



July 2015

PUBLISHERS NOTE

Dear Reader!

while summer is high in the northern hemisphere and the southern hemisphere is enjoying winters' delights, it's our pleasure to come up with some quite interesting news. The European Travel Commission and the World Tourism Organisation unveiled secrets to success in the meeting industry – see the coverage below.

In Montreal, Canada, the Palais de Congrès de Montréal now teams up with CGI for the development of a customizable mobile event app taking its' major IT modernization project to the next level. And Meet Puerto Rico has also invested into a new user friendly application – simply choose an event style photo of what you envision for your meeting and any additional information, and the app comes back with a list of local partner able to deliver your idea.

Cologne, Germany has published the new Meeting Point Cologne 2015/2016 guide available on their website while the German Convention Bureau reveals their new strategy to focus on digitalization and internationalization – an approach developed based on intensive market research. Read more below.

Good news for the Travel industry was pointed out to us by the Paco Bali team: Indonesia has announced a Free Visa on Arrival procedure for 45 countries – immigration will be a lot easier for delegates while the Kuala Lumpur Convention Centre not only just celebrated its 10th anniversary, but also the groundwork for the Centres extension on the adjacent Lot 91 is well under way.

United Airlines and Azul Brazilian Airlines announced their new strategic partnership providing a wide choice of improved connections to and from Brazil for both airlines clients. The planned code sharing of flights is subject to government approval.

After a great IMEX in Frankfurt (did you mark 19-21 April 2016 for next year?), IMEX America is high on the priority list of many buyers – and it is well on the way with New and Expanded Exhibitors – look forward to a great show in Las Vegas from October 13-15, 2015.

If you are interested in visiting ibtm china 2015, hosted buyer registration is now open. Around the world, ibtm America 2016 has announced it has selected at the Gaylord Opryland Resort & Convention Center, Nashville, Tennessee.

Did you hear about WTM in Asia and China? Both are to launch under the WTM connect brand in 2016, but will exclusively cover the leisure travel market.

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

EUROPEAN TRAVEL COMMISSION & WORLD TOURISM ORGANISATION TO UNVEIL SECRETS TO SUCCESS IN THE MEETING INDUSTRY

The European Travel Commission (ETC) together with the World Tourism Organisation (UNWTO) and with support from VisitFlanders, will present the key criteria that influence the choice of a destination by meeting planners at the International Seminar on The Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organisers, taking place 11-12 June in Antwerp

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MICE:destination

MICE:destination - the electronic magazine for the MICE industry. Click here to download edition 5/2015 here from our website.

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(Belgium).

Brussels/Madrid, 2nd June 2015. Tourism for business and professional reasons is one of the fastest growing segments in the tourism sector and the second main purpose for travel after leisure, recreation and holidays. The meetings industry is gaining significant recognition among countries and cities alike as it poses a significant opportunity to spur revenue growth for tourism destinations. Competition is becoming fierce as new destinations enter the market, and the European tourism sector is thus called to understand meeting planners' needs and expectations.

At this two-day ETC-UNWTO international seminar, leading meeting industry experts including Martin Sirk, CEO of the International Congress and Convention Association (ICCA), and Tom Hulton, Director of International Relations of the IMEX Group, will unveil the key criteria that influence meeting organiser's choice of a destination and address the economic and social impacts of meetings and events. Bruce Redor from Gaining Edge will provide a strategic overview of the meeting industry and outline trends and detailed findings from the forthcoming ETC-UNWTO study on the Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organisers. The seminar will also provide tourism professionals and destination managers with a unique platform for exchanging best-practice examples of a successful MCCI destination.

www.visiteurope.com

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CANADA: PALAIS DES CONGRÈS DE MONTRÉAL PICKS CGI TO DEVELOP CUSTOMIZABLE MOBILE APPS FOR ITS EVENTS

After launching a major IT modernization project that has made the Palais des congrès de Montréal one of North America's leading high-tech convention and exhibition centres for organizers, exhibitors and participants seeking a state-of-the-art environment, the Palais is now teaming up with CGI, naming the global IT leader as its official provider of customizable mobile event applications.

CGI will be tasked with developing customizable mobile apps that will deliver a value-added experience to event participants, sponsors and exhibitors. This will include organizers being able to enjoy an eco-friendly digital interface to keep in touch and inform visiting delegates. Organizers who produce content before, during and after an event significantly improve the quality of the experience for the participants and sponsors (interested? See the study - 'Connected Event 2012 Event Technology Trends Event Marketing Institute'). By working with CGI for their mobile app, event organizers will benefit from a wide range of customizable digital services, such as online registration.

