

the business travel magazine

MiCEtalk

Meetings • Incentives • Conferences • Events

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A DDP Publication

TURKEY opens
doors to
WEDDINGS



wedding special

MEET AND STAY IN THE HEART OF ORCHARD ROAD



Mandarin Orchard Singapore has been a landmark of Asian hospitality on Orchard Road since 1971, preferred by discerning international travellers for its service excellence and prime location in the heart of Singapore's most prominent shopping district.

The hotel boasts some 1,077 spacious guest rooms and suites distributed across two towers, and offers panoramic views of the city skyline from higher floors. All rooms are equipped with advance in-room technologies including a smartphone solution that provides registered hotel guests complimentary local and international calls, as well as access to unlimited 4G data throughout their stay. Guests can also enjoy the latest blockbuster movies through the hotel's complimentary in-room movie platform.

Leading the hotel's award-winning lineup of food and beverage outlets is the all-time favourite *Chatterbox*, home of the legendary

Mandarin Chicken Rice; and *Shisen Hanten* by *Chen Kentaro* which was awarded two stars in the Michelin Guide Singapore 2016 and 2017, making it the highest Michelin-rated Chinese restaurant island-wide.

Mandarin Orchard Singapore offers over 30,000 square feet of versatile meeting spaces featuring state-of-the-art audio-visual equipment, intelligent lighting system, and efficient connectivity. New meeting suites were completed at both towers of the hotel, allowing it to attract and cater to a wider range of banquet and conference requirements.

For travellers seeking bespoke business amenities, Mandarin Orchard Singapore offers an executive club lounge facility, *Meritus Club Lounge at Top of the M*. Other facilities in the hotel include an outdoor swimming pool, a fitness centre, a tennis court, and a medical clinic.

True to the brand's signature Asian hospitality, a dedicated Meetings and Events team is on hand every step of the way to ensure that attention is paid to the finest detail in delivering a successful Meritus Meeting Experience.

In 2017, Mandarin Orchard Singapore scored its sixth win as Best City Hotel—Singapore for the sixth year at the 28th Annual TTG Travel Awards, Asia-Pacific's most prestigious annual travel industry awards honouring the best organisations and individuals in the industry for their outstanding achievements and contributions. The hotel was also named Best Upscale Hotel—Singapore at the Travel Weekly Asia Readers' Choice Awards.

For more information on Mandarin Orchard Singapore or to plan your next meeting, visit www.meritushotels.com/orchard.



editorial



Picture credit: JW Marriott Kolkata

Dear Reader,

The Indian wedding market is estimated at \$40 billion, the second largest in the world after the \$70 billion US market. And it is growing at an estimated 25-30 percent annually. An average Indian spends an estimated one-fifth of his/her wealth accumulated in a lifetime on weddings. Also, with half of India's population being under the age of 25, the marriage market is set to benefit from this demographic dividend in the next five to ten years. As the Indian economy grows at an exponential rate so does the disposable income of people, destination weddings are increasingly becoming popular abroad with an average wedding party comprising 350 guests. Indian weddings are getting bigger and aspirational travellers with spending power are now considering international venues to celebrate their special day. Tourism boards of various countries have realised that Indian weddings are the key to promoting their local industries, especially during lean season, and are pursuing quality Indian wedding planners.

Weddings truly mean big business in India.

So big is the weddings sector that recently, 300 attendees from 60 countries attended the 3rd edition of International MICE & Wedding Forum (IMWF), at the Titanic Deluxe Golf Belek Antalya, Turkey from May 28-June 1. India was represented by a strong contingent of 120 participants. We bring you a report from the event. As an outbound MICE destination we rediscover Korea, which witnessed a total number of 123,416 Indian tourists (not exclusive to MiCE) in 2017. The average stay for a MiCE participant in Seoul is approximately seven days. Seoul boasts of some of the fastest Internet speeds, both wired and wireless. And with city-wide Wi-Fi coverage, visitors can be connected online from anywhere in the city. Marriott group's MCUBE – (Marriott Meetings Matter), held recently at the newly-opened JW Marriott Jaipur Resort & Spa, brought together the largest corporate and professional conference organisers under one roof. We highlight more industry news from the event.

