



[CLICK HERE TO SHARE THIS NEWSFLASH!](#)

JUNE 2016

PUBLISHERS NOTE

Dear Reader!

This month, we've been on the road for you. Our destination: Addis Ababa, Ethiopia. The first industry trade show for the meetings industry - MICE East Africa Forum & Expo took place from June 9-11 and we've been very curious to see what's going on there!

It's been a most interesting trip into a destination that immediately put me under its spell...from the cheerful disposition of the local people, and their warm way they say 'Welcome Home', with the booming city that still has some way to go. This amazing country ranges from 140 m below sea level to 4,550 m / 14,928 ft at Ras Dashen in the Semien Mountains. Ethiopia has the hottest place on our planet at the Danakil Depression (average annual temperature of 34°C / 93.2°F) - but a superb climate at the country's most major cities situated at elevations of around 2,000 - 2,500 m / 6,560 - 8,200 ft. In total, the climate allows to grow literally everything - among it superb fruits, the world's best coffee and excellent wines.

Addis Ababa has an average annual temperature of 16°C / 60.8°F with day temperatures of 20 - 25°C / 68 - 77°F. What a great climate for events! Please see the article on MICE East Africa Forum & Expo.

Additionally, further to the East in Hong Kong, ITE & MICE took place from 16 - 19 June. In case you were not able to attend - we're featuring the Show's eSupplement for you. Please click on the cover or download link to get your copy!

Are you interested to see an industry trade show setup on a cruise ship? Save the date! MITM Euromed will celebrate its 20th edition on "The GNV Majestic" cruising between the cities of Naples and Palermo in Italy from 2-4 November 2016! The programme is available to qualifying hosted buyers.

Best regards

Martina Warter
General Manager & Publisher
Mice Media Marketing
martina@micemediamarketing.com

ICCA REPORTS RECORD NUMBER OF INTERNATIONAL ASSOCIATION MEETINGS TAKING PLACE IN 2015

ICCA 2015 RANKINGS RELEASED: BERLIN NEW NUMBER ONE CITY

ICCA captured a record number of 12,076 rotating international association meetings taking place in 2015; the largest number of association meetings collected in the year after the meetings took place ever, and 571 additional meetings compared to 2014.

These numbers reconfirm the consistent growth pattern in the association meetings market as identified in ICCA's 50-year report (publicly available on www.icca50.com). The ICCA Association Database now includes 20,000 regularly occurring meeting series, 220,000 meeting editions and 11,500 international associations.

IN THIS EDITION

LEFT COLUMN

ICCA REPORTS RECORD NUMBER OF INTERNATIONAL ASSOCIATION MEETINGS TAKING PLACE IN 2015

AUSTRALIA: BUSINESS EVENTS AUSTRALIA ANNOUNCES HIGH INTEREST IN THE DESTINATION

DENMARK NO. 2 IN IMD WORLD COMPETITIVENESS INDEX 2016

ETHIOPIA: MICE EAST AFRICA FORUM & EXPO - A ROCKET-START INTO THE ERA OF MICE TRAVEL

SWAZILAND: TAKE ON SWAZILAND'S FESTIVAL CHALLENGE!

RIGHT COLUMN

MITM EUROMED 2016 - WELCOME ON BOARD!

MÖVENPICK HOTELS & RESORTS NAMED A 'GLOBAL LEADER' IN SUSTAINABLE PRACTICES BY GREEN GLOBE

AIRLINE NEWS: TAP AND JETBLUE ANNOUNCE NEW CODESHARE

[CLICK HERE TO DOWNLOAD](#)

ITE & MICE 2016
SHOW eSUPPLEMENT



MITM EUROMED 2016 - WELCOME ON BOARD!

MITM EUROMED, Meetings and Incentive Travel Market celebrates its 20th edition, and it will take place from November 2nd to 4th 2016. This time on a great cruise "The GNV Majestic", between the cities of Naples and Palermo, in Italy.

GNV - Grandi Navi Veloci ,boats have the infrastructures and services needed to handle great and exciting "Meetings, Incentives, Congresses & Events". Hosted buyers will have the opportunity of taking new ideas, living a lot of experiences related with MICE tourism on board, and getting inspired to create new ways of business.

