/education/smart-monday)

## BRAZIL: GBTA FOUNDATION FORECASTS SLOWER GROWTH FOR BRAZIL'S BUSINESS TRAVEL SPEND

The *GBTA Foundation*, the education and research arm of the *Global Business Travel Association (GBTA)* announced the results of its latest „GBTA BTI™ Outlook – Brazil: 2014 H2“ report, a semi-annual business travel outlook and overall economic analysis of Brazil. The report includes the GBTA BTI; an index of business travel spending that distills market performance over a period of time.

Brazil's struggling domestic economy and the troubled regional economy led the GBTA Foundation to significantly downgrade business travel spend growth for the country. GBTA expects 3.6 percent growth in 2014 and 4.1 percent in 2015, down from our earlier projections of 12.5 percent and 5.9 percent. Total business travel spending in 2013 has also been revised to \$30.8 billion from our estimate of \$31.2 billion as business travel spending fell in the latter part of the year as the Brazilian economy weakened.

„Outside economic pressures and a domestic slowdown as the country's primarily consumption-driven economy begins to run out of steam are forcing the slowdown in business travel growth,“ said Wellington Costa, regional director for GBTA Brazil. „The uncertainty of the upcoming elections has also impacted the slowdown in the economy and reduced growth in business travel locally. The previously expected growth in 2014 will be pushed further into the future and we expect higher rates of growth to resume by the end of 2015.“

Please find additional key highlights about the findings on our website [www.micemm.com](http://www.micemm.com)

## CAMBODIA: PATA TRAVEL MART 2014 OPENS IN PHNOM PENH

The PATA Travel Mart 2014 (PTM2014) in Phnom Penh, Cambodia, attracted more than 1,000 delegates from close to 60 countries around the world joining the annual networking event organised by the Pacific Asia Travel Association (PATA) and generously hosted by the Ministry of Tourism of Cambodia.

The PATA Chairman told media at the Mart venue, the Diamond Island Convention and Exhibition Center, that for PTM2014, 450 seller delegates representing 233 organisations had booked over 3,000 square metres of floor space. Of these seller organisations, 52% are first-time sellers to the Mart. In total, some 31 seller destinations (countries and territories) are present.

December 2014

MITM Americas, Puebla, Mexico, 3-5 December 2014

For further information please see the Trade Show & Conference Calendar on [www.micemm.com](http://www.micemm.com)

[See more details!](#)

**MITM Americas & CULTOURFAIR, Hosted Buyer Spaces Have Run Out – Post Tour Options Published.**

Three months before the celebration of the 20th edition of MITM Americas, Meetings and Incentive Travel Market, which will be held alongside the 6th edition of CULTOURFAIR, International Cultural Travel Fair, in Puebla, Mexico on December 3rd to 5th, the hosted buyers spaces for these important trade shows have been filled, due to the high demand and [Post Tour option have been published on the website.](#)

GSAR Marketing continues their strict selection process for hosted buyers, supporting its policy of „quality oriented trade shows“, by approving only those who are truly potential buyers and active in business.

MITM & CULTOURFAIR are recognized as one of the most professional exhibitions worldwide by exhibitors and buyers in the Tourism Industry. The notarized evaluations prove it! Click to see the Evaluation and Testimonials Registered VIP Hosted Buyers (CEOs, Marketing & Commercial Directors, Product Managers) come from 36 countries worldwide. Buyers from MITM Americas are corporate incentive travel end-users, incentive houses, incentive travel agencies, international congresses, events organizers, etc. Buyers from CULTOURFAIR are tour operators -wholesaler companies and specialized travel agencies.

MITM Americas & CULTOURFAIR are organized in coordination with Puebla's Tourist Office. [www.mitmamericas.com](http://www.mitmamericas.com) - [www.cultourfair.com](http://www.cultourfair.com) - [www.puebla.travel](http://www.puebla.travel)

[See more details!](#)

**IMEX America To Offer Global Entry Interviews And TSA Pre-Approval To US Citizens During Trade Show**

Global Entry Program

US Customs and Border Protection (CBP) officers will be onsite at IMEX America to conduct enrollment interviews for applicants into CBP's Global Entry program. This option has been so welcome to IMEX America visitors that unfortunately all appointment slots are already taken.

Global Entry is a CBP program that allows expedited clearance for pre-approved, low-risk travelers upon arrival in the United States. Though intended for frequent international travelers, there is no minimum number of trips necessary to qualify for the program. Participants may enter the United States by using automated kiosks located at

The Mart has also attracted 266 buyer delegates from 252 organisations across 48 countries and territories. Some 28% of buyers were first-timers to the Mart, and there were 60 journalists attending from 18 source markets.

Additionally, the International Conference on Community Development Through Tourism held two days before the Mart attracted over 300 delegates, and the ASEAN Tourism Investment Forum held yesterday afternoon attracted nearly 200 delegates.

[www.PATA.org](http://www.PATA.org)

## HONG KONG: ITE & MICE 2015

Rather unique in Asia, ITE & MICE succeeds in effectively combining a trade fair with a public fair, each with sufficient quantity of quality visitors!

In 2014, it drew in its two trade days over 12,300 buyers and visitors (74% from Hong Kong & 19% from China and 7% other parts of Asia; 6,522 from travel agents & 2,588 from MICE). The two public days attracted 75,300 visitors (83% prefer FIT/tailor made tours).

Separate Programs for Trade and Public

Besides separate days, other measures are employed to effectively segregate trade and public visitors. In particular trade day admission requires the presentation of business cards for registration.

Business Matching is uniquely held on trade days: in one session 30 to 40 buyers meet same number of sellers. While the some 20 trade seminars, for example the EUROPE UPDATE, help agents plan new travel products, many of the some 100 public seminars are hosted by celebrity or travel writer on enjoying overseas holidays.

To facilitate audiences, seminars are often being held at purposely built rooms inside the exhibition halls. Seminars are promoted weeks before the show through different media and partnering organizations and internally using different in-house data bases. Only trade seminars accept online pre-registration.

600+ of the about 700 exhibitors are international exhibitors from more than 50 countries worldwide (half of them outside Asia) including about 100 tourism organizations from all over the world. In its 29th year, the travel fair is among Asia's earliest and is the only of its kind in Hong Kong!

Destinations, travel products and themes particularly attractive to up market travelers such as MICE and Cruise are being promoted through seminars and special displays jointly held with related organizations.

### THE NEXT EDITION

ITE & MICE 2015, a co-location of the 29th ITE on leisure travel and the 10th ITE MICE, will be held from June 11 to 14, 2015 at Halls 1A to 1E in the Hong Kong Convention & Exhibition Centre.

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

## MYANMAR: STRONG SUPPORT FOR 34TH ASEAN TOURISM FORUM TO BE HOSTED IN MYANMAR NEXT YEAR

**Hosted Buyer Application deadline: 15 October 2014**

With more than 350 TRAVEX (travel exchange) booths and about 550 hosted buyer applications the ASEAN Tourism Forum (ATF) taking place from 22-29 January 2015 in Nay Pyi Taw, Myanmar generated high interest from both worldwide buyers

select airports. Global Entry is currently available at 34 US airports, as well as eight preclearance airports in Canada, and two preclearance sites in Ireland. Global Entry is open to US citizens, lawful permanent residents, Dutch citizens, South Korea citizens and Mexican nationals.

IMEX America show visitors who are US citizens or lawful permanent residents, can also choose to apply for the approved TSA PreCheck Program. Applicants must complete an online form before the show and bring required documentation along with them once their in-person interview is confirmed.

TSA PreCheck is one of four DHS Trusted Traveler programs and is available at 119 airports across North America. It also allows travelers flying on one of 11 participating airlines an enhanced security screening process which saves passengers from having to remove shoes, light outerwear, belt, laptops, or compliant liquids from their carry-on luggage.

Detailed information is available on the IMEX America website:

TSA - [www.imexamerica.com/show-info/tsa-precheck](http://www.imexamerica.com/show-info/tsa-precheck)

Global Entry - [www.imexamerica.com/show-info/global-entry-program](http://www.imexamerica.com/show-info/global-entry-program)

[See more details!](#)



**Spain: The Valencia Conference Centre Continues To Be A Pioneer In The Use Of New Technologies**

In response to demands from the MICE industry at home and abroad, and in line with global trends, Valencia Conference Centre has installed a fixed Wi-Fi network throughout the building ensuring simultaneous internet access for 3,000 users and incorporated the beacon communication system for mobile devices. The introduction of a customizable iOS and Android Apps for events allows organizers to send news, information, and messages to delegates' mobile phones and tablets immediately and in situ, as well as accessing geo localization data, thus putting visitors on a virtual map which will help them to move around the Centre, and show them exactly where they are at any given time.

The App provides event attendees access to all the information a delegate needs such as about



and suppliers hailing from the 10 member nations of ASEAN -- Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Participation from host country Myanmar is at an all-time high. U Phyo Wai Yar Zar, Chairman of Myanmar Tourism Marketing (MTM), said, „The local hoteliers, tour operators and other players in the industry are very much looking forward to next year's event, this being the first time that ATF is coming to Myanmar. It will be our opportunity to share our country's rich history and culture with the rest of the world.“ MTM is a non-governmental, non-political and non-profit organisation that functions as the marketing arm of Myanmar Tourism Federation, under the guidance of the Ministry of Hotels & Tourism of the Republic of the Union of Myanmar.