Keep reading and giving your feedback to us at:
micetalk@ddppl.com

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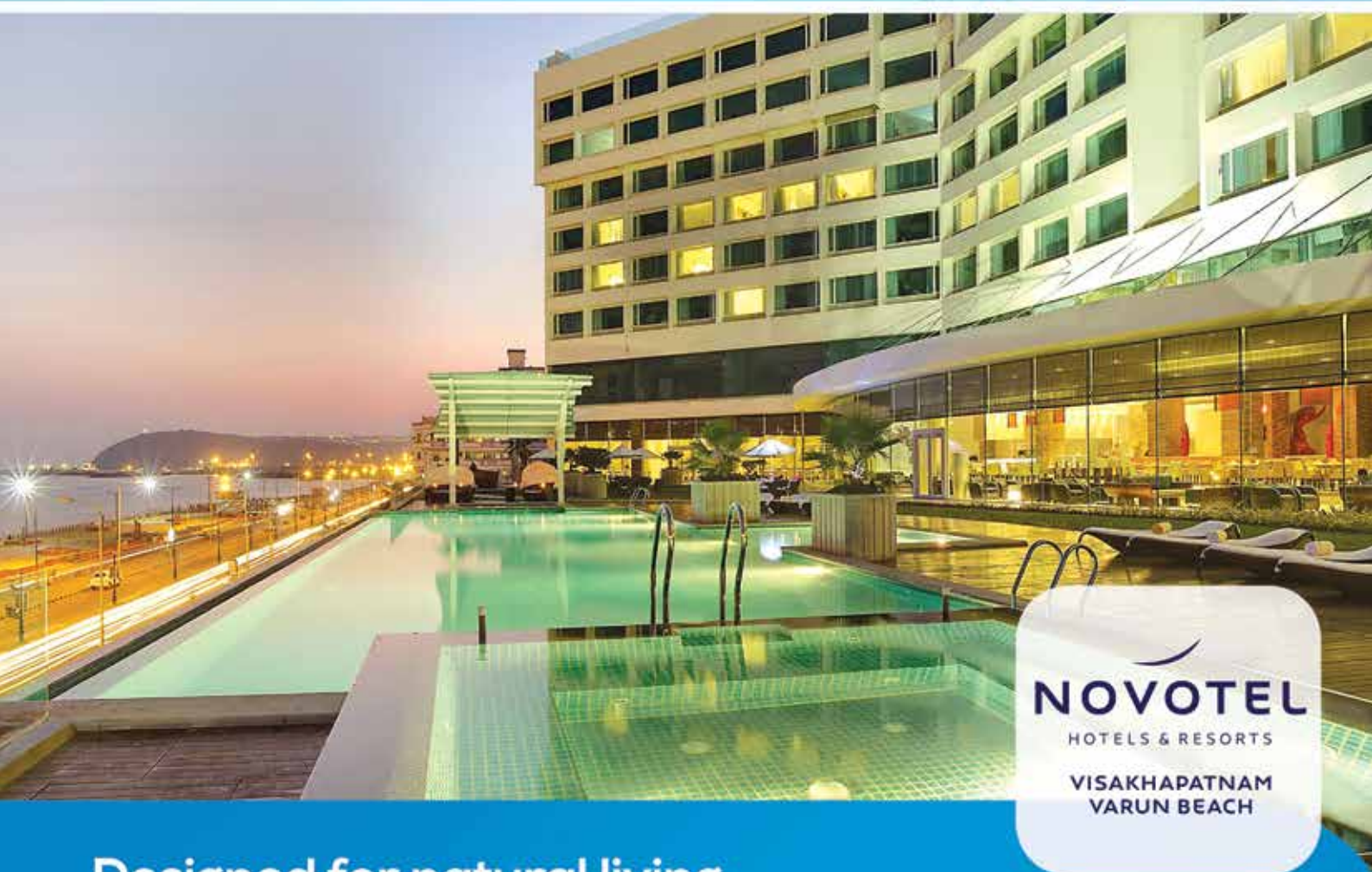


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Fairmont Jaipur



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NEWS

E. INDIA

ICPB's 11th CIC will travel to Kolkata

India Convention Promotion Bureau (ICPB) will conduct its 'Conventions India Conclave' at Biswa Bangla Convention Centre, Kolkata, from August 29-31, 2018. Themed as 'Scaling New Heights – Building for the Future', the focus of the flagship event will be on how ICPB can enhance their activities and compete



in the international market. The body aims to focus creating opportunity of bidding for international conferences. A statement from ICPB stated, "The conclave will provide the perfect forum of opinions, views and standpoints on India's meeting and convention industry."

