



JUNE 2017

PUBLISHERS NOTE

Dear Reader!

This year, IMEX in Frankfurt made a major step towards sustainability. This included taking the lead in shifting from a printed show catalogue to a digital one.

The positive impact on our environment is massive from this decision, as the entire production process leading to a printed catalogue or magazine consumes so much energy, water, mineral oil and all sorts of chemical ingredients which are non-biodegradable. Then there is the transportation of ingredients' raw materials to consider. Not least - trees... because the show catalogue was not printed, four huge spruce trees of approximately 25 metres / 82 feet height and of a diameter of 40 cm / 15 3/4 inches were NOT cut.

If you add all the brochures that were deposited in recycling bins at IMEX, in hotel rooms, or even at the airport (overweight luggage...) there would be a nice little forest of old trees.

As you know, we don't print - and the calculation above featured high among our reasons and choices to be a digital publication only. I am delighted to see IMEX Exhibitions getting on the same train. These decisions are not easy - my special thanks for this!

This month we're featuring another view on the published ICCA statistics for 2016 on the association meetings. We hope you will find this useful. And talking about meetings - please see IACC's second annual 'Meeting Room of the Future' white paper focussing on how younger generations influence the way of meetings.

The Korean capital Seoul has launched a new experience program support for incentive groups and Malaysia is recognizing the countries talents in our industry with the rAWr Awards - the call for nominations is out! And entries for IBTM's 2017 Tech Watch Award are also open.

If you are heading to Peru - please check the information of the new visiting system for Machu Picchu starting on July 1, 2017.

European Cities Marketing has a new President, Executive Committee and Board Members. Stay up-to-date.

Speaking of staying up to date - IAPCO's Edge Seminar January 2019 will be held in The Hague, Netherlands. Mark your calendar.

As always, you're invited to share this edition of NEWSFLASH with your colleagues. Forwarding with this link takes out your personal information.

Best regards

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ICCA HAS PUBLISHED COUNTRY AND CITY RANKINGS BY ESTIMATED TOTAL NUMBER OF PARTICIPANTS TO INTERNATIONAL ASSOCIATION MEETINGS IN 2016, AS PART OF ITS PUBLIC ABSTRACT OF THE ICCA STATISTICS REPORT.

Vienna, second in the city ranking by number of meetings in 2016, ranks first in this ranking: 120,000 delegates visited 186 association meetings in 2016.

To facilitate your stats-reading, we added the average number of attendees in the last column. This might be helpful to quickly identify the influencing factor of event size.

IN THIS EDITION

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HELPING TO SAVE THE WORLD - MAJORITY OF MEETINGS PLANNERS ARE NOW PUTTING MORE SUSTAINABILITY PRACTICES INTO ACTION

IBTM WORLD OPENS ENTRIES FOR 2017 TECH WATCH AWARD

HELPING TO SAVE THE WORLD - MAJORITY OF MEETINGS PLANNERS ARE NOW PUTTING MORE SUSTAINABILITY PRACTICES INTO ACTION
New research by IMEX Group highlights rise of positive action within the meetings and events industry

- » Sustainability survey
- » Supporting World Environment Day
- » New IMEX Waste Watcher programme
- » New IMEX-GMIC Green Award
- » IMEX America APEX/ASTM score
- » United Nations Year of Sustainable Tourism
- » 'Analogue moments in a digital world'

Top 10 city ranking by estimated total number of participants to all meetings organised in 2016, including number of meetings organised in 2016

Rank	City	# Participants	# Meetings	Rank by Meetings	# Average Attendee #
1	Vienna	119.887	186	2	645
2	Seoul	104.780	137	10	765
3	Barcelona	99.468	181	3	550
4	Copenhagen	99.359	115	14	864
5	London	91.756	153	5	600
6	Amsterdam	77.644	144	7	539
7	Paris	75.710	196	1	386
8	Rome	68.612	96	20	715
9	Beijing	65.947	113	15	584
10	Singapore	61.294	151	6	406

The top three countries by estimated total number of participants is the same as the ranking by number of meetings. We have again added the average number of attendees per event for you. Notably the difference in the country-rankings are less significant than in the city rankings.