CITY RANKINGS: BERLIN NEW NUMBER ONE

Berlin moved 3 places and is the new number one city, at the cost of Paris, which took number one spot last year and is now second. Even though the order is quite different, the top seven is made up of the same cities as last year. Barcelona climbs 2 places and is third and Vienna drops 2 places and is now fourth. London climbs 1 place and is now number five, together with Madrid, which dropped 2 places. Singapore remains seventh. Istanbul climbs 1 place to eighth. Lisbon and Copenhagen are newcomers in the top ten, both climbing 3 places to ninth and tenth respectively.

SECOND TIER CITIES ARE GROWING FASTER

In the city ranking, the “winners” are the cities with the smallest losses, or with a very small growth; new number one city Berlin has only 2 more meetings compared to 2014, while Paris has 28 meetings less than in 2014, Vienna has 24 and Madrid 29 less. Barcelona is 2 down and London is 5 up and Madrid is 29 down.

Since the total number of meetings in 2015 has increased, this means that the meetings are more equally spread out amongst destinations, and relatively smaller, second tier destinations are becoming more and more successful at attracting association meetings.

COUNTRY RANKINGS: UNITED KINGDOM CLIMBS TO NUMBER 3

The top 9 countries all remain in that top echelon, with USA retaining top ranking and Germany strengthening 2nd place. United Kingdom climbs 1 place to number three at the cost of Spain which drops 1 place. France, Italy, Japan and China-P.R. retain respectively 5th – 8th place. The Netherlands climbs 1 place, now sharing 8th place with China, and Canada is the only newcomer in the top 10.

ICCA identified 94 additional international association meetings taking place in the U.S.A. in 2015, 8 additional meetings in Germany and 39 additional meetings in the United Kingdom. Spain dropped 6 and France dropped 11 meetings.

www.iccaworld.org

AUSTRALIA: BUSINESS EVENTS AUSTRALIA ANNOUNCES HIGH INTEREST IN THE DESTINATION

80 BUSINESS LEADS GENERATED AT GREATER CHINA SHOWCASE

The recent Business Events Australia Greater China Showcase held in Shanghai has already delivered value for industry attending the event, with strong leads reported across the country. The showcase was attended by 30 Australian business events products, who indicated in the post event survey that they were 100 per cent satisfied to extremely satisfied with the event. One seller commented, “The quality of the buyers is the most important aspect of the show and to have buyers that are genuinely interested in Australia, with budget to travel and decision making power is what makes the difference.”

IMEX FRANKFURT DELIVERS BUSINESS TO INDUSTRY

Following on from the success of IMEX Frankfurt in April, industry are reporting over 50 business leads are currently in discussion for Australia. Business Events Australia (BEA) has released an IMEX Frankfurt infographic that provides an overview of this year’s show, including results from the post event survey. The survey has revealed that 100 per cent of sellers were satisfied to extremely satisfied with the event and that 95 per cent of sellers indicated IMEX Frankfurt offered value for money.

Business Events Australia will be from 18-20 October 2016 at IMEX America in Las Vegas, USA.

<http://businessevents.australia.com>

go to top 

go to top 

Although the trade show is on a cruise, participants will be able to enjoy both cities and to know more about its culture and gastronomy. Also, they will experience different and meaningful networking activities, for designing top MICE business.

MITM EUROMED, which was created in 1997, is recognized as the oldest international MICE trade market in Europe, pioneering B2B appointments program. On top of that, it has an incredible networking program that ensures the contact between all the exhibitors and buyers. The quality of the buyers is guaranteed due to MITM’s rigorous selection process. Only those buyers with a high potential of business are approved.

Founded in 1982, GSAR Marketing | MITM Events is a global marketing and communication company specialized in tourism representation, workshops, MICE & Cultural training and exhibitions. They organize three international and professional trade shows, with a total of 45 editions successfully done, in 32 Cities of 17 different countries.

www.mitmevents.com

go to top 

MÖVENPICK HOTELS & RESORTS NAMED A ‘GLOBAL LEADER’ IN SUSTAINABLE PRACTICES BY GREEN GLOBE

Swiss hospitality firm recognised as the most ‘Green Globe certified hotel company in the world’ by industry-renowned certification body. Baar, Switzerland: Mövenpick Hotels & Resorts has been hailed a “global leader” in certified sustainable practices by Green Globe.

