



SEPTEMBER 2016

PUBLISHERS NOTE

Dear Reader!

This month we would like to investigate your interest in the following hosted buyer events:

- [MITM Euromed – the Anniversary Cruise in Southern Italy, November 2-4 2016 – apply now!](#)
- [MICE East Africa Forum & Expo, June 8-10 2017, Addis Ababa, Ethiopia \(pre-registration phase\)*](#)
- [Mauritius Site Inspection Trip, between January 16 and 24 2017, \(currently in planning phase\)*](#)

* Completing the form takes just 2 minutes.

Please follow the individual links to register your interest. You will receive an invitation before the public hosted buyer invitation is distributed and may then apply early for the programmes.

On the information side of this edition, we bring information related to IMEX America's technology sector to you and – if you are either inside an emerging destination – or if you have a soft spot for an emerging destination, don't miss the article on PATA's CEO Challenge - a fantastic marketing campaign may be won by 2 emerging destinations!

Delegate travel is one of the key elements when planning meetings and events, we bring you information on 4 airport construction/extension programmes in the USA.

In Latin America, Argentina's new Minister of Tourism, Mr. Mauricio Macri - the previous president of the Cordoba Tourism Board – is continuing to position Argentina as a top meeting destination. And it's a pleasure to briefly introduce Cuenca, Ecuador's magnificent third largest city to you.

In Europe we're bringing the promotion programme for Congress and Event support by the Portuguese Tourism Board – you may qualify to receive up to 50.000 Euros / appr. 55.760 USD.

Ireland and Austria: The Convention Centre Dublin. Ireland announced considerable investments in infrastructure and systems including environmental and long-term sustainability technologies in the centre. Austria Center Vienna announced additional meeting space expansion.

In South Africa, Cape Town International Convention Centre (CTICC) announced that its East Expansion will be available for business in 2017.

As usual, you're invited to share this newsflash with your colleagues. [Click here to forward the edition!](#)

Best regards

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SHOWCASE YOUR EMERGING DESTINATION BY ENTERING THE PATA CEO CHALLENGE

Emerging tourism destinations once again have an unprecedented opportunity to boost their digital marketing campaigns, thanks to a collaborative venture between the Pacific Asia Travel Association (PATA) and TripAdvisor.

The PATA CEO Challenge celebrates second-tier and third-tier destinations that boast outstanding accommodations, attractions and restaurants for all types of travellers throughout the world.

Two emerging destinations have the opportunity to each win a USD 500,000 (approximately EUR 448,000) marketing campaign created by TripAdvisor that will be designed to showcase their destination to a global audience. In addition, the winners will be honoured at the PATA Aligned Advocacy Dinner in London, United Kingdom on November 7, 2016 as part of the Association's

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MICE:destination

TECHNOLOGY AND BUSINESS GROW TOGETHER AT IMEX AMERICA

BUDDING TECHNOLOGY COMPANIES TO COMPETE FOR BUSINESS BOOST

Meetings industry professionals at IMEX America this year can discover the latest innovations set to impact the way they do business. Many of these innovations will come from the technology sector according to nearly 40 per cent of meeting professionals. The survey of nearly 1200 respondents by the IMEX Group revealed that 40 per cent of hosted buyers, 34.5 per cent of visitors and 37.5 per cent of exhibitors thought technology would deliver the next big innovation. New apps, virtual meetings and meeting room technology were all cited as examples of how event technology innovation is making an impact across the industry. Meeting professionals

programme for World Travel Mart. This dinner is always attended by an impressive cross-section of travel industry professionals.

As part of the USD 500,000 (approximately EUR 448,000) marketing campaign, the two winners enjoy the benefits of a 30-second destination video, a training workshop, destination training for their respective marketing teams, support from TripAdvisor's creative team to help with designs, content integration on TripAdvisor, and further support in targeting the right audience at the right time.