Top 10 country ranking by estimated total number of participants to all meetings organised in 2016, including number of meetings organised in 2016

Rank	Country	# Participants	# Meetings	Rank by Meetings	# Average Attendee #
1	U.S.A.	401.332	934	1	430
2	Germany	280.108	689	2	407
3	United Kingdom	228.642	582	3	393
4	Italy	219.041	468	6	468
5	Spain	217.724	533	5	408
6	Japan	205.537	410	7	501
7	France	176.660	545	4	324
8	China-P.R.	167.114	410	7	408
9	Republic of Korea	160.681	267	13	602
10	Netherlands	156.039	368	9	424

ICCA's annual country and city rankings by number of meetings were published on 8 May 2017. ICCA captured 12,212 rotating international association meetings taking place in 2016, which is a record for ICCA's annual snapshot of immediate past year's meetings data, and 136 additional meetings compared to 2015. To be included, association meetings must be held on a regular basis, have at least 50 delegates, and rotate between at least three countries.

MANY MORE, BUT SMALLER MEETINGS

This was another decade of great success for the sector as ICCA identifies more than double the number of association meetings in a decade: from just under 6,000 in 2006 to over 12,000 in 2016.

This means that the trend of exponential growth, as identified in ICCA's advocacy report "A modern history of international association meetings: 1963-2013", published at ICCA's 50-year anniversary in 2013 (available on www.icca50.com), continues to apply: The number of association meetings continues to double every decade.

International association meetings are quickly growing in number, but are generally getting smaller. The estimated total number of participants to all meetings in ICCA's Association Database was approximately 4 million in 2006 and 5 million in 2016, so while the total number of meetings grew with 100% in a decade, the total number of participants grew "only" 25%. The average number of participants to an international association meeting decreased from 672 in 2006 to 404 in 2016.

» Call to take 'just one more step'

Nearly three quarters (72 per cent) of meeting planners have increased their efforts in the last five years to put sustainability best practice into action, including 21 per cent who declare they have 'significantly increased' their efforts.

This positive news came on the eve of World Environment Day (5 June) from research carried out in advance of IMEX America by the IMEX Group and Meeting Professionals International (MPI).

The survey also asked, when planning and running meetings, which sustainability measures make the biggest positive impact. The result was decisive. Almost half (48 per cent) said 'reducing waste' and a further third (33 per cent) selected 'recycling or donating unwanted or waste materials'.

These findings are in line with practice and experience at the recent IMEX in Frankfurt. There the IMEX team introduced a new initiative - Waste Watcher - in partnership with local community group ShoutOutLoud. The IMEX team aimed to reduce waste by providing opportunities for everyone at the show (but chiefly exhibitors) to re-use and recycle leftover food, furniture, stand graphics, flowers and stationery that would usually go to waste.

Speaking about partners ShoutOutLoud, Carina Bauer, CEO of the IMEX Group said: "It's taken us many years and a lot of effort to find a local organisation with the same values and mindset as IMEX, as well as the network and willingness to work with us. It's also been important to understand changing legislation, especially around food-handling, for instance. So it was just great that so many visitors and especially our exhibitors were interested in and supportive of our new Waste Watcher programme. We learned - and they helped - a lot this year. It was a great start but we already have bigger ambitions for 2018.

"By organising projects such as this, which make waste reduction more visible and accessible on the show floor, we aim to make the greening of big meetings and events more acceptable," Bauer said. "And behind the scenes, we also produce a comprehensive Sustainable Exhibiting Guide for all our exhibitors, which offers great tips on how to make small changes that make a big difference."

SAVING PAPER - AND TREES - AND MAKING A DIFFERENT ENERGY CHOICE

This year IMEX in Frankfurt added several more sustainability initiatives. 2.7 tons of paper were saved by no longer printing a show catalogue,

PUBLIC ABSTRACT AVAILABLE

More extensive rankings by participant numbers, as well as the worldwide and regional rankings by number of meetings are included in ICCA's public abstract of its 2016 Statistics Report, which [can be downloaded from ICCA's Knowledge Hub](#). This public abstract is sent to over 5,300 international associations.

LOOK BEYOND THE ICCA RANKINGS

With a track record of over 50 years of consistently collecting information on international association meetings, the ICCA rankings are one of the few benchmarks in the international meetings market for identifying and comparing the relative position of destinations, which is why these rankings attract a huge amount of attention of the meetings industry every year.