The certification body’s 2015 report on Mövenpick Hotels & Resorts revealed the Swiss hospitality firm has an overall average compliance score of 84%, an impressive 2.5% higher than the average of all Green Globe certified members worldwide (81.5%).

It cements Mövenpick Hotels & Resorts’ position as the most “Green Globe certified hotel company in the world”, with 63 of its 83 properties worldwide now Green Globe certified.

“Green Globe has certified Mövenpick Hotels & Resorts in 19 countries worldwide. This is a tremendous accomplishment when we consider the variety of countries and cultures, as well as the different types of properties and their diverse markets,” says Guido Bauer, CEO, Green Globe.

DENMARK NO. 2 IN IMD WORLD COMPETITIVENESS INDEX 2016

Denmark is number two among the EU-28 for managing its resources and competencies to facilitate long-term value creation. On 30 May 2016, the top global Swiss business school IMD announced the findings of its annual World Competitiveness Yearbook.

COPENHAGEN IS GREAT FOR DOING BUSINESS

Ranking 61 economies worldwide, the IMD looks at several aspects of each country as a place to conduct business. The IMD Competitiveness Yearbook positions each country based on more than 340 criteria derived from four key factors: economic performance, business efficiency, government efficiency and infrastructure. Denmark's lead position is based on top rankings within three of the four main categories government efficiency, business efficiency and infrastructure. These categories cover areas such as:

- Business legislation
- Institutional framework
- Ability to attract and retain talent
- Productivity and efficiency
- Education and language skills
- Worker motivation
- Health and environment
- Technological infrastructure, including logistics management
- Scientific infrastructure, including researchers and personnel in R&D.
- Welcome investors, companies and talent

"The IMD competitiveness ranking confirms Denmark's position as one of the world's most attractive countries for business. Greater Copenhagen offers innovative companies, a highly skilled workforce, very competitive taxes and business costs, and a famously flexible labour market. Copenhagen Capacity is ready to assist all foreign investors, companies and talent in setting up and growing their business in Greater Copenhagen", says Claus Lønberg, CEO, Copenhagen Capacity (www.copcap.com/)

Globally, the 2016 edition ranks Hong Kong first, Switzerland second and the US third, with Singapore, Sweden, Denmark, Ireland, the Netherlands, Norway and Canada completing the top 10.

About the IMD World Competitiveness Rankings

The IMD World Competitiveness Yearbook measures how well countries manage their competencies and resources to facilitate long-term value creation. The ranking reflects 340 criteria, approximately two-thirds of which are based on statistical indicators and one-third on an exclusive IMD survey among 5,400 business executives.

To learn more about the 2016 World Competitiveness Rankings, please visit IMD's website www.imd.org/wcc/news-wcy-ranking/

2016 WORLD COMPETITIVENESS INDEX TOP 10 AMONG THE EU-28:

1. Sweden
2. Denmark
3. Ireland
4. Netherlands
5. Norway
6. Luxembourg
7. Germany
8. United Kingdom
9. Finland
10. Belgium

www.meetincopenhagen.com

The Green Globe report also commended Mövenpick Hotels & Resorts for its "great passion for the development of its employees and supporting local communities", highlighting SHINE, the group's global corporate social responsibility programme, which focuses on Environment, Employer and Social Sustainability, with an emphasis on Education.

"In Nepal we collaborate with Right4Children, offering disadvantaged young people intensive vocational and life-skills training, and subsequently offer them job opportunities as part of our SHINE initiative. Around 25 students participate in this programme every year," explained Jean Gabriel Pérès, President and CEO of Mövenpick Hotels & Resort.

Green Globe's Mövenpick Hotels & Resorts 2015 report found the group's top-performing hotels were all located in Germany, with Mövenpick Hotel Münster and Mövenpick Hotel Stuttgart Airport & Messe both achieving an exemplary compliance rate of 98%, followed by Mövenpick Hotel Hamburg and Mövenpick Hotel München-Airport, with 97% each.

Stand-out examples of 'best practice' identified by Green Globe in Europe, ranged from car-share initiatives at Mövenpick Hotel Berlin to 'green meetings' at Mövenpick Hotel Nürnberg-Airport where even the pens are biodegradable.