"The PATA CEO Challenge provides the rare opportunity for emerging destinations to showcase their unique stories and share their passion for their communities that are driving their tourism efforts. As the dispersal of tourists to new and emerging destinations is one of the Association's primary advocacy themes we are thrilled to be working with TripAdvisor once again to support these destinations," said PATA CEO Dr. Mario Hardy.

The PATA CEO Challenge 2016 is open to all regions, states and provinces. This year the rules have been amended to include those smaller nations that currently attract less than 100,000 international visitor arrivals in a calendar year. In addition, entries from second-tier cities, and third-tier cities worldwide are invited. First-tier cities are not qualified to participate. Both PATA member and non-member organisations and destinations are invited to submit entries.

View the PATA CEO Challenge 2015 the winning destinations' TripAdvisor campaigns in Albay and Thekkady.

Download the brochure for the PATA CEO Challenge 2016 or view the video at <https://youtu.be/rYVAIVf2rIA>.

For more information about the PATA CEO Challenge 2016, please visit www.PATA.org/PATAceochallenge or email PATACEOchallenge@PATA.org.

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ARGENTINA, WORLD FRIENDLY

After the federal elections held in Argentina last year, the nation's president Mauricio Macri has appointed new Ministers and Authorities, with Mr. Gustavo Santos being the new National Minister of Tourism.

During the last eight years Santos served as the President of Córdoba Tourism Board, with extensive experience in the field. He has done great work in the meeting industry and positioned the destination - not only the capital, but also the whole province - as a world-class tourist destination.

In order to achieve the objectives, a new federal tourism plan has been prepared to serve as guidance and to help to implement new politics and actions. One of the main goals is to encourage the entire Latin-American region to join efforts in order to be recognized as a whole region and not just one country. Working together will allow for better integration especially in terms of the promotion in those growing markets such as China, India or Russia.

International connectivity has been also improved through many agreements with international airlines. This has been reflected in different meeting destinations like Córdoba, Rosario, Mendoza and Salta, where international flights have shown an important increase, especially those coming from the Latin America region.

This new administration will definitely carry out new promotional actions to continue positioning Argentina as one of the top meeting destination in the world based on innovation, sustainability and the joint work done by the Ministry of Tourism, the National Institute of Tourism Promotion

can preview some of the technology set to make waves in the industry at the #IMEXpitch taking place 18 October at IMEX America. Event technology start-ups have the opportunity to showcase their products to an audience of event professionals at the show, which is held 18-20 October in Las Vegas. Applications are now open for the #IMEXpitch, culminating in five finalists competing in a live head-to-head pitch competition.

Each company has five minutes to put forward its product, including the concept, features and unique selling points, to a live audience. The winner, chosen by an expert judging panel, will receive a free space on the Technology Pavilion at next year's show in addition to press and marketing exposure.

The independent expert judging panel all work with event technology on a daily basis and are always looking out for the latest developments as one of the judges, Tara Thomas, co-founder of The Meeting Pool, explains:

"IMEX has a long history of being at the forefront of showcasing event tech. The competition is truly where the industry looks for the latest innovations changing the game for event professionals and is also an amazing opportunity for startups to attract significant attention and buzz around their products. I'm excited to be involved this year, and to see what I know will be an incredible lineup of companies."

The Meeting Pool is also powering the TECHknowledge Area at IMEX America where experts will deliver targeted technology sessions, TECHbytes, answering questions on hot topics such as Snapchat, Slack, OneNote and wearable technology, and guiding visitors through the latest tech in the Gadget Lab.

Carina Bauer, CEO of the IMEX Group, commented:

"Technology has long led the way in innovation, particularly in the meetings sector. This innovation often comes from start-ups entering the industry and we see many interesting ideas from new businesses through our #IMEXpitch competition and across the showfloor."

Buyers at IMEX America can meet the experts behind the latest innovations in a series of TechTours running throughout the show. By meeting with selected exhibitors on the show floor, they can discover some of the companies who are leading the way in technology impacting the meetings and event sector.