ICCA points out though that its statistics on international association meetings are often just a small segment of the total amount of international meetings taking place in a city or country, and urges its members to collect their own information on meetings hosted in their destination. By publishing these rankings by estimated total number of participants, ICCA hopes its members will look beyond the standard ICCA rankings.

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* except for local buyers

Detailed information and application on www.worldmiceday.com

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IACC WHITE PAPER REVEALS HOW YOUNGER GENERATIONS ARE INFLUENCING THE WAY WE MEET

IACC just released phase one of its second annual 'Meeting Room of the Future' white paper at MPI's World Education Congress in Las Vegas. The paper, reveals how emerging technology and younger delegates are influencing the way we meet, with memorable individual experiences, interactive presentation and personal development the critical factors for venues and meeting planners to consider. A full copy is available for download here: <http://www.iacconline.org/iacc-meeting-room-of-the-future>

badges were printed on paper rather than card and hydroelectricity was used across the whole show.

Sustainability education was also a hot topic, with sessions from experts such as Guy Bigwood of MCI who shared findings from the first ever Global Destination Sustainability (GDS) Index white paper.

IMEX in Frankfurt also introduced a new IMEX-GMIC Green Award - the Innovation in Sustainability Award - to highlight the role that individual event professionals or whole businesses can play in changing behaviour across the meetings and events supply chain. The new award recognises the need to drive sustainability forwards through innovation, collaboration and idea sharing. The inaugural winner, presented with the trophy at the IMEX in Frankfurt Gala Dinner, was Carlson Rezidor Hotel Group in recognition of its Blu Planet water conservation project.

At IMEX America 2016, the show's APEX/ASTM score increased for the 5th consecutive year and now stands at 90 per cent of level 1 standards. Energy use per participant was down by 13 per cent and there was an 18 per cent decrease in total carbon emissions. Meanwhile at the IMEX Group's UK offices recycling saved the equivalent of 34 trees and 5,790kg of CO2 in 2016. IMEX Group is also sponsoring Positive Impact's campaign to tell the story of the power of events during the United Nations International Year of Sustainable Tourism 2017.

'ANALOGUE MOMENTS IN A DIGITAL WORLD'

CEO Carina Bauer adds: "As a global show powered by a passionate global community we identify closely with the sentiment of World Environment Day, particularly as its theme this year is 'Connecting people with nature' while our new Group strapline is 'We are all connected.' "

In her Purposeful Meetings research keynote, Janet Sperstad pointed out that, 'Nature is a tonic for humans. Even a picture of nature revives a tired mind. The experience of nature doesn't have to be real for it to have a calming, relaxing effect on us.' She talked very passionately about meeting planners needing to encourage and allow their attendees to connect with elements of nature, describing them as 'analogue moments in a digital world'."

TAKE JUST ONE STEP

Bauer continues: "If every exhibitor and every attendee at both IMEX in Frankfurt and IMEX America took just one more practical step to help reduce waste or operate more sustainably

The report brings together insights from 180 global conference and meeting buyers to identify new trends and illustrate how previous trends have evolved in the past year.

The desire continues to manifest for a more memorable, personal meeting experience which offers delegates more time for creative thinking, networking and collaboration. This is underpinned by the role interactive technology is playing in driving a more flexible approach to meeting attendance as well as the content and style of presentation. Linked to this is an increased appetite for outdoor space to be integrated into meeting itineraries, with many venues investing heavily in enhancing their surroundings to cater for this desire, offering something unique and different for clients.

"It is clear from our latest report that the format and content of our meetings is being influenced by tech savvy younger generations who are looking for a more individual approach to meetings," said IACC's CEO, Mark Cooper. *"Delegates want a more memorable experience directly relevant to them and their own personal development with a degree of flexibility in terms of the way they interact with the meeting and the content they take away."*

The second half of the Meeting Room of the Future white paper will be launching at IMEX America in Las Vegas on the 10th October 2017 and will report on trends and opinions as seen by IACC venues and committed industry suppliers.

Alex Cabañas, CEO of Benchmark, A Global Hospitality Company and IACC President comments; *"In a technology laden world where our heads are down looking at screens more often than up looking at faces, memorable and inspiring face to face meetings are required to get attendees attention and participation. IACC's members are leading the industry and our collective research shows it."*

The IACC Meeting Room of the Future™ initiative aims is to identify new and emerging trends across technology, education, meeting and networking spaces and food & beverage within the meeting and conference global industry, as well as predicting the landscape of the industry over the next three to five years. The report brings together insights from 180 global IACC members, meeting planners and industry experts, provides valued, in-depth findings on the evolving industry and is available for download here: <http://www.iacconline.org/iacc-meeting-room-of-the-future>

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IAPCO EDGE SEMINAR TO BE HELD IN THE HAGUE IN JANUARY 2019

The International Association of Congress Organisers (IAPCO) announces that the EDGE Seminar will come to The Hague in January 2019. It is the fourth time that an EDGE Seminar is organised in Europe, but it is the first one to be held in The Hague. The two-day event will take place at the Hilton Hotel located in the centre of The Hague and educate participants about professional congress organisation.

The bid win is a great success for The Hague Convention Bureau as well as its city partner - Congress by design - a local PCO who are an active member of IAPCO.

The director of The Hague Convention Bureau, Ms Nienke van der Malen - van der Horst explained: *"Education and knowledge-sharing are essential in our industry and they are also intrinsic to the ambition of The Hague. Numerous international education institutions as well as the Dutch ministry of education and cultural affairs are located here."*

The Hague Convention Bureau continuously strives to grow and strengthen its partner network and is pleased about the collaboration with one of its partners, as Ms van der Malen - van der Horst emphasised. *"We are proud to secure such an event together with Congress by design."*

IAPCO has over 120 members in the meeting industry worldwide and is striving towards raising the standards of the provided services by its members.

The participants of the seminar range from young professionals to senior management. Every year three educational EDGE Seminars are organised in different regions worldwide, embracing all sectors of the international meetings industry.

www.theconferencethehague.com - <http://iapcoeducation.org/edge>

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at our shows then the entire industry's contribution to greater sustainability, its legacy, would increase immensely. If they don't know how, just ask. We're here to help and cheer them on."

The IMEX Group works closely with partners including GMIC, Messe Frankfurt, Meet Green and The Venetian®| The Palazzo® and the Sands Expo® in Las Vegas.

FIND MORE USEFUL RESOURCES

[Positive Impact Events and the United Nations Year of Sustainable Tourism](#)

[Global Destination Sustainability Index](#)

[Whitepaper IMEX Online Inspiration Hub - Sustainability stories](#)


[About ShoutOutLoud](#)

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MICE destination

Looking for destination features? Please check the list below and download your required edition with one simple click on the link! And yes of course, you are welcome to pass a copy on to your colleagues too!

AFRICA	EDITION
Ethiopia	3:2016
Ethiopia	5:2015
Indian Ocean: The Maldives, Maurice, Seychelles	5:2015
Mauritius	1:2017

ASIA-PACIFIC

Asia - On Promotion: Malaysia, Singapore and Thailand	1:2016
Australia	1:2016
Hong Kong	4:2015
Malaysia	3:2016
The Philippines	2:2015
Philippine Incentives	3:2015
The Philippines	2:2016

KOREA: SEOUL LAUNCHES EXPERIENCE PROGRAM SUPPORT FOR INCENTIVE GROUPS

Corporate and incentive groups coming this year to Seoul may now qualify for its new experience program support.

For qualifying corporate groups and meetings staying at least two consecutive nights in Seoul and at least 100 total nights altogether, Seoul can help organize an experience program and offer financial subsidies and discounts.

Five main experience programs in all were developed for groups to enjoy which include:

1. Walking on the upcoming urban sky park of Seoullo 7017.
2. Bicycle riding on the Han River
3. Trekking on the Seoul City Wall
4. Traditional culture programs such as hanbok wearing, traditional instrument lessons, etc offered by a Seoul MICE Alliance organization
5. K-Pop dance lesson and makeover

In addition to the five programs, interested groups can also propose an experience program through a local travel agency for consideration of support.

The new support was launched in April as a way to offer incentive groups a memorable experience while showcasing Seoul's many cultural, historic, and trend-setting merits.

Jae Yong Kim, Director of Seoul's Tourism Policy Division, vowed to continue enhancing the experience for incentive and corporate groups stated that 'Seoul will continue to develop unique experience programs to ensure their time is memorable.'

Corporate and incentive groups interested in the experience support program can contact Steve Kwak at the Seoul Convention Bureau at dohwi@seoulwelcome.com.