In the Middle East, the highest-scoring property was Mövenpick Resort Al Nawras Jeddah, Saudi Arabia with a 92% compliance rate, while in Africa and Asia, the top performers were Mövenpick Hotel & Casino Cairo-Media City (92%) in Egypt and Mövenpick Resort & Spa Karon Beach Phuket (86%) in Thailand respectively.

Some of the most innovative projects Green Globe highlighted include an employee-led harvesting initiative at Mövenpick Resort & Spa Dead Sea, Jordan, where each year the team harvests 2,000 kilos of oranges from the resort gardens, some of which the chefs make into marmalade that is served at breakfast; underwater clean-ups and diving restriction measures designed to preserve the marine environment at Egypt's Mövenpick Resort El Quseir; and the introduction of a hybrid-limousine fleet and electric tuk tuks at Mövenpick Resort&Spa Karon Beach Phuket, Thailand.

"I am immensely proud of the dedication our colleagues have shown to our Green Globe commitments through pioneering sustainability practices, which are not only important to our

go to top 

Looking for destination features? Please check the list below and download your required edition with one simple click on the link!

MICE:destination

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

AFRICA		THE CARIBBEAN	
Ethiopia	Sept 2015	Anguilla	May 2015
Indian Ocean	Sept 2015	Jamaica	Jan 2015
ASIA-PACIFIC		Saint Lucia	July 2015
Hong Kong	July 2015	EUROPE	
The Philippines	Mar 2015	Madrid	Mar 2015
Philippine Incentives	May 2015	NORTH AMERICA	
		USA - Greater Fort Lauderdale & Broward County Update	May 2015

company, but to a world where resources are increasingly scarce and many communities are underprivileged," said Pérès.

"As we review our achievements, it is also important we rise to new challenges, striving to operate an even cleaner, greener and more sustainable business." The aim is for all Mövenpick Hotels & Resorts properties worldwide to be Green Globe certified within two years." added Pérès.

go to top 

ETHIOPIA: MICE EAST AFRICA FORUM & EXPO – A ROCKET-START INTO THE ERA OF MICE TRAVEL

Addis Ababa June 8, 2016: MICE East Africa Forum & Expo was opened by the Ethiopian President Dr. Mulatu Teshome who stated the importance of the MICE segment for the country's and the regions' tourism and economy. At the same time, the Culture and Tourism Minister Eng. Aisha Mohammed pointed out that the government is studying the ways to support this segment and its private stakeholders in the country. The show was a great success and launched the Ethiopian Capital straight onto the stage of the international MICE market.

Minister of Tourism Tadelech Dalacho Dando visited the show on one of the show dates and talked with many MICE professionals – visitors and exhibitors.

Throughout the 3 show days, MICE East Africa Forum & Expo attracted more than 1.500 visitors, the Hotel Show Africa - Hospitality Investment Trade Show - admitted more than 17,000 visitors during its four show days.

The Event's Forum – the programme consisted of 10 educational sessions – has been a huge success. Every single session attracted between 70 and 100 interested local and international delegates resulting in vivid interaction with the session panels.

International visitors, speakers and hosted buyers have been extremely impressed by the country, the people and the hotels and venues – all this clearly confirms the importance of this kind of events taking place in Africa.

During the show, one conference was placed immediately in Addis Ababa for September 2016 with contracts signed for hotels and the United Nations Conference Centre; the signature for a second conference in March 2017 is very likely and the destination is seriously evaluated for other conferences and events.

MICE:destination edition July 2016 will feature a destination feature to introduce suitable facilities to you. The next MICE East Africa Forum & Expo will take place from 8-10 June 2017.

go to top 

SWAZILAND: TAKE ON SWAZILAND'S FESTIVAL CHALLENGE!

Swaziland offers stunning landscapes and exciting game but it is also known for its many festivals. Join us for a truly authentic African festival experience all year around!

The Kingdom of Swaziland is known for its many cultural festivals, the Swazis are friendly, relaxed and easy-going people who love to party and gladly welcome visitors into their cultural



AIRLINE NEWS: TAP AND JETBLUE ANNOUNCE NEW CODESHARE

New agreement opens 34 cities to one-stop service to Portugal from North America

TAP Portugal, Portugal's leading airline, announced today that it has signed a code-share agreement with JetBlue. The new commercial alliance will allow passengers new and convenient flight options to 34 North American gateways, with seamless connections through JetBlue's Hubs in New York – John F. Kennedy and Boston Logan Airport.