For more information about the #IMEXpitch and to submit an application please visit

and the private sector.

www.argentina.travel

AUSTRIA: 520M2 / 5597 SQ. FT. OF ADDITIONAL MEETING SPACE IN THE AUSTRIA CENTER VIENNA LOBBY

Five new meeting rooms for conferences with up to 4,000 participants on a single level right next to the main entrance open up new perspectives for events.

From autumn 2016 the Austria Center Vienna will be adding five new meeting rooms on the same level as the main entrance. This represents the latest step in the strategy of adding even more networking and meeting spaces at the nation's largest conference centre. The new spaces join the Business Lounge and neighbouring Café MOTTO which opened on the other side of the entrance area last year.

www.acv.at

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www.imexamerica.com/events/imexpitch/

For more information about the TECHknowledge Area at IMEX America, please visit www.imexamerica.com/events/education/show-floor-education/techknowledge-area/

IMEX America 2016 takes place 18 - 20 October in Las Vegas.

For more information about the show please visit www.imexamerica.com

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MITM EUROMED 2016

SOUTHERN ITALY: NAPLES - PALERMO
NOVEMBER 2-4
REGISTRATION IS OPEN!



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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	EDITION	THE CARIBBEAN	
Ethiopia	May 2016	Anguilla	May 2015
Ethiopia	Sept 2015	Jamaica	Jan 2015
Indian Ocean: The Maldives, Maurice, Seychelles	Sept 2015	Saint Lucia	July 2015
ASIA-PACIFIC		MIDDLE EAST	
Asia - On Promotion: Malaysia, Singapore and Thailand	Jan 2016	UAE, Dubai	Jan 2016
Australia	Jan 2016	EUROPE	
Hong Kong	July 2015	Malta	May 2016
Malaysia	May 2016	Madrid	Mar 2015
The Philippines	Mar 2015	NORTH AMERICA	
Philippine Incentives	May 2015	USA - Greater Fort Lauderdale & Broward County Update	May 2015
The Philippines	Mar 2016		

ECUADOR: DID YOU EVER THINK ABOUT HOSTING YOUR CONVENTION IN CUENCA?

Cuenca, the third largest city of Ecuador is located on the Southern Inter - Andean Valley, at an elevation of 2,535 m / 8,316.93 ft. with an average annual temperature of 17°C (63° F), and a population of 600,000.

The city roots' date back to the settlement of Cañari people in what they named as Guaupondelg Valley, and then later the conquering Incas established part of its military power in this territory naming it as Tomebamba. The Spaniards subdued the Inca Empire during the 16 Century; hence Cuenca flourished as one of the most important cities of the Colony. The vestiges inherited from the two former settlers -carved stones-, gave the colonizers foundation for the building of the new city.

Lately, Cuenca has been developing as a touristic destiny due to the presence of its Colonial, Republican and Religious architecture, beautiful mountainous and lake scenery and specially, the

USA: AIRPORT CONSTRUCTIONS & EXTENSIONS IN LOS ANGELES, NEW ORLEANS, ORLANDO AND TAMPA

Four airport construction projects are currently in progress which, when completed, will ease delegate travel. The projects are listed by completion date.

ORLANDO INTERNATIONAL AIRPORT - SUMMER 2017
In Orlando the largest expansion and renovation project of the city's airport is an investment of USD 1,1 billion / EUR 986 million.

The massive investment includes the construction of the South Terminal Complex

nearby presence of “Cajas National Park”.

Most recently, this World Heritage Site awarded by UNESCO in 1999, among other equally important acknowledgments given to the city due to its intangible and natural patrimony, has been luring a recent wave of US retirees, turning it into an expat paradise, because of its cost – benefit ratio, pleasant weather and quality of life.

The English group “The Financial Times”, through FDI Magazine, has recognized Cuenca as the number one small City in the ranking “American Cities of the Future”, due to its low cost when making business and enviable life standards.

Prepared with appropriate premises and specialists to organize conventions, seminars or trade exhibitions, the city offers a wide range of locations to suit every need and budget, from a great convention center with capacity for 4,000 delegates to event rooms to accommodate smaller groups.

Cuenca’s Cultural and Historic Patrimonial buildings and public spaces are also ready to become the next venue for your event, giving a unique special touch, where tradition and distinction will make events stand out.

Cuenca has 194 accommodation facilities, from beautiful boutique hotels in patrimonial buildings to modern hotels operated by international franchises.

The placid atmosphere of a small city, both deeply religious and artistic, is a never-ending delight that waits for you.

www.cuencaecuador.com.ec | convenciones@cuenca.com.ec

IRELAND: THE CONVENTION CENTRE DUBLIN, LEADING THE WAY IN TECHNOLOGY AND INNOVATION

The Convention Centre Dublin (The CCD) announced that it has made considerable investments in its infrastructure and systems, reaffirming its position as a world class venue, six years since opening.

The CCD has purchased four large-venue High Definition Panasonic projectors, offering a better visual experience for clients. Boasting 20,000 and 12,000 lumens of brightness, these projectors have the benefit of delivering clearer, brighter and crisper images. They are designed with an extremely small footprint, use less power and have longer lasting bulbs. The CCD has also upgraded and enhanced other elements of its Audio Visual equipment with new switchers, including the highly advanced and powerful Analog Way Ascender 48. Gareth Neville, Head of Technical at The CCD explained, “*The technological upgrades give clients greater capability and flexibility with our AV offering and demonstrate our commitment to reinvesting in equipment and keeping at the forefront of technology.*”

In addition, The CCD purchased 20 new state-of-the-art digital display units, and replaced 24 Video Wall screens and 30 Hanging Array screens. The Digital Signage system at The CCD gives clients the scope to display schedules, logos, photos and videos and to incorporate branding. These investments will enhance the experience in the venue for clients and delegates and support sustainable events by eliminating the need for printed banners and signs.

As well as investing in technological upgrades, The CCD is committed to long-term sustainability and investing in environmental initiatives.

The venue recently installed a rainwater harvesting system enabling it to divert rain water to storage tanks for use in systems which use non-potable water. This rain water would have otherwise gone straight into the drainage network. Austin McCormack, Facilities Director at The CCD commented, “We’re leading the way when it comes to water conservation. Since commencing the rainwater harvesting project in February, we have saved 171,000 litres (NEWSFLASH info – approximately 45,173 US gal lqd) of water and we’re projecting a 40% saving on water annually, giving us payback within 2-3 years.”

The CCD also has a comprehensive waste management policy in place to help manage the generation and segregation of waste, and successfully retained its recycling rate of 98% in 2015. 232 tonnes / approximately 5,114sh cwt of all waste generated within the venue was recycled, with figures throughout the year at a consistent level, regardless of whether The CCD processed 5 tonnes or 25 tonnes of waste.

www.theccd.ie

with multimodal transportation access, accommodating up to four rail systems and thus providing better connectivity with the Intermodal Transportation Facility and work at the existing North Terminal.

North Terminal works include the expansion of the ticket lobbies in the terminal A and B, an improved baggage system offering improved security and efficiency, a new central energy plant, a new cell phone lot with restrooms, the renovation of canopies at curbside, and expanded customs and border protection areas. Most visible to travellers in the North Terminal will be the replacement of the automated people mover trains at airside 1 and 3 and added international gates able to accommodate larger aircraft. Existing restrooms will be also renovated.

TAMPA INTERNATIONAL AIRPORT – LATE 2017

Tampa’s USD 971 million / EUR 870 million airport makeover decision was driven by responding to constant growth in passenger numbers. It includes an extension of the airport’s main terminal, facility updates, a consolidated rental car facility, an automated people mover and decongested curbsides. Dozens of new restaurants and stores will become available with the program’s completion.

NEW ORLEANS – OCTOBER 2018

Construction of the new North Terminal of Louis Armstrong New Orleans International Airport is currently in progress. 760,500 sq ft. / 70,653 sqm, will include two concourses, a central utility plant, underground transportation staging area and a garage for 2,000 cars, a new highway access, and an on-site hotel and are completed by a power plant project. Investments include USD 807 million / EUR 723 million for the North Terminal, USD 72 million / EUR 64.5 million for the power plant, USD 78 million / EUR 70 million for the highway access and USD 17 million / EUR 15 million for the on-site hotel construction.

The construction of the North Terminal follows the 300 million USD / EUR 269 million modernization completed in 2013. Once completed – the opening is scheduled for October 1, 2018 – planners may rely on smooth procedures around delegate arrival and departures.

LOS ANGELES INTERNATIONAL AIRPORT – FULL COMPLETION 2020

We have already informed you about the recent upgrades at Star Alliance’s Tom Bradley International Terminal (MICE:destination March/April 2016), but the full scope of the modernization programme at Los Angeles

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PORTUGAL: LISBON OFFERS YOUR CONGRESS AND EVENT SUPPORT UP TO EUR 50.000

The Lisboa Congress Centre is pleased to share with you information of the financial support up to EUR 50.000 / approximately USD 55,760 from the Portuguese Tourism Board for congresses and events.

This support will run until December 31st 2017, independently of the year of the event.

This Fund is valid to support the application and realization of large international congresses in Lisbon. In duly justified cases and defined interest/relevance to the country, it may also be capable of supporting the project application for corporate meetings or incentives.

In this new update, international events are eligible from 600 delegates, with different levels of support ranging from EUR 7.500 to EUR 50.000 / approximately USD 8,364 to USD 55,760.

Bring your Congress to Lisbon. The team is waiting for you at the Lisboa Congress Centre – CCL

www.lisboacc.pt

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International Airport encompasses an investment of USD 8.5 billion / EUR 7.6 billion. This massive modernization consists of more than 20 individual projects.

Southwest Airlines' major renovation and improvement of Terminal 1 includes the passenger security screening checkpoint, a new checked baggage inspection system and baggage sorting system, the refurbishment of the arrival and baggage claim area and systems, replacement of boarding bridges, replacement of the aircraft's paving sections and fuel hydrant pit locations.

Throughout the airport public areas terminal facilities such as seating and restrooms, will be enhanced and/or improved.

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SOUTH AFRICA: CTICC EAST ON TRACK FOR 2017 OPENING

After hosting a successful Cape Construction Expo 2016 last week, the Cape Town International Convention Centre (CTICC) is proud to announce that it is on track to open its CTICC East expansion in 2017.

Construction on CTICC East, which started in 2014, 11 years after CTICC West officially opened its doors, compliments other construction developments taking place on Cape Town's Foreshore including the Netcare Christiaan Barnard Memorial Hospital and KPMG Place.

A key milestone in the construction of the building has started with the glazing of the Western façade. The next steps will be to commence the roof sheeting scheduled to start in September and the fitting of the cold rooms and kitchens due to start at the end of October.

The completed expansion will occupy 31,000 sqm / 333,681 sq ft in total. The main facility includes 10,000 sqm / 107,639 sq ft of conference and exhibition space, sub divisible into six halls (three halls per floor), four meeting suits, five meeting pod rooms and two terrace rooms. Additionally, the new space will include three kitchens as well as a modern sky bridge connecting CTICC West to CTICC East. A tunnel underneath the Heerengracht will connect the two buildings' service areas. The building will have an integrated modern building management system which will allow for effective control over utility use and harness technology to lower the cost of resources. In December 2015, the CTICC expansion was awarded a Four Star Green Building rating by the South African Green Building Council.

The main construction is expected to be completed towards the end of 2016, with commissioning taking place in February and March 2017.

www.cticc.co.za

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