MALAYSIA HONOURS THE BEST IN BUSINESS EVENTS INDUSTRY

rAWr Awards 2017 showcases the country's burgeoning expertise and credibility in the global business events market

Malaysia launched the call for nominations for the rAWr Awards 2017 from the business events and MICE industry practitioners at the Hilton Kuala Lumpur. The prestigious awards programme recognises talents who demonstrate excellence and extraordinary leadership in the business events industry, and is a joint initiative between Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS).

rAWr (Recognising Award Winning Results) Awards are open to all business event products and suppliers, registered as members of either MyCEB and/or MACEOS as well as event owners such as national associations or corporations that may not be members of either organisation. Applicants must be Malaysian registered companies operating in the country and shall apply for events and/or business activities that took place between 1 January 2015 to 31 December 2016.

Held biennially, this year's rAWr Awards Night is scheduled to take place on November 9. Submission for the award is open from July 3 until September 4, 2017.

"Business events in Malaysia form a segment with an exponential potential growth for the tourism industry. We are on track with the government's aspiration under the National Key Economic Areas (NKEA) to position Malaysia as a preferred Business Events (BE) or Meeting, Incentives, Conventions & Exhibitions (MICE) destination in the region to complement the target of Ministry of Tourism and Culture of achieving 36 million tourist arrivals by 2020," said Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

For the past five years, MyCEB together with its strategic partners have secured 654 international business events comprising of international conferences, corporate meetings, incentive travels and trade exhibition events which will essentially add an estimated RM4.1 billion into Malaysia's reserves.

In line with rAWr's strong focus of growth, knowledge sharing and credibility within the business

MICE destination

THE CARIBBEAN

Anguilla [3:2015](#)

Jamaica [1:2015](#)

Saint Lucia [4:2015](#)

MIDDLE EAST

UAE, Dubai [1:2016](#)

EUROPE

Malta [3:2016](#)

Madrid [2:2015](#)

Stuttgart, Germany [4:2016](#)

NORTH AMERICA

USA - Greater Fort Lauderdale & [3:2015](#)

Broward County Update

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IBTM WORLD OPENS ENTRIES FOR 2017 TECH WATCH AWARD

IBTM World today announced the launch of the 2017 edition of its renowned Tech Watch Award. Entries are invited from companies with a new and innovative technology product or service with an application within the meetings, incentive, conference and events (MICE) industry. New for this year is the introduction of three categories for the awards: Logistics & Production, Management & Marketing, and Audience Engagement.

Entries are judged by a panel of well-known experts from the events and technology industries, chaired by tech industry stalwart, Corbin Ball. Judges will select a winner and two finalists in each category and will then vote for one of the three category winners to be named Tech Watch Award 2017 winner.

The three category winners and six finalists will be offered the opportunity to feature in IBTM World's dedicated Innovation Zone, giving them a platform to showcase their product to thousands of high profile global MICE industry buyers, influencers and media.

The Tech Watch Award is the industry's longest-standing award of its kind, and is extremely well recognised across both the MICE and technology industries, thanks to the exposure winners receive as well as its high-profile judges.

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events industry, MyCEB and MACEOS encourage participants to submit nominations for all five key categories covering Venues and Events; Conventions; Exhibitions; Incentive Travel and Special Award, spanning a total of 32 awards.

www.rawrawards.com.my

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PERU TO INTRODUCE NEW SYSTEM FOR VISITING MACHU PICCHU FROM 1ST JULY 2017

Peru's Ministry of Culture has announced a new permit system for tourism visits to the UNESCO World Heritage site of Machu Picchu. The introduction of permits for one of two daily timeslots will be effective from 1st July 2017 to ensure a sustainable flow of visitors to the ancient citadel.

All travellers must make reservations online from the official Machu Picchu visitor website (www.machupicchu.gob.pe) or via a UK or Peru-based tour operator or travel agent. Reservations can be paid for online using a VISA card and permit e-tickets can then be printed.

The two entry periods have been established as follows:

Morning timeslot: 06:00 to 12:00

Afternoon timeslot: 12:00 to 17:30

Every visitor to the site is required to show their ticket and original ID. In the case that a visitor wishes to visit the citadel throughout the day, two permits must be purchased, one for each timeslot.

The use of an official Machu Picchu tour guide or licensed tour guide will be mandatory for all visits from 1st July 2017. The tour guides will be able to lead a maximum of group size of 16 people and must present an up-to-date and valid guide identification on entering Machu Picchu. Guides need to sign in and sign out all visitors in his/her group. The guides will also be responsible for informing visitors of the regulations of the park.

For the first six months of the new permit system, Machu Picchu entry tickets booked and purchased using the old system for visits between July and December 2017 will be honoured and these visitors will not have time restrictions on the entry and exit on the day that their ticket is valid.

The Decentralised Culture Bureau of Cusco is the governmental organisation managing the conservation of cultural sites in Cusco, including Machu Picchu. It will be responsible for coordinating the new permit system, which responds to and complies with the "Regulation on Sustainable Use and Tourist Visit for the Conservation of the Llaqta or Inca City of Machu Picchu", approved by Ministerial Resolution No. 070-2017 of the Ministry of Culture.

For more information on visiting Machu Picchu visit: www.machupicchu.gob.pe or call 0051 08458 2030 (call centre open daily from 13:00 to 01: <http://meetings.peru.travel/en-us/>)

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EUROPEAN CITIES MARKETING ANNOUNCED NEW PRESIDENT, EXECUTIVE COMMITTEE AND BOARD MEMBERS REFLECTING ON STRATEGIC FOCUS ON CITY MARKETING

ECM General Assembly last week saw the implementation of ECM Strategy 2017-2020 first steps, with the creation of an additional Vice-President position dedicated to City Marketing.

During ECM International Conference in Dubrovnik gathering 200 persons last week, Dieter Hardt-Stremayr (Graz, Austria) was elected the Association's President for a duration of 2 years. The General Assembly also appointed Petra Stusek (Ljubljana, Slovenia) as Vice-President dedicated to Leisure & Tourism and Eduard Pieter Oud (Amsterdam, The Netherlands) as Vice-President dedicated to City Marketing.

The newly elected board members are as follows: Ignasi de Delàs (Barcelona, Spain), Bettina Reventlow-Mourier (Copenhagen, Denmark), Barbara Jamison (London, United Kingdom), Nicolas Lefebvre (Paris, France) and Marta Stawińska (Poznań, Poland).

The expert panel is chaired by Corbin Ball, an acclaimed international speaker, consultant and writer in the technology industry. Judges include Michelle Bruno, President of Bruno Group Signature Events; Dahlia El Gazzar, Founder of DAHLIA+ Inc; Ruud Janssen, Founder of TNO.org and co-founder EMG; Pádraic Gilligan, Managing Partner at SoolNua; Paul Hussey, Director of The Conference Doctor and Julius Solaris, Founder and Editor of Event MB. IBTM World 2017 will take place from 28 – 30 November at Fira Barcelona. Entries for the Tech Watch 2017 Awards are open for entries, which close on Friday 8 September 2017. For more information and to enter, visit: www.ibtmworld.com/techwatch.



Bettina Bunge (Dresden, Germany) pursues her role as Vice-President dedicated to the Meetings Industry and Philippe Vignon (Geneva, Switzerland) carries on with his role as Treasurer. Pier Paolo Mariotti (Bolzano, Italy), Erwin Van de Wiele (Ghent, Belgium) and Goran Pavlović (Opatija, Croatia) continue their mandates as ECM Board Members.

Current ECM Executive Committee:

- » Dieter Hardt-Stremayr, President (Graz Tourist Office)
- » Petra Stusek, Vice-President Leisure & Tourism (Ljubljana Tourism)
- » Bettina Bunge, Vice-President Meetings Industry (Dresden Marketing)
- » Eduard Pieter Oud, Vice-President City Marketing (Amsterdam Marketing)
- » Philippe Vignon, Treasurer (Genève Tourisme & Congrès)

Board Members:

- » Ignasi de Delàs, (Turisme de Barcelona)
- » Pier Paolo Mariotti (EURAC Convention Centre Bolzano)
- » Bettina Reventlow-Mourier (Wonderful Copenhagen)
- » Erwin Van de Wiele (Ghent Tourist Office)
- » Barbara Jamison (London & Partners)
- » Goran Pavlović (Opatija Convention and Incentive Bureau)
- » Nicolas Lefebvre (Office du Tourisme et des Congrès de Paris)
- » Marta Stawińska (Poznań Tourism Organisation)

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