In addition to the app, the Palais des congrès also provides cutting-edge event technologies today's event planners and delegates simply find invaluable, including an e-commerce portal for event promoters and exhibitors.

The Palais' event technologies have already garnered awards, including the Digital Signage Expo APEX top prize for digital signage quality and flexibility. The Palais' high-tech environment also earned it a Best in Show 2014 award from the Professional Convention Management Association.

www.congresmtl.com

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GERMANY: INCREASED FOCUS ON DIGITISATION & INTERNATIONALISATION

The German Convention Bureau (GCB) has outlined a new focus on digitisation and internationalisation at its general meeting in Leipzig. The new strategy is the result of the GCB's extensive research into megatrends as part of its 2013 study „Meetings and Conventions 2030“ which identified globalisation and technology as key factors set to impact the future of the meetings industry.

The GCB's new strategy will also support Germany's leading position internationally

In:Tech	Heavy Load or Bits & Bytes - or schlepp versus download
In:Show	MITM Euromed, Calpe, Spain ITE & MICE, Hong Kong ICOMEX, Mexico City, Mexico

Interested?

Don't hesitate to download your copy!

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

The JULY edition will publish soon!

IMEX America 2015 Is Ready For Business

After a record-setting IMEX in Frankfurt wrapped, IMEX America 2015, America's worldwide exhibition for incentive travel, meetings and events, taking place in Las Vegas on October 13th -- 15th at the Sands Expo and The Venetian | The Palazzo, is announcing new and expanded exhibitors.

New & Expanded Exhibitors = More Choice for Buyers

Providing an expanded wealth of options and new ideas for buyers and planners, new IMEX America exhibitors to date span many industry sectors and include: Cincinnati USA, EXO Travel (Asia), IfOnly, Hungary, The Juneau CVB, Montage Hotels & Resorts, Power Merchandizing Co, SMG Convention & Exhibition Centers US, Wisconsin Department of Tourism and Richmond Region Tourism.

In addition, twenty-one returning exhibitors have increased the size of their booths - representing nearly a quarter of all booth sales to date.

They include: Accor Hotels, Bahamas, Bloomington CVB, Carnival Cruise Lines, Cirque du Soleil, Destination Hotels & Resorts, Dominican Republic, Four Seasons Hotel & Resorts, Greater Fort Lauderdale CVB, Guidebook, Hyatt Hotels & Resorts, Jamaica, Maui Jim Sunglasses, Omni Hotels & Resorts, Orlando/Orange County CVB, Playa Hotels and Resorts, Portugal, PromPeru, Puerto Rico, Regent Seven Seas Cruises, and Thailand.

„It is very exciting to see the expanding investment that exhibitors are making in IMEX America as we go into our fifth show,“ said Carina Bauer, CEO of the IMEX Group. „We think it is reflective of the positive energy building across the US and global meetings and events industry right now. There is a lot of business to be done, new connections and partnerships to be forged, and always best practices to be shared. IMEX America is an experience where you can bring together and advance all these goals in one place.“

Education & Networking Set to Thrive

Popular co-located events returning to the show provide networking, business and educational

as a meeting and conference destination. The country has for eleven years maintained its number one ranking within Europe for international association congresses (Source: International Congress & Convention Association (ICCA)).

The GCB has outlined specific activities within its two areas of focus. As part of its internationalisation strategy, it will carry out intensive market research to assess the potential of current and future source markets, particularly the BRIC countries, resulting in recommendations for action and opportunities for its members and partners. This builds on the recent launch of the GCB's China office alongside its long established US office. Other measures include forming strategic international collaborations, such as the recently formed „European National Convention Bureau Alliance“. With the number of international meeting visitors rising rapidly around the world and particularly to Germany to 25.6 million in 2014, according to the recently released Meeting & EventBarometer 2015, the GCB and its partners have to address issues that arise through increased interconnection of cultures and peoples.

In the field of digitisation, the challenge is to manage this rapidly evolving sector and identify new opportunities throughout the whole digital process - from researching, planning, organising and holding events. Examples include virtual participation in events and the move towards hybrid meetings. The GCB's Meeting & EventBarometer 2015 identified technology as one of the leading factors why planners continue to choose Germany.

The focus on digitisation at the GCB will be underpinned by comprehensive marketing activity including online marketing, innovation workshops to activities in collaboration with new partners. One example is the innovation network „Future Meeting Space“. In addition, the GCB's website is currently being re-designed to improve navigation for its core customers.

Further details can be found at www.germany-meetings.com — www.gcb.de/en

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GERMANY: MEETING POINT COLOGNE 2015/2016 - THE CONVENTION DESTINATION COLOGNE IS ,ON FIRE‘

The new Meeting Point Cologne brochure published by the Cologne Convention Bureau (CCB) puts the city in the limelight as a destination for conferences, meetings and events. The 138-page handbook for the event management sector presents in seven chapters the various facets of Cologne as a convention destination. These include the city's strong scientific and economy sector, its numerous congresses and trade fairs, its multifaceted cultural scene and its top-class events -- just as the special Rhenish way of life that makes Cologne unique.

After the last two editions of Meeting Point Cologne took air and earth as their respective themes, the current edition for 2015/2016 follows a fiery-red thread through the brochure. Cologne, a city of contrasts, demonstrates that a changing population and the transformations it sets in motion have tremendous social relevance. That's why the brochure focuses on the theme chosen for this year by the Cologne Science Forum (KWR) -- longevity and diversity in Cologne -- and showcases the synergies between the convention sector and the local areas of scientific expertise in Cologne.

The three interview partners in the brochure are also fiery passionate for Cologne and have provided highly interesting personal insights into their special areas of expertise. Professor Jens Brüning is a genuine Cologne native and the scientific coordinator of the cluster of excellence CECAD (Cellular Stress Responses in Aging-associated Diseases) at the University of Cologne. He explains why CECAD is so successful and reveals his favourite spot in Cologne. Professor Christiane Wopen, Managing Director of CERES (Cologne Center for Ethics, Rights, Economics and Social Sciences of Health), and Professor Stefan Schneider, Vice-President of External Relations and Knowledge Management of the German Sport University Cologne, present impressive aspects of their respective areas of scientific research -- and point out why Cologne is the perfect location for the pursuit of science.

The photo shoot for this edition was a radiant joy for the five-person team of the

opportunities. They include--for professional development -- Smart Monday powered by MPI, the Executive Meetings Forum, Association Focus and morning MPI keynotes. Networking events include Association Evening, CEIR Golf Classic, Site Nite North America, the CIC Hall of Leaders Reception and MPI Foundation Rendezvous. Also, new this year, Maritz will be bringing its Maritz Global Meetings Network to meet on Smart Monday and then attend the show.

Save the APRIL date for IMEX Frankfurt 2016: 19-21 April 2016 at the Messe Frankfurt.

www.imexamerica.com

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CHINA: Beijing Set To Welcome Meetings Industry Planners

Hosted Buyer registration for ibtm china 2015 is now open with senior meetings industry planners from some of the world's leading global brands and companies already confirmed.

Hosted Buyer, Hao Wang, Head of Meetings, Groups and Events, HRG Jinjiang China, commented: „I firmly believe that ibtm china gives us the best platform from which to meet international suppliers. The show also gives attendees relevant education and news about MICE development. Our objectives for the show are to look for advanced and creative MICE services, to source qualified partners in countries where we have business, and to enlarge our knowledge base on both destinations and resources.“

Cici Chen, Senior Project Manager, ibtm china commented, „Early response to our Hosted Buyer programme shows the high level of interest in China from companies who clearly have business to place here. We know that they are looking to meet hotels, venues, destinations, technology suppliers, business travel, event services providers that represent the MICE sector. With over 400 exhibitors from China, Asia and beyond expected, they won't be disappointed. The programme not only offers Buyers face to face meetings but also pre-show Beijing fam trip options to experience the city and surrounding sights, valuable knowledge and education sessions, and numerous networking events and opportunities.“

www.cibtm.com

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United Airlines and Azul Brazilian Airlines Form Long-Term Strategic Partnership

The airlines announced a new strategic partnership including a United 5 percent stake acquisition of Azul. The airlines are preparing a range of customer benefits including code-sharing of flights (subject to government approval), expanded connection opportunities on routes between the United States and Brazil, in addition

CCB. Instead of showcasing the convention sector as usual, the team itself was set in scene by the makeup artists of the Cologne Opera. In line with the Cologne Science Forum's current theme of social change, the CCB team had a number of years temporarily added to their actual ages.

Meeting Point Cologne provides information in German and English and also lists more than 100 location and service partners in its „Services“ section, such as meeting venues, catering services and providers of social programmes. The e-paper and all of the information about location and event partners can be found at www.conventioncologne.de. You can order a print copy free of charge at info@conventioncologne.de

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INDONESIA ANNOUNCED FREE VISA ON ARRIVAL FOR 45 COUNTRIES

We have been kindly made aware by the Pacto Bali team that effective 14 June 2015 the Indonesian Republic Presidential Regulation announced the official FREE VISA on Arrival for 45 countries as mentioned in the list attached and applied only in certain airports & seaport. The free visa is granted for a maximum stay of 30 days and is not extendable. It may also not be changed into another type of visa.

Free Visa on Arrival may be obtained for tourism purpose exclusively at the immigration checking counters of the listed air- and seaports for travelers of these nationalities (in alphabetical order)

Airport Name	Seaport Name
Soekarno-Hatta Airport, Jakarta	Sri Bintan Pura Seaport, Tanjung Pinang
Ngurah Rai Airport, Bali	Sekupang Seaport, Batam
Kuala Namu, Meda	Batam Center, Batam
Juanda Airport, Surabaya	Tanjung Uban Seaport , Bintan - Riau
Hang Nadim Airport, Batam	

Nationalities qualifying for the free visa on arrival Immigration procedure:

Austria	Hungary	Qatar
Bahrain	Italia	Russia
Belgium	Japan	South Africa
Canada	Kuwait	South Korea
Ceko	Mexico	Spain
Denmark	New Zealand	Sweden
Finland	Norwegia	Switzerland
France	Oman	The Netherland
Germany	People's Republic Of China	United Arab Emirates
Great Britain	Poland	United States

Citizens of the following 15 counties are entitled for free visa on arrival for government duties, education, social & culture, tourism, business, family, journalism or transit purposes and may be obtained at all immigration check-in counters in Indonesia.

Brunei Darussalam	Laos	Peru
Cambodia	Macao Sar	Philippine
Chili	Malaysia	Singapore
Ecuador	Morocco	Thailand
Hongkong Sar	Myanmar	Vietnam

You may get in contact with Ina of the Pacto Bali team at + 62 361 288 247, marketing@pactobali.com or visit www.pactoltd.com.

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to other points in North and South America, and joint loyalty-program participation. Through a wholly owned subsidiary, United will invest \$100 million for its economic stake in Azul, which includes one seat on Azul's board of directors.

More Choice and Convenience

Azul serves more destinations in Brazil than any other Brazilian carrier, including more than 50 daily flights from São Paulo's Guarulhos International Airport. This new partnership will offer customers more flight choices and convenient connections for travel between the United States and destinations in Brazil including famous destinations such as Belo Horizonte, Iguazu Falls and the Amazon. In addition, the partnership will enable United and Azul to provide an improved transfer process at Guarulhos for timely connections for customers and their baggage. The airlines announced plans for United to place its code on flights in Azul's extensive network from Guarulhos to key destinations throughout Brazil, as well as on Azul's flights to Florida; Azul plans to place its code on United routes throughout North America and the Caribbean, pending government approval.

Enhanced Loyalty Program Benefits

As a result of the partnership, United and Azul will expand their frequent flyer loyalty agreement. MileagePlus and TudoAzul members will have reciprocal benefits to earn and redeem miles system-wide on both airlines. As their partnership grows, the carriers will work to expand the offerings for loyalty program members.

United currently operates five daily flights to Brazil from its Chicago, Houston, New York/Newark and Washington/Dulles hubs. Azul offers more than 900 daily flights to over 100 destinations using a fleet of 145 aircraft and more than 10,000 crewmembers. Approximately one third of the daily departures of the Brazilian aviation market are operated by Azul.

Awards for Azul include the 2015 "Best low-cost airline in South America" by Skytrax World Airline Awards for the fifth time in a row; the „Airline with best on-time performance in South America“ Award by FlightStats Award; in 2014 Azul was recognized as the most on-time airline in Brazil according to Infraero criteria; and was named the „Best low-cost carrier in the world“ by CAPA -- Centre for Aviation in 2014.

www.united.com — www.voeazul.com.br

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ibtm america Announces Nashville Venue For 2016 Event

ibtm america, part of ibtm events, has confirmed that the 2016 event will take place from June 15-17, 2016 at the award winning Gaylord Opryland Resort & Convention Center in Nashville, ranked in the top 10 of Cvent's 2014 Top 50 Meeting Destinations in the United States.

