



JANUARY 2016

## PUBLISHERS NOTE

Dear Reader!

Happy New Year! May 2016 be blessed, peaceful, joyful and healthy, personally, and rewarding and successful, professionally!

It is a great pleasure to invite and update you on two 2016 hosted buyer programmes:

### IMEX IN FRANKFURT - COMBINED WITH A POST-TOUR TO STUTTGART, GERMANY.

This program is designed for European buyers and allows us to attend IMEX for two or three full days and then to transfer to Stuttgart to experience the starting point of the global automobile industry – with extraordinary locations at the museums of both Mercedes Benz and Porsche! Would it tempt to create an event among the historical and modern cars? Stuttgart it is!

Should you reside outside Europe, attend IMEX in Frankfurt and you are interested in this post-tour, please contact me.

### MICE EAST AFRICA FORUM AND EXPO IN ADDIS ABABA, ETHIOPIA

I am very pleased to report the full and serious attention of Mr. Solomon Tadesse, CEO of Ethiopian Tourism Organization, to all matters of the show. And as a leading stakeholder Mr. Tadesse ensures that the show remains at the top of the organizations list of priorities. Along with him, the Minister of Culture and Tourism, State Minister Ms. Tadelech Dalecho, is following up very closely on all matters – so we are looking ahead to a great and highly supported event. You are assured of a sincere welcome and Mr. Kumneger Teketel WG, Managing Director of Ozzie Business & Hospitality GP – the show organizer – looks forward to meeting you.

In this edition of NEWSFLASH, find an update about the Go Green initiative at IMEX in Frankfurt. And – talking about trade shows – do you already use your carpet as a marketing and promotion carrier? In the USA, Seatrade Cruise Global will take place in Fort Lauderdale in March 2016. And ibtm america has also announced Fort Lauderdale to be their 2017 destination. And staying in the USA, AIM Group and Herlitz Company are merging.

We're looking at Quito, Ecuador and their impressive awards collection of 2015; on Thailand's new initiative of MICE venue standardization for the ASEAN MICE industry, and on the latest statistics on travellers feeling welcome in the UK which has significantly grown recently!

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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## MICE:destination



## UK: TWICE AS MANY VISITORS FIND UK ,EXTREMELY WELCOMING' THAN FIVE YEARS AGO

According to a new report by national tourism agency VisitBritain the percentage of international visitors who said they felt extremely welcome in Britain has more than doubled in the last five years. The ,Britain's welcome to overseas visitors' report, based on a survey of more than 5,000 visitors as they

## HOSTED BUYER INVITATION FOR EUROPEAN BUYERS IMEX IN FRANKFURT AND REGION STUTTGART, GERMANY 20-24 JUNE 2016

THIS HOSTED BUYER PROGRAMME COMBINES IMEX IN FRANKFURT WITH STUTTGART - ONE OF THE MOST EXTRAORDINARY DESTINATIONS IN GERMANY!

### Experience Stuttgart!

Considered to be the starting point of the worldwide automobile industry, see the stunning museums of Mercedes Benz and Porsche – both available for your events – along to a full range of selected providers allowing you to create the most extraordinary programs!

**IMEX in Frankfurt** – considered one of the most important shows in our industry. With our programme you may also opt to attend the full length of 3 days at IMEX! To exercise this option please contact us.

### The Hosted buyer programme includes for IMEX in Frankfurt:

- » 2 (or 3) full days at IMEX in Frankfurt. Meet with up to 16 (or 24) suppliers of your choice.
- » Transportation: Economy class flights or train tickets from selected destinations to Frankfurt;
- » Accommodation one night in 4/5 star accommodation in Frankfurt for your programme dates
- » Selected ground transportation in Frankfurt.
- » VIP Services: Access to the IMEX hosted buyer lounge, free Wi-Fi and complimentary refreshments.

### The Programme to Stuttgart will start smoothly when IMEX ends:

- » While we enjoy IMEX on Thursday, our bus driver picks-up our suitcases at the hotel.
- » Bus transfer from IMEX to Stuttgart.
- » The 2-day fully hosted programme in Stuttgart Region shows the highlights of Stuttgart region!
- » On Sunday morning the ICE high-speed train will take us in just 1:15 h to Frankfurt Airport for the return flights.

Admin Fee for confirmed buyers: EUR 100. For program details please visit

[www.micemm.com/index.php/hosted-buyer-events/imex-in-frankfurt-and-stuttgart-region-germany](http://www.micemm.com/index.php/hosted-buyer-events/imex-in-frankfurt-and-stuttgart-region-germany)

Click here to apply:

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departed Great Britain, found that 42% said they felt extremely welcome, compared to 30% in 2012 and 19% in 2009. Overall, 89% of visitors surveyed said they felt extremely or very welcome in Britain. Of those, 93% said they would also be extremely or very likely to recommend visiting Britain to family and friends. Danes and Canadians felt the most welcome according to the survey followed by visitors from Sweden, India and the USA. VisitBritain's report also noted that personal recommendations scored top in influencing or inspiring people where to go on holiday, and were considered more influential than travel brochures, special offers or advertising. In some markets, including four of Britain's top markets, the USA, Canada, Spain and Australia, it was given as the most important factor from a choice of 22.

The UK Government's Five Point Plan for tourism was announced in July 2015 to promote British tourism. Program components include

- » giving visitors a great welcome.
- » Chinese visitor visa fee reimbursement for stays for more than 8 days with at least four days spent outside London.
- » VisitBritain's GREAT China Welcome programme featuring 300+ suppliers offering adapted products and services for Chinese visitors and providing information in Mandarin or Cantonese.

Easy to use public transport is another factor influencing how welcome visitors feel. The Oyster card for public transport created by Transport for London with VisitBritain in 2012 is promoted and sold globally allowing visitors to cover their London public transport before arriving in the UK. Now, the journeys between Gatwick Airport and London are also included. In average 70,000 visitor Oyster cards are sold per month with an annual growth rate of 50%.

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

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## USA: IBTM AMERICA 2017 TO TAKE PLACE IN FORT LAUDERDALE/ HOLLYWOOD FLORIDA

Reed Travel Exhibitions confirmed that the 2017 edition of ibtm america will take place at the Hilton Diplomat Resort & Spa in Fort Lauderdale/Hollywood. South Florida's premier meeting resort with indoor and outdoor space tucked between the Atlantic Ocean and the Intracoastal Waterway has received top

## GO GREEN AT IMEX IN FRANKFURT

### SUBMISSIONS NOW OPEN FOR IMEX-GMIC GREEN AWARDS 2016

Organisations across the globe can showcase their green activities at the IMEX-GMIC Green Awards. Applications are now open for the prestigious awards which recognise outstanding achievement in green meetings planning, sustainability and corporate social responsibility. Jointly run by IMEX and the Green Meetings Industry Council (GMIC), these awards are presented at the prestigious IMEX Gala Dinner and Awards ceremony on 20 April 2016 in Frankfurt.

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The awards span three categories covering key aspects of the green meetings sector: Green Meeting Award, Green Supplier and Commitment to the Community Award. Applicants are required to submit information on their environmental and social business practices taking into consideration environmental impact, economic indicators, leadership and innovation.

Environmental awareness among meeting organisers is recognised by the Green Meeting Award (large and small meetings), 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.

Previous winners include Destination Unlimited, Authenticore and Delta Lloyd who together scooped the Commitment to the Community Award in recognition of their eco-incentive trip working with an island community in Norway. Visit the IMEX website for further information and details of how to enter the awards.

Sustainability and corporate social responsibility is hugely important to the IMEX Group who also run their own programmes in Frankfurt (Germany), Las Vegas (USA) and Brighton (UK) – where the company is based. In 2015 alone, over US \$10,000 was raised for IMEX's nominated charities in each city through the tradeshows. In addition, at IMEX America 2015 2,000 hygiene kits were made and donated through a partnership with Clean the World, which will extend to IMEX in Frankfurt for the first time in 2016.

Carina Bauer, CEO of the IMEX Group, comments: *“As an industry it's important that we demonstrate how we can support the goals of the recently held COP 21 Conference in Paris, by reducing the environmental impacts of the meetings and events that we run. Through the IMEX Green Awards programme we are able to shine a light on the 'best in class' events and suppliers that fulfil their business objectives at the same time as supporting the environment and communities in which they take place. Our industry can and should play a huge role in driving forward this positive agenda and IMEX is pleased to play its part.”*

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

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## Hosted Buyer Invitation: MICE East Africa Forum & Expo 2016 9-11 June 2016, Addis Ababa, Ethiopia



The first MICE industry trade show in East Africa will take place from **June 6-9, 2016** at the Millennium Special Hall in Addis Ababa, Ethiopia. The three-day event will offer 150 hosted buyers the opportunity to meet with more than 100 of the region's top suppliers.

Attending the MICE East Africa Forum & Expo will allow you to experience Addis Ababa's MICE infrastructure and the cities top level suppliers and meet with the major Ethiopian tourism offices; the East and Central African country tourism organizations, airlines, hotels and resorts with suitable MICE facilities, local venue providers and vendors, professional conference and event organizers, destination management companies etc.

**The Hosted buyer programme includes** round trip air tickets to/from Addis Ababa, Ethiopia, up to 4 night hotel accommodation during the show, free admission to the exhibition hall, the East Africa Innovation Center, the event's networking functions, food & beverage services of the event, ground transportation and a minimum of 25 valuable business appointments during the 3-day event.