With this agreement, TAP will be able to codeshare JetBlue flights departing New York JFK and Boston Logan to 34 North American gateways, giving it passengers in the US access to the national JetBlue network, the largest domestic carrier at both airports. New connections will include including San Francisco, Los Angeles, Washington, Chicago, Las Vegas, Orlando, Detroit, New Orleans, Savannah, San Juan, Richmond and Tampa.

„One of the strategic pillars of TAP's road to success is customer service excellence. Partnering with JetBlue - well known for its quality, customer-driven service - is a very

celebrations. The Swazi festival calendar is an eclectic mix of both first-class modern, and time honoured traditional events. The tribal rituals and ceremonies such as Incwala, Marula Festival and the world famous Reed Dance have captured the imagination of visitors to Swaziland for generations.

Swaziland is also home of the internationally acclaimed, MTN Bushfire, a three-day festival experience for all ages that celebrated its 10th Anniversary this year and was announced by CNN as one of the “7 African music festivals you really have to see”. It is Swaziland’s annual meeting of a multi-generational community. More than 20,000 ,Bring their fire’ to experience the three-day event. Renowned for eclectic and multi-dimensional world music, the event includes a compelling line-up of theatre, poetry, dance, art exhibits & installations, story-telling, puppetry, film, and themed workshops, with artists from over 20 countries set to perform.

In late August it is the Swazi women who lead the country’s celebrations in the annual Reed Dance. Young girls mainly in their teens from all over the Kingdom and beyond its borders gather and pay homage to the Queen Mother. Over 20 000 girls dressed in brightly coloured beaded skirts with anklets, bracelets and colourful sashes gather to perform before the Royal Family in a celebration of unity of the countries young women.

Incwala Festival, held at the start of a new year, on a date chosen by astrologers in conjunction with the phases of the moon, is one of the biggest and most spectacular events in Africa. For the Swazi people it is an important religious ritual, a fertility ceremony designed to both prepare for the coming year and serve as a symbolic renewal of the monarchy, the king leads festivities and in full ceremonial dress joins his warriors in the traditional dance

In February, the Marula festival is a royal tribute to the riches of Mother Nature, where local Marula fruit is harvested and used to make beer to a traditional recipe. The Marula Festival starts at the Royal Residence, Ebuhleni, when King Mswati III and the Queen Mother are presented with gifts and Marula beer from each household. Only after the Royal Family has first tasted the Marula Beer, are the rest of the nation permitted to join in and drink. After this King Mswati III and the Queen Mother start to travel across the country, joining the nation in song, dance and celebration.

The Kingdom of Swaziland offers all year round festivals and cultural celebrations for the delight of Swazi’s and visitors from around the globe. Take Swaziland’s festival challenge and enjoy one (or all) of the most truly African experiences in the tiniest country of South East Africa.

important new cornerstone of that pillar. Our codeshare will allow TAP to extend its network coverage and service options in the Unites States, by conveniently combining our transatlantic services with JetBlue’s domestic flights. Our customers will benefit with seamless ticketing and great service,” said José Guedes Dias, VP Alliances, Industry and Regulatory Affairs at TAP.

Currently, TAP serves Newark and Miami and has just increased services with the kick-off of daily flights from Lisbon to Boston on June 11, and to New York JFK starting in early July. Both will be served with new Airbus A330 aircraft about to be delivered, and increase TAP flights from Portugal to the US to more than 30 a week. Learn more at www.flytap.com.

“We look forward to welcoming connecting TAP customers onto JetBlue flights, getting them to their final destination with the same great customer service and in-flight features that have helped make JetBlue the No. 1 ranked airline for customer satisfaction in the U.S.,” said Scott Laurence, senior vice president airline planning, JetBlue. “TAP and JetBlue share a passion for offering customers a great experience at a low price, and we are pleased to include this brand as one of our partners.”

JetBlue is known for its award-winning service featuring the most legroom in coach, free Fly-Fi, complimentary snacks and soft drinks, free, plus live DIRECTV® and SiriusXM® programming in every seatback.

go to top 

go to top 