MALAYSIA: KUALA LUMPUR CONVENTION CENTRE ENJOYS A DECADE OF SUCCESSFUL OPERATION

Groundwork on the purpose-built Kuala Lumpur Convention Centre's expansion at the adjacent Lot 91 is officially underway as the Centre celebrates a decade in business this year. „We are thrilled to reveal that groundwork began in late April and we expect the expansion to be completed in 2018,“ shared General Manager Alan Pryor on the sideline of IMEX Frankfurt 2015.

Lot 91 will be a mixed commercial development comprising of office tower, convention centre and retail podium. The project has a prime location within KLCC Precinct and has been designed for seamless integration with the existing Centre. When operational the extension will provide an additional 10,000 sqm of flexible and multipurpose space to the KLCC's current 22,659 sqm. This will allow the facility to comfortably accommodate larger international association meetings and concurrent events.

The KLCC's 10th anniversary arrives on the back of a milestone 2014 with 1,759 events hosted, an 11% increase over the previous record of 1,565 in 2013. Delegate numbers were also up accordingly, to over 1.97 million against 1.96 million in 2013. The Centre has now hosted 10,408 events and welcomed over 18.1 million delegates and visitors (as at 30 April 2015), since opening in June 2005. During that time, the Centre has also contributed more than RM5.7 billion (EUR1.4 billion) in economic impact to Malaysia and provided an invaluable platform for knowledge transfer through the many high-profile events hosted.

www.klccconventioncentre.com

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PUERT RICO: MEET PUERTO RICO LAUNCHES „MEETING MATCHMAKER“

Meeting Matchmaker, Meet Puerto Rico's (MPR) latest social media campaign, created in conjunction with social media agency Sparkloft, is the answer planners have been seeking to arrange the perfect meeting. Planners have in mind the idea of the perfect meeting style, amenities, hotel size and location -- but does it exist? Meeting Matchmaker says yes, and makes it a reality with a swipe and the meeting planner is on their way to making their „dream meeting“ a reality.

HOW IT WORKS

Meeting Matchmaker is a user friendly app. Planners start by swiping right or left when shown a variety of images reflecting meeting styles and activities in Puerto Rico-- large group, beach, casino, adventure, etc. Each photo selection is linked to a grouping of MPR partners based on the amenities, products or services they offer (that match the selection). When a user swipes to select the style, a random partner from the grouping will be shown as an example of Puerto Rico's offering in that category. After the user completes their selections, more information will be shown about all of the partners in the selected grouping, including special offers.

Once the planner receives the meeting recommendations, they will be asked to enter for a chance to win one of more than 10 prizes, including a five-day day trip to Puerto Rico that will include hotel stay, Meet & Greet at the airport, airline gift card with a value of \$500, and a tour. Second and third prizes include a three-day hotel stay plus tour.

This effort is the second Meet Puerto Rico branded social media offering. The first, „Eleventes,“ was launched late last year and provides a suite of social media services to make outreach simple and affordable. The first group to use Eleventes will be the Society for the Study of Reproduction who is holding their conference, July 16-23, in Puerto Rico.

www.meetingmatchmaker.com — www.meetpuertorico.com

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The Gaylord Opryland Resort & Convention Center is a luxury resort showcasing some of the best meetings facilities that Nashville has to offer and is just minutes from Nashville International Airport as well as a short drive or riverboat cruise from downtown. The center also presents fine dining, 9 acres of lush indoor gardens, cascading waterfalls and a full-service spa.

www.ibtmamerica.com

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WTM Portfolio Enters Asia and China With New WTM connect Events

The WTM Portfolio, part of Reed Travel Exhibitions, is to enter Asia and China in 2016 with the launch of two events under the new WTM connect brand. The new WTM connect events will offer a unique one-to-one format targeted at the booming Asian and Chinese leisure travel markets, allowing exhibitors to exclusively meet with elite hosted buyers.

South East Asia's tourism numbers continue to grow with 102 million inbound tourists and 59 million outbound tourists in 2014, with further growth of +5.9% and +3.8% a year respectively until 2018. China leads the way, as the single largest outbound leisure travel market in the world with 102 million tourists in 2014 with the largest expenditure in the world of \$165 billion, an increase of 28% on 2013. It is predicted 140 million Chinese tourists will holiday abroad this year, spending more than \$188 billion.

All WTM connect Buyers will be carefully selected based on industry relevance, expertise and purchasing responsibility, replicating the rigorous qualification process seen at many other WTM Portfolio events.

www.reedexpo.com —

www.reedtravelexhibitions.com

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