EAST INDIA

Holiday Inn Resort Kolkata NH6 opens

InterContinental Hotels Group has announced a partnership with SDB Developers to bring a second Holiday Inn hotel to Kolkata. The 110-room Holiday Inn Resort Kolkata NH6 will house impressive meeting and banquet facilities along with beautifully landscaped lawns, especially suited for wedding functions.



UAE

Atlantis, The Palm's Wedding Lounge

Atlantis, The Palm has launched its exclusive Wedding Lounge. Home to a leading team of experts versed in the important traditions and culinary expectations of Indian nationals, the lounge will provide the ultimate haven for couples to create their dream wedding. The resort's ongoing focus on creating perfect guest experiences saw wedding bookings increase 30 per cent in 2017, compared to 2016, from couples from around the globe. Atlantis has a collection of seven individual venues, namely, Royal Beach and Asateer Tent, Atlantis Ballroom, and more.



UAE

Grand Hyatt debuts in Abu Dhabi with 332 guestrooms, 36 suites and 60 residence

Hyatt Hotels has announced the opening of Grand Hyatt Abu Dhabi Hotel & Residence Emirates Pearl, the first Grand Hyatt hotel to open in the United Arab Emirates' capital city, Abu Dhabi. A short 35 minute drive from Abu Dhabi International Airport and the Louvre Abu Dhabi, the hotel is located along the charming Corniche. Grand Hyatt Abu Dhabi Hotel & Residence Emirates Pearl's flexible event space totals more than 50,500 square feet, including 12 fully integrated meeting rooms. The 11,194 square feet Al Bateen Ballroom, provides an ideal location for social events, special occasions and weddings.



W. INDIA

JW Marriott Mumbai Juhu hosts wedding influencers

■ The rise in affluence has transformed the Indian wedding into an even more lavish affair. Keeping the business of weddings on the forefront, JW Marriott Mumbai Juhu played host to 30 influential wedding couples from Gujarat. A dedicated team of 'Shaadi Specialists' showcased their commitment through classic décor and epicurean delights offered with warm hospitality and service. The wedding FAM commenced with a scrumptious Italian lunch at Mezzo Mezzo, followed by a grand soirée of cocktails and dinner at the Grand Sangam Ballroom. The evening gave the guests a chance to witness the heart-touching short film titled 'Letters to Dad' conceptualised by Shaadi by Marriott.

The second day of revelries treated guests to an elaborate brunch at Salt Water pool and the property's newly launched wedding harbour- Mahi. Speaking at the occasion, **Bharat Ratanpal**, Director of Sales and Marketing, JW Marriott Mumbai Juhu, said, "The stability of and rapid growth in the business of marriage is what prompted us to host this FAM with wedding influencers in Gujarat. In India, people are spending a lot more on weddings and the venue plays an important role in the planning. Our property boasts of a resort-like feel with indoor and outdoor spaces that set us apart from many hotels and we are noticing a significant rise in wedding queries."

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ACTE talks BUSINESS TRAVEL solutions

ACTE Global recently held its regional conference at the national capital for enabling a suitable platform for imparting business travel solutions for corporate travellers

Kanchan Nath

The new-age business travellers are on a lookout for myriad options in travel and seek valuable information on the basis of security, feasibility, etc. ACTE Global's regional conference held at Pullman New Delhi Aerocity on April 11, 2018, saw a conglomeration of industry veterans brainstorming on the segment, while elucidating on some pertinent facts. During his address **Benson Tang**, Regional Director, Asia, ACTE, informed, "India is a very important travel market. In 2017, we held 46 events and first-ever global conference in Japan. The Asian membership of ACTE has surpassed that of Europe. We now have 400-plus members in the Asian chapter. This year, we will be having our global conference in Singapore in July."

TRAVEL SAFