



March 2015

## PUBLISHERS NOTE

Dear Reader!

The year is in full swing and we are all looking into the coming tradeshows. It's my pleasure to bring to your attention on our Special Coverage on IMEX Frankfurt – see the right column: IMEX is set on expansion with more hosted buyer groups, additional new exhibitors and new features and sessions. The Green Award applications closed this weekend - find details about this exciting Award. Association Day on Monday at IMEX Frankfurt takes place at Kap Europa, remember this is a free event but you need to register for it! And – this year's keynote speech at the opening of IMEX Frankfurt will be delivered by Bill McDermott, CEO of SAP! All in the right column.

MITM euromed (Calpe, Spain) announced the post tour destinations, see below, please see the article about ITE & MICE taking place in June in Hong Kong.

Australian news include Adelaides new pre and post touring portal and the digital makeover of Melbourne Convention & Exhibition Centre. And speaking of Centres – Belfast's Waterfront extends its event space by spring 2016.

Bordeaux – no, we're not talking wine – the city of Bordeaux has been elected European Best Destination 2015 – see the left column; and Peru's Libertador Hotels, Resorts & Spas have received accolades in TripAdvisor's 2015 Travelers' Choice Awards – see the right column.

World of DMCs welcomed 4 new members to their network, see the right column and Dubai hosted 100 European Decision Makers - the first of three groups scheduled for 2015.

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

Martina Warter  
General Manager & Publisher  
MICE Media Marketing  
[martina@micemediamarketing.com](mailto:martina@micemediamarketing.com)

## SPECIAL POST-TOURS FOR PARTICIPANTS IN THE 19TH MITM EUROMED, CALPE, SPAIN MAY 6/8, 2015

The 19th edition de MITM Euromed, Meetings and Incentive Travel Market, will be held this year in Calpe, Spain, May 6th to 8th, with the sponsorship of Calpe's City Hall and the AR Diamante Beach Spa & Convention Centre\*\*\*\*, venue of the event.

After a busy work schedule, the national and international hosted buyers and press will be able to enjoy the magnificent post-tours offered by Alicante, Benidorm, Calpe, Castellón, Elche and Valencia. They will have the opportunity to personally experiment these singular destinations with all its offer for the MICE tourism and enjoy their beautiful beaches and spectacular gastronomy.

MITM Euromed is known as the oldest international MICE fair in all Europe, pioneer in the B2B appointments system and with an interesting networking program that guarantees the contact among all the national and international attendees.

The fair consists of two days of work and networking in which all the participants, mostly from Spain and the rest of Europe, interact among themselves.

[mitmeuromed.com](http://mitmeuromed.com)

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## KUALA LUMPUR CONVENTION CENTRE CELEBRATES 10TH YEAR WITH CLIENTS AND STAKEHOLDERS

Opened in June 2005, the Kuala Lumpur Convention Centre has grown from the 'new kid on the block' to become one of the leading meetings venues in the Asia-Pacific region, thanks to a service commitment to the delivery of flexible, innovative and value-add solutions to clients; big and small, local and international.

To mark its 10th year, the Kuala Lumpur Convention Centre is celebrating with a host of marketing and promotional packages to thank clients and stakeholders who have contributed to the venue's growth and success to date. These range from discounts on ancillary charges for Day Conference Packages (DCPs) and complimentary mocktails for Banquets to Exhibition Loyalty Value-Kuala Lumpur Convention CentreAdd Programme tier upgrades, and much more.

Visit [www.klccconventioncentre.com](http://www.klccconventioncentre.com) for more information.



## SURVEY FOUND 83% OF MICE/CORPORATE VISITORS SEEK DESTINATION INFORMATION IN ITE & MICE HONG KONG

ITE & MICE, Hong Kong's only international travel fair, is attended in the two trade days by 2588 visitors from MICE & Corporate Travel and 6522 from travel agents. In all, it draws some 12000 buyers and trade visitors, with 74% from Hong Kong and 19% from China mainly its southern provinces like Guangdong!

Online survey held last year by the organizer found the MICE and corporate visitors are frequent business travelers, with 31% made two to four business trips and another 17% five times or more in past year. They seek in the travel fair information and suppliers of destination (83%), accommodation and hotel (52%), travel agents / DMC (44%), and Tourism Boards / Convention Bureau (38%). The findings thus support co-location of leisure and MICE travels resulting in great synergy as MICE trips often include leisure components and a significant number of travel agents engage in both types of travel.

The combined ITE & MICE features nearly 700 international exhibitors (85% from abroad) from around 50 countries and regions all over the world, and therefore offers more destinations, products and suppliers thus more attractive to visitors!

ITE & MICE 2015, co-locates the 29th ITE (leisure) and the 10th ITE & MICE will be held from June 11 to 14, 2015 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre. Its first two days open only to trade, and the second trade day designated MICE / Corporate Travel Day.

Organizer: TKS Exhibition Services Ltd, Expo's website: [www.itehk.com](http://www.itehk.com)

Email: [travel@tkshk.com](mailto:travel@tkshk.com), Phone: (852) 31550600



## AUSTRALIA: ADELAIDE'S PRE & POST TOURING PORTAL AN AUSTRALIAN FIRST; BUSINESS TO LEISURE MADE EASY

A stay in an underground hotel in the outback town of Coober Pedy, swimming with wild Dolphins at Glenelg, a visit to Kangaroo Island, tasting Grange at the home of Penfolds, a day in the world famous Barossa sampling some of the regions finest ... all just got a whole lot easier for business delegates heading to South Australia.

The Adelaide Convention Bureau launched its new easy online booking portal for delegates seeking pre and post conference touring experiences, which have long been known to be a lucrative addition for destinations hosting business events. The portal - winner of the inaugural Australian Association of Convention Bureaux (AACB) Innovation Award - is an Australian first.

The portal features touring options ranging in duration from several hours to a few days and all have the built in flexibility one would come to expect of a leisure booking system

## MICE:destination

MICE:destination - the electronic magazine for the MICE industry. Click here to download edition 1/2015 here from our website.

In this edition, you will find:

In:Focus	Jamaica - Meet with Rasta, White Sand and Blue Mountain
In:Venue	CityCube Berlin - A Most Flexible Venue Born 2014
In:Case	A 3-Country River Cruise Roadshow of „The Leading Hotels of the World“
In:Centive	Introducing the SITE CRYSTAL AWARD Winning YPO International Chapter Program 2013 in Sicily
In:Country	Thailand
In:Social	JetBlue and a Very Special Maiden Flight to Port-au-Prince, Haiti
In:Tech	Geofencing in the MICE industry – trend or dead end?
In:Search	AMERICAN EXPRESS MEETINGS & EVENTS: 2015 Global Meetings & Events Forecast

Interested?

Don't hesitate to download your copy!

And yes of course, you are welcome to pass a copy on to your colleagues too!



## IMEX FRANKFURT - SPECIAL COVERAGE

IMEX in Frankfurt takes place from 19 to 21 May at Messe Frankfurt.

[www.imex-frankfurt.com](http://www.imex-frankfurt.com)



All aspects of business set to flourish at IMEX in Frankfurt

IMEX in Frankfurt 2015 is on course for further business growth:

- 34 new hosted buyer groups are confirmed, boosting the nearly 4,000 strong programme.
- 20+ new stands already booked representing organisations from all five continents
- And an extensive range of inspiring new features to help buyers and exhibitors.

The unique Concierge Service which was launched last year will be further enhanced, as will hosted buyer lounge services.

New addition of several inspiring and engaging new strands to the well-established educational programme.

with trips being able to be extended and a range of accommodation options available. In months and years to come, the range of experiences will undoubtedly expand even further making the Adelaide Convention Bureau's website truly a one stop shop for all things for delegates.

[www.adelaideconvention.com.au](http://www.adelaideconvention.com.au)

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## Empire Hotel Hong Kong · Wan Chai STAY & MEET PACKAGE

Close to the Hong Kong Convention & Exhibition Centre and business districts in Hong Kong, the Empire Hotel Hong Kong Wan Chai is a popular accommodation choice for business travelers all over the world to connect, interact and transact. The hotel is also within walking distance of a colourful array of nightlife entertainments and shopping options.

Empire Hotel Hong Kong Wan Chai With our new Stay and Meet package, clients who book accommodation of 10 guest rooms or more will be offered a 15% discount on meeting room rental or meeting packages (with a minimum spending of HK\$4,000 net after discount) during their period of stay. Offer valid till 31 August, 2015, first-come-first-served. Other MICE packages can be custom-made to meet client's taste, budget and needs.

For enquiries, please contact Ms Angeline Wong, Group Senior Business Development Manager at +852 3692 2163 / 3692 2134 or email [meetings-wc@empirehotelsandresorts.com](mailto:meetings-wc@empirehotelsandresorts.com) [www.empirehotelsandresorts.com](http://www.empirehotelsandresorts.com)



## AUSTRALIA: \$3 MILLION DIGITAL MAKEOVER OF MELBOURNE CONVENTION & EXHIBITION CENTRE'S AUDIO-VISUAL SYSTEM

Melbourne Convention and Exhibition Centre (MCEC) is the first centre in the Asia-Pacific to invest in a digital vision signal pathway across the venue in response to the rise of bring-your-own-device technology and to offer customers an even greater visual experience.

Since the Convention Centre opened in 2009, MCEC has invested in excess of \$15 million into technology infrastructure and the \$3 million digital signal project is part of MCEC's commitment to spending more than \$10 million over the next five years to meet the needs of its customers.

MCEC Director of Technology Operations Michael Walsh said: „Upgrading our signal path from analogue to digital means customers can simply connect their portable devices, including laptops, tablets and smartphones, and experience pixel perfect vision projected to MCEC's screens and recording devices.“

After launching MCEC's IMAGINE technology brand last year, showcasing the venue's range of leading technologies and expertise of its on-site experts, this significant digital makeover is in addition to MCEC's other key technology announcements during AIME 2015 including:

- MCEC's high density free Wi-Fi, which connects thousands of concurrent users, has received a facelift with a new, simplified login page for customers featuring event branding and sponsor logos.
- Upgrade of the venue's IP network, which increases the capacity of MCEC's network and speed by tenfold to a 10 gig network.
- New high definition digital totem signs provide event branding and directional signage for attendees, and the addition of a digital blade was installed between the Convention and Exhibition Centre to display event and session details for each building.
- New animated infographics on digital signage to help bring the MCEC story to

**Creative Thursday** at the Inspiration Hub will offer thought-provoking sessions, alongside the popular quick-fire educational seminars.

**Two new session formats** will be geared specifically towards particular groups; **Young Professionals** – for anyone relatively new to the industry - and **Senior Planners**.

**Two new in-depth sessions** to kick off Tuesday and Wednesday before the show opens:

- Business Networking
- Building Confidence

Continued highly successful special events in Frankfurt during IMEX:

**The IMEX Politicians Forum**, held at the Villa Kennedy, gathering ministers, mayors and senior city officials from around the world to meet with senior meeting industry leaders and share important insights into the valuable role that the industry plays in driving business and jobs.

**Exclusively Corporate@IMEX**, taking place for the first time at the Kempinski Gravenbruch on Monday, enables corporate meeting and event planners from all over the world to learn from industry experts and from their peers.

**Association Day**, also on the Monday, will be held this year at the newly opened Kap Europa, Messe Frankfurt's impressive new venue. Packed with educational talks by experts and peers from leading industry associations, it will bring together leaders and event organisers from associations across the globe.

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**Bill McDermott, CEO of SAP to deliver keynote speech at opening of IMEX in Frankfurt 2015**

One of the world's foremost business leaders, Bill McDermott, CEO of SAP, the world's largest business software company, will deliver the keynote speech at the opening ceremony of IMEX in Frankfurt (19 May 2015), the worldwide exhibition for incentive travel, meetings and events.

Bill McDermott believes passionately in the value and effectiveness of meetings as a means to drive business growth and profit. In an interview by satellite to an audience at IMEX America in Las Vegas in October 2014, he said:

*„I totally believe that the pageantry associated with a great meeting or event inspires people to achieve goals, aspirations and dreams that they could never have dreamt of in an email or a boring conference call. So I always try to create a movement. I can think of no better way to bring people together and coalesce them around a movement than a great meeting or unbelievable event.“*

Highlighting the role of the meetings sector, he said: „Your industry is at the forefront of driving growth in the global economy.“

life, including statistics and data, for example how many coffees were sold in a month and how much Wi-Fi used.

- MCEC is also investing over \$300,000 in three new ultra-high definition 4K projectors in the Plenary, which are 50 per cent brighter and deliver four times as much detail as full high definition.

Social media plays an important role in events and MCEC has continued to enhance its offering by introducing a secure announcement tool for event organisers and a favourites tool for use during session Q&As when using the venue's iPad moderation software. MCEC's customer recently rated the technology at 87 per cent.

[www.mcec.com.au](http://www.mcec.com.au)

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## FRANCE: BORDEAUX ELECTED EUROPEAN BEST DESTINATION 2015

In a fierce competition against 20 major cities including London, Rome, Amsterdam, Brussels and Berlin, Bordeaux won the title of „European Best Destination 2015“ with a score never achieved. With 42 396 online votes in favor of Bordeaux out of 244 696 (17%), Bordeaux is in first position ahead of Lisbon (37,621 votes) followed by Athens.

The key to success

A phenomenal mobilization from day one and throughout this three week online-vote marathon! A record edition with a massive increase in participation (+6%) and voters from 113 different countries to elect the Best European Destination 2015.

According to Maximilien Lejeune, Executive Director of European Best Destination: „this victory is due to the highly energetic promotional team at the Bordeaux Tourist Office as well as powerful communication in social medias and press, partnerships with sports clubs, hotels, restaurants, local and regional authorities, celebrities and... the Bordelais!“ Alain Juppé, former French Prime Minister and Mayor of Bordeaux, was also personally involved in this competition.

Winning the European competition, Bordeaux confirms its position as an international destination: a major asset when it comes to convincing American, Chinese, Brazilian or Japanese tour operators.

Bordeaux In The Spotlights This Year

Thanks to this title, Bordeaux will benefit from powerful media coverage. The city will be in the spotlight throughout the year on [www.europeanbestdestination.org](http://www.europeanbestdestination.org) and on all their social networks.

A full online article will index up to 200 great tours and addresses in Bordeaux.

[www.bordeaux-tourisme.com](http://www.bordeaux-tourisme.com)

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## IRELAND: BIGGER WATERFRONT ATTRACTING NEW CONFERENCE & EVENTS BUSINESS FOR BELFAST

Belfast Waterfront's plans to extend its events space by spring 2016 is already paying dividends with almost 50 international and national associations confirmed to date.

A 4,000 sqm / 43,056 sq ft state-of-the-art extension opening in spring 2016 will transform the venue into a truly world class conference centre as well as see its event space double in size to almost 7,000 sqm / 75,347 sq ft.

The saying ‚build it and they will come‘ rings true for this prestigious venue. With over a year to go before the new extension opens its doors, Belfast Waterfront has already attracted almost 50 events, which will bring over 43,000 delegates to the city, generating 94,000 delegate days.

The new high tech facility will be able to accommodate larger events with a wider range of requirements. The £29.5 million development, funded by Belfast City Council, the Northern Ireland Tourist Board and the European Regional Development Fund, under the European Sustainable Competitiveness Programme for Northern Ireland, will be a real game-changer for Belfast improving the city's competitiveness and attractiveness as a business tourism destination, whilst generating a significant number of new jobs within the hospitality sector.

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While at IMEX in Frankfurt, Bill McDermott will also tour the exhibition and record an interview for the IMEX Politician's Forum which takes place later the same day.

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### IMEX-GMIC Green Awards

Applications for the prestigious IMEX-GMIC Green Awards 2015 just closed this weekend. IMEX-GMIC Green Awards honour outstanding environmental and social initiatives and are run by IMEX and the Green Meetings Industry Council (GMIC) and now in their 13th year. The awards recognise outstanding achievement in green meetings planning, sustainability and corporate social responsibility in four categories

- Green Meeting Award (small)
- Green Meeting Award (large)
- Green Supplier and Commitment
- Community Award

Environmental awareness among meeting organisers is recognised by the Green Meeting Award, which judges a specific event based on a planner's efforts to prevent and reduce environmental impact.

The Green Supplier Award recognises a meeting supplier that has made innovative efforts to reduce the environmental impact of their operations. Finally, the Commitment to the Community Award honours those who have demonstrated innovative efforts to benefit a charitable initiative.

Nominations for the IMEX-GMIC Green Awards are judged by a panel of international industry experts and awards will be presented at the prestigious IMEX Gala Dinner (20 May) taking place at the Frankfurt Alte Oper, during IMEX in Frankfurt.

See [www.imex-frankfurt.com/about-us/imex-awards-programme/green-awards](http://www.imex-frankfurt.com/about-us/imex-awards-programme/green-awards) for further details and to view case studies of previous winners.

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### Packed education programme set to drive Association Day at IMEX in Frankfurt 2015

Working with millennials, managing an association during a crisis, and how to best use data are just some of the key topics to be explored at this year's IMEX Association Day on Monday 18 May 2015.

Taking place at Kap Europa, Messe Frankfurt's impressive new conference centre, the free event is exclusively for association executives.

More than 300 association professionals from 40 countries are expected to attend. It is a day packed with insightful educational talks by peers and experts offering valuable advice on both the running of associations as well as association events. It also offers superb opportunities to network with peers and experts from across the

When the extension is complete, clients will be able to enjoy more choice, greater flexibility and the latest in event technology, creating a truly interactive experience for visiting delegates.

Already a leading European conference centre, the Belfast Waterfront will soon feature two conference and exhibition halls with a total of 2,500 sqm / 26910 sq ft flat floor space, additional meeting rooms for 200 delegates each and exterior terraces boasting spectacular views of the city.

Having these new dynamic and flexible spaces alongside a 2,000 seat auditorium, a 380 seat studio plus 14 meeting rooms has already enabled a number of associations to choose Belfast as their host city for the first time as well as facilitate return business from many events.

[www.waterfront.co.uk](http://www.waterfront.co.uk) <http://visit-belfast.com>

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## RADISSON BLU PARADISE RESORT & SPA, SOCHI, RUSSIA GROUP PROMOTION MARCH - JUNE 2015



Welcome to Radisson Blu Paradise Resort & Spa, Sochi!

Located at the edge of the Black Sea, mere minutes from the Olympic Park in Sochi and the new Formula One Sochi International Street Circuit the Radisson Blu Paradise Resort & Spa offers countless options to make your MICE event unforgettable.

Please contact Meeting & Events team at [events.spa.sochi@radissonblu.com](mailto:events.spa.sochi@radissonblu.com), Tel. +7 862 243 3333 to discuss your project and visit the website [www.radissonblu.com](http://www.radissonblu.com)



### GROUP PROMOTION MARCH - JUNE 2015

Including: Super breakfast buffet; VAT; access to Spa world & thermal zone; indoor and outdoor pools; tea and coffee facilities; free WIFI; iron & iron board; water; 24 hour GYM; parking and 10% agency commission. Minimum 10 pax. Rates start from 60EUR sgl /70EUR dbl.

### DDR PROMOTION MARCH - JUNE 2015

Including morning coffee break; lunch; afternoon coffee break; room rental; WIFI; pens and flipchart; M&E assistant and parking. Minimum 15 pax in meeting room. Rates start from 50EUR/person.

## UAE: DUBAI HOSTS 100 KEY EUROPEAN DECISION-MAKERS TO SHOWCASE BUSINESS TOURISM OFFER

One hundred influential meeting planners and business events journalists from countries across Europe were in Dubai February 21-23, 2015, as part of Dubai Tourism's efforts to enhance the city's global status as a premier destination for international business events.

The familiarisation trip was organised by Dubai Business Events -- the Official Convention Bureau (DBE), a division of Dubai Tourism, as part of its ongoing strategy to promote the city as a 'must-experience' destination that can host conferences, meetings as well as corporate and incentive travel events of any scale or scope. By inviting key meetings industry decision-makers and journalists to experience Dubai first hand, DBE is aiming to create a platform for engagement to build advocacy for the emirate's business events offer, and subsequently increase the number of visitors and business events hosted in the city every year.

Members of the group arrived in Dubai from various European cities on Emirates, and toured leading hotels and meeting venues during their three day visit. They also met with various DMCs and tourism stakeholders, and experienced leisure activities in the city including interacting with dolphins at Atlantis the Palm, doing an aerial tour of the city with Seawings and playing Camel Polo at the Dubai Polo & Equestrian Club. They also visited popular sites such as Dubai Mall, the Dubai World Trade Centre (DWTC), Burj Khalifa, the Sheikh Mohammed Centre for Cultural

globe.

The dedicated programme provides delegates with a range of educational sessions – including a dedicated Executive track, plus sessions that relate to association operations, marketing, meetings and more. A number of sessions have been designed and will be co-delivered by some of the industry's leading industry associations including ICCA, PCMA and ASAE: The Center for Association Leadership. This year's event will feature a brand new programme with interactive learning formats and professional facilitation, developed in conjunction with the International Association of Facilitators.

The inspiring afternoon sessions will be followed by an hour of small group hot topic discussions led by expert facilitators before everyone departs for Association Evening. IMEX exhibitors and association partners join delegates for this ever-popular networking reception at the Marriott Hotel.

For more details about IMEX Association Day and Evening and to register visit

[www.imex-frankfurt.com/associationdayregistration](http://www.imex-frankfurt.com/associationdayregistration).

Association Day & Evening delegates must be registered as either a Hosted Buyer or a Visitor



for the IMEX trade show.

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## INDUSTRY NEWS

### Peru's Libertador Hotels, Resorts & Spas Ranked Among World's Best

TripAdvisor, the world's largest consumer travel website, has released the winners of its 2015 Travelers' Choice Awards, and one of Peru's most distinguished hotel group, Libertador Hotels, Resorts & Spas, ranks with five of its properties being included this year, including Tambo del Inka, a Luxury Collection Resort & Spa in the Sacred Valley ranking among the Top 10 hotels in the world.

#### 25 Best Hotels in Peru category

2. Tambo del Inka\*
6. Palacio del Inka, Cusco\*
9. The Westin Lima\*
17. Libertador
19. Hotel Paracas, southern coast\*

\*Libertador properties operating in conjunction with Starwood.

#### 25 Best Hotels in South America category

3. Tambo del Inka
23. Palacio del Inka

TripAdvisor Certificates of Excellence were granted to Libertador Lima Hotel and Libertador Trujillo which has completed a \$2million USD refurbishment in 2014.

The Travelers' Choice award winners were

Understanding (SMCCU), The Palace Hotel, and Madinat Jumeirah.

Under Dubai's 'Tourism Vision for 2020' roadmap, government and private sector partners are working together to double the number of tourists visiting Dubai in 2020 to 20 million people per year, up from the 10 million people who visited in 2012. The aims of the strategy are to double leisure visitors to the emirate to 17 million per year by 2020 while increasing business visitors by 50% to 75% to around 3.5 million people per year.

The recently concluded familiarisation trip from the European market is one of three planned for 2015, with groups from Asia and North America respectively expected to visit later on in the year.

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

determined based on the millions of reviews and opinions collected in a single year from TripAdvisor travelers worldwide. The 13th annual awards showcase 8,151 winning properties worldwide, covering eight regions around the globe. See all winners on

[www.tripadvisor.com/TravelersChoice-Hotels](http://www.tripadvisor.com/TravelersChoice-Hotels)

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[See more details!](#)

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#### World of DMCs Expands Its Global Reach With 4 New Members On 3 Continents

World of DMCs, the global network of DMCs has announced the signing up of 4 more DMCs in 2015. Metropolis DMC (France), Inbound Services (Germany), Grosvenor Tours (South Africa) and Spotlight Events (California) have all joined the ranks since the beginning of the year.

Jens Blaumeier, Managing Director of Inbound Services in Germany explains why he is one of them saying „Being one of the leading DMC's in Germany and having gained a great expertise in destination management, we have decided to join a strong network of independent DMC's which has a high demand towards its members when it comes to standard and quality. Not only do we want to give our input towards this great network, but also improve ourselves and learn from our international colleagues and establish and strengthen World of DMCs as international and well renowned brand.“

Peter-John Mitrovich, CMP, CEO of the new South African member Grosvenor Tours adds: „Our key focus at Grosvenor Tour is to deliver incentive journeys beyond expectation, and we believe that there is synergy in this statement within our World of DMC Partnership -- a collaboration of partners with a vision to deliver beyond expectation“.

The new members bring the total numbers of partner DMCs to 56, representing 50 countries around the globe.

[See more details!](#)

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