Local Myanmar conglomerates have also shown strong support for ATF 2015. To date, the organising committee has secured sponsorship from private banks, multi-industry conglomerates and Myanmar's newest international and domestic airline.

The official venue for ATF 2015 has been confirmed as Myanmar International Convention Centre (MICC). The key components of the official ATF 2015 programme, such as TRAVEX and ASEAN Tourism Conference, will be held at the newly completed 60,000 square metre exhibition and convention centre.

[www.atf-2015.com](http://www.atf-2015.com)

## UAE: IBTM ARABIA - NEW DYNAMIC FORMAT, NAME, DATES AND LOCATION

*IBTM Arabia* is the new name of the former GIBTM. Along with the Name, the event also changed its location and dates. IBTM Arabia will take place from 10-12th February 2015 at the 5 star, The St Regis Hotel Saadiyat Island Resort, Abu Dhabi.

The key features of IBTM Arabia 2015 include the new exclusive, closed door event format - already announced for IBTM America; previously AIBTM - based on mutually matched business appointments, providing more touch points for exhibitors and buyers. In addition to an all-inclusive pricing structure for exhibitors, the new event will also accommodate a one-to-one ratio of Hosted Buyers and exhibitors.

IBTM Arabia will feature up to 200 exhibitors, who will be able to meet with the same number of prestigious planners representing the regional and global MICE industry - 50% regional and 50% international, from Asia Pacific, Europe, North America and South America.

Both exhibitors and Hosted Buyers can select online whom they would like to schedule a meeting with, and a sophisticated software system will match the appointments, based on the preferences of both buyers and exhibitors.

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

## UAE: MEETING & INCENTIVE FORUM 2015, DUBAI, 9-14 MARCH 2015

Over 225 top international meeting planners are set to gather at the *Meeting & Incentive (M&I) Forum Europe Spring 2015*. Hosted by Dubai Business Events (DBE) -- the Official Convention Bureau, a division of the Dubai Department of Commerce and Tourism Marketing (DTCM), in partnership with JW Marriott Marquis Hotel, Emirates Airlines and a number of local DMCs, the six day event will see the hosted buyers hold over 5,000 consultations with dozens of Dubai-based event suppliers.

„Europe and the UK in particular are extremely important markets for Dubai's business events industry and our hosting of the *M&I Forum Europe Spring 2015* reflects this,“ said Steen Jakobsen, Director of Dubai Business Events. „We are witnessing strong business tourism visitor growth numbers from continental Europe and the UK and are very pleased to host this high-quality networking event as part of our extensive efforts to further build global awareness of Dubai's business events and incentives credentials.“

Forum attendees will get a first-hand look at the world-class transportation, hotels and meetings facilities that make Dubai a leading destination for international meetings and

the programme, speakers, delegates, room location, information about the host city, and even the nearest accommodation. The new formula offered to customers is designed to strengthen networking and interaction between participants and the organization as well as to reduce the amount of paper used to exchange information.

Some prestigious brands, such as Heineken, Coca-Cola, and McDonalds have already started to implement this communication system in their marketing plans, but it is still an emerging line of business in the congress industry.

[See more details!](#)

### UK: Science Museum, London, England To Open Landmark Communications Gallery For Corporate Events

The *Science Museum* in London is enhancing its corporate events offering with a new permanent exhibition, Information Age, launching on 25 October 2014. Covering a total area of 2,461sqm / 26,490 sq ft, the new gallery will be the largest exhibition space in the museum and will be available for corporate hire, accommodating a maximum capacity of 492 guests for standing receptions.

The gallery will feature over 800 objects that celebrate the history of information and communication technologies, including a striking 6-metre high aerial inductance coil which was once part of the most powerful radio transmitter in the world.

Alicia Earls, communications manager for corporate events at the Science Museum, said: „We pride ourselves on being able to give our clients a unique and eye-catching venue for events, which is exactly what guests will receive in the Information Age gallery. As the only one of its kind in the UK, the space will offer our clients a setting and experience that they will not be able to find anywhere else.“

[See more details!](#)

### HOTEL OPENINGS

#### Nigeria: Four Points by Sheraton Ikot Ekpene - Starwood Expands Presence In Nigeria

Scheduled to debut in 2015, Four Points by Sheraton Ikot Ekpene marks Starwood's 10th hotel in Nigeria and second hotel in the state of Akwa Ibom, after Le Meridien Ibom Hotel & Golf Resort.

Starwood's Four Points brand and its ‚best for business‘ approach provides travellers with everything that matters the most including timeless design, uncomplicated comfort and a genuine and friendly approach to hospitality and service. Four Points by Sheraton Ikot Ekpene will feature 146 guest rooms, an all-day dining restaurant, a lobby bar, 814 square meters of meeting and event space, as well as a fitness centre and an outdoor pool.

„Nigeria remains to be an important growth market for Starwood and we see a significant opportunity in growing our mid-market brands in

conferences. Dubai's two international airports reinforce the Emirate's location at the crossroads of Europe, Asia and Africa and provide convenient connections to over 260 destinations worldwide. Buyers will also see the Emirate's world-class transportation facilities in action, including the Gulf region's first metro service, taxis, buses, water taxis and the soon-to-be launched Dubai Tram network. Forum attendees will meet representatives from the Emirate's burgeoning hospitality sector with its over 85,000 quality hotel rooms - the supply of which is set to grow by 20,000 to 30,000 units by 2016 to further extend capacity.

Also on the agenda will be a number of dinners and receptions at some of Dubai's many unique venues, including evening functions in the desert.

[www.dubaitourism.ae](http://www.dubaitourism.ae)

## USA: IMEX AMERICA ANNOUNCES 2014 EDUCATION PROGRAM

Fast-developing a reputation for being the 'trade show with a difference' for the global meetings, events and incentive travel industry, organizers of IMEX America today announced that 76 percent of all professional education on offer at this year's show will be industry accredited. This adds further authority and value to the show's free-to-attend education program which surrounds the core appointment-driven trade show.

Having reviewed all 180 of the show's education sessions, the Convention Industry Council has designated 76 percent as qualifying for continuing education hours. This means that all IMEX America participants can accrue points or clock hours towards CMP exams or CMP recertification while attending sessions on the preshow education day, Smart Monday -- powered by MPI -- or over the following three days of the trade show.

### ISES ACCREDITATION

In addition, ISES (the International Special Events Society) a relatively new education partner for the show, has also approved 34 of the show's education sessions for its ISES Core Curriculum. ISES Approved is the new international education standard selected for the creative event professional, and has been developed to recognize specific content that has significance for the creative event industry.

### MPI EDUCATION

The show's strategic partner and premier education provider, MPI, will also be offering a total of 43 education sessions during the show with 31 taking place on Smart Monday -- powered by MPI. They include daily keynotes, four deep dives and MPI's Healthcare Meeting Compliance Certificate (HMCC) course. Approximately 81 percent of the MPI sessions offered at IMEX America are eligible for clock hours.

Visit the IMEX America website for details: [www.imexamerica.com](http://www.imexamerica.com)

*the country and throughout all of Africa,"* said Bart Carnahan, Senior Vice President Acquisitions & Development, Starwood Hotels & Resorts, Europe, Africa & Middle East

The company will expand its presence in Nigeria with five new hotels opening by 2017:

- Four Points by Sheraton Ikot Ekpene
- Four Points by Sheraton Benin City in Edo
- Four Points by Sheraton Ibadan in Oyo
- Four Points by Sheraton Ikeja in Lagos
- Le Meridien Ikoyi Towers

Starwood currently operates five hotels in Nigeria including

- Sheraton Lagos Hotel
- Sheraton Abuja Hotel
- Four Points by Sheraton Lekki-Lagos
- Le Meridien Ibom Hotel & Golf Resort and
- Le Meridien Ogeyi Place

[See more details!](#)

### Kenya: Wyndham Hotel Group Signs First Upscale Property In Kenya/Africa

Wyndham Hotel Group announced the signing of a management agreement for the first upscale Wyndham Hotels and Resorts property in Kenya, Africa, the Wyndham Amboseli Golf Resort and Spa, close to the Amboseli National Park in Kenya.

Located approximately 160 km /100 miles from Nairobi, the Kenyan capital, and bordering the country's second most-visited national park, the property will offer stunning views of Mount Kilimanjaro and the surrounding nature reserves. Combining state-of-the-art, flexible meeting space and a conference centre with fitness facilities including an 18-hole golf course, a tennis court swimming pools and spa, the 290-room resort is expected to open in 2017, becoming the second Wyndham Hotel Group brand to launch in the country following the signing earlier this year of the first Ramada hotel in Nairobi.

The addition of Wyndham Amboseli Golf Resort and Spa continues the rapid growth of the company's namesake brand in the Middle East and Africa, joining five other Wyndham Hotels and Resorts properties under development in the region. Other locations under construction include the iconic twisted glass façade of Wyndham Grand Manama in Bahrain and the 497-room Wyndham Dubai Marina in the United Arab Emirates, both expected to open in 2015.

[See more details!](#)