Information on [micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo](http://micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo)

Click here to apply: [survey.micemm.com/index.php/374368/lang-en](http://survey.micemm.com/index.php/374368/lang-en)

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honours from TripAdvisor, AAA and Orbitz and was named a top 100 Meeting Hotel by Cvent.

The decision to rotate the event has been driven by customer feedback confirming that 100% of buyers and suppliers attending the show were in favor of the event rotating year-to-year.

The 2016 edition of ibtm america will take place in Nashville, Tennessee (June 15th- 17th) at the Gaylord Opryland and will utilize the 'mutual match' system where both exhibitors and buyers will be able to request to meet one another.

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

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## USA: AIM GROUP TO MERGE WITH THE HERLITZ COMPANY IN U.S.

In order to strengthen its US position, AIM Group International has entered an agreement with The Herlitz Company, Inc. in the United States. AIM Group International's New York office will absorb the current Herlitz portfolio of clients and maintain Kristofer Herlitz as Managing Director of AIM's NY Office.

The Herlitz Company has been a leader in medical meeting and exhibit management, and advertising sales for over 75 years. Since 1940, The Herlitz Company has run hundreds of national and international meetings, including some of the largest scientific meetings in the world and are 3 time winners of shows named to North America's Fastest 50 Growing Tradeshows. They have also acted as publishers' representatives for many prestigious scientific societies and associations of various sizes; selling and marketing print and online advertising for their official journals.

The prestigious Herlitz Company brand will become part of AIM Group International and maintained in the communication strategy of AIM USA.

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

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## USA: GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU WELCOMES SEATRADE CRUISE GLOBAL, MARCH 2016

The Greater Fort Lauderdale Convention & Visitors Bureau will roll out the red carpet



## CUSTOM, DIGITALLY PRINTED CARPETS: TRANSFORM BLANK FLOOR SPACE INTO A CANVAS FOR POWERFUL VISUAL BRANDING, MARKETING, AND PROMOTION

Designers, event planners, and marketers looking to visually brand, market or promote a product or organization at trade shows, special events, or building entrances can now transform floor space into their attention-getting canvas with custom, digitally printed dye-sublimated carpets.

While posters, banners, and other display media have long been used to reach out to prospects in interior spaces, traditional wall space is often over cluttered. Not only is scarce wall space full of structural elements like doors, windows, light switches, and fire extinguishers, but also signs, paintings, and other visual distractions.

In contrast, interior floor space is uncluttered by design.

Now savvy designers and event planners are taking advantage of the new “blank canvas” they have found in custom digitally printed dye-sublimated carpets to powerfully, visually brand, market, and promote products or organizations as far as their imaginations will take them.

*“The floor is a huge empty space that can be transformed into your personal advertising medium with custom digitally printed carpets, which represent an exciting new promotional channel,”* says Ilene Haber, Creative Director at the Marketing Project, a New York City-based marketing specialist of healthcare and non-profit organizations. “Customers interact with your visual brand -- your logo, your message, your mascot -- because in this novel format it draws the eye in; they walk over it and they touch it. The surface becomes an event in itself.”

*“Today digital dye-sublimation printed carpets can be printed in the full color spectrum from any electronic image in sizes and shapes limited only by the designer’s imagination,”* says Jim O’Connor, CEO of Enhance a Colour, an innovator in the large format digital printing industry. *“If a designer can create an image on the computer screen, we can create and colour match it perfectly in a variety of carpet grades.”*

Available product variations include

- » The promotional grade carpet (up to 10’x 50’ lengths) with a rubberized back, also available tiled, in circles or irregular shape. This product is good for 60 days of use.
- » Trade show and event carpet, good for up to one year of use with or without a pad similarly available.
- » Ultra carpet – heavier quality of 16 oz. or 30 oz. carpet with jute backing (sections of up to 10’x12’ sections and “tiled” for larger displays) and good for 5+ years.

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

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## ECUADOR: QUITO WINS SIX INTERNATIONAL AWARDS IN 2015

Quito, over the last few years, has become a tourism magnet that continues to attract ever more visitors while earning important international awards. One of the distinctions achieved by the city in 2015 was won at the World Travel Awards, widely regarded as the “Oscars of tourism.” This awards program recognized Quito as the Leading South American Destination for the third year in a row.

Quito’s architectural, natural and cultural beauty was also praised by Lonely Planet, one of the most important travel guide publications in the world. The guide highlighted Quito as one of the top 10 destinations to visit in 2016.

Likewise, travel website Trip Advisor named Quito to its 2015 Travelers’ Choice list of recommended worldwide destinations. The city is also one of the top 10 Latin American destinations, according to MasterCard’s 2015 Global Destination Cities Index.

Other important distinctions earned by Quito were:

- » Quito-Ecuador was chosen as one of the three destinations with the best climate in the world by prestigious magazine International Living.
- » Quito was chosen as one of the 20 destinations that make up this year’s annual “Rising Stars” list published by Gogobot, one of the most popular travel apps.

for Seatrade Cruise Global, welcoming the industry’s premier global event to its new host destination for the next three years.

Seatrade Cruise Global, an exhibition and conference bringing together all facets of the international cruise business, will be held at the Greater Fort Lauderdale/Broward County Convention Center from March 14-17, 2016. Formerly known as Cruise Shipping Miami, Seatrade Cruise Global carries a 30+ year legacy as the leading exhibition and conference to connect cruise industry exhibitors and attendees from around the world.

From the moment they touch down in Greater Fort Lauderdale to hitting the tradeshow floor, attendees and exhibitors will experience the destination’s iconic Hello Sunny welcome. It all starts with a sense of arrival, beginning with airport greeters and welcome signs; Hello Sunny branded welcome desks at conference hotels and the Convention Center; branded water taxi flags; selfie opportunities on Fort Lauderdale Beach; yellow cab welcome videos by Nicki Grossman; shopping programs at The Galleria and Sawgrass Mills Mall; trip giveaways; and more. A conference highlight will be a Taste of Las Olas Boulevard restaurant/retail passport discount program on the destination’s popular downtown street lined with boutiques, entertainment and restaurants.

Additional conference support includes a comprehensive CVB-driven marketing campaign with public relations and social media activities to promote the venue change to Greater Fort Lauderdale.

The annual Seatrade Cruise Global international event brings together cruise lines, suppliers, travel agents and partners for a week of networking, sourcing, innovation and education and has experienced significant growth over three decades, drawing more than 11,000 registered attendees and nearly 800 exhibitors, representing 93 countries.


[www.sunny.org/seatrade](http://www.sunny.org/seatrade)

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» Quito-Ecuador is among the 140 best cities to live in the world and ranks 12th among 15 regional cities in Latin America, according to the Economist Intelligence Unit (EIU), the business unit of weekly newsmagazine “The Economist.”

The fact that Quito has earned six international travel and tourism distinctions in a single year is no coincidence. It’s the result of planning, organization and teamwork by both the public and private sectors. In fact, Quito is currently the most award-winning destination in Ecuador, even more so than the long internationally renowned Galapagos Islands.

[www.quito.com.ec/en](http://www.quito.com.ec/en) | [www.quitoconventions.com.ec](http://www.quitoconventions.com.ec)

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## THAILAND MICE VENUE STANDARD; NEW INITIATIVE TO DRIVE ASEAN MICE INDUSTRY


The development of Thai MICE operators is one of the TCEB’s main missions. TCEB realises the importance of having an effective tool to measure service excellence and quality - especially for MICE venues - in order to elevate MICE services and standards for operators in Thailand and ASEAN. The standardisation will serve as a guideline for investments, operations & management, and marketing support. The standard also helps create a good image for organisations and builds customer confidence in Thailand’s MICE standard.

Following the execution of Thailand MICE Venue Standard (TMVS) in 2013, there are 80 MICE venue operators participating in the project, of which 42 passed the criteria and have been certified. There are currently a total of 114 meeting rooms certified with TMVS. To advance the Thailand MICE Venue Standard project and enable its efficiency, continuity and sustainability, TCEB has formulated “Thailand’s MICE Venue Standard Model Scheme for 2015-2020” that includes six core strategies.

Mr. Nopparat Maythaveekulchai, President of TCEB, commented that, *“The master plan was conducted based on in-depth research that integrated qualitative databases with SWOT analysis which shaped our vision, mission and strategies to create model MICE venue standard. The six key strategies under the masterplan include: Strategy 1 - Improvement of Thailand’s MICE venue standard (TMVS) to meet international standards; Strategy 2 - Development of human resources related to TMVS; Strategy 3 - Advancement of IT systems for TMVS; Strategy 4 - Public relations and marketing promotional activities for the TMVS; Strategy 5 - Support the AMVS (ASEAN’s MICE Venue Standard) and; Strategy 6 - Mobilise the MICE Venue Standard towards sustainability.”*

Meanwhile, TCEB will propel progress towards achieving Thailand MICE Venue Standard (TMVS) in ASEAN or ASEAN MICE Venue Standard (AMVS) Category: Meeting Room. Moreover, TCEB has proposed the issue to ASEAN for further consideration. Discussions of the ASEAN MICE Venue Standard and ASEAN Meeting Room Standard will take place continually in order to allow exchanges of opinions and achieve the standard soonest. Every country in ASEAN should abide by the ASEAN MICE Venue Standard as the regional standard. The ASEAN MICE Venue Standard is expected to be validated so that assessment of regional meeting rooms can begin within two years.

[www.tceb.or.th](http://www.tceb.or.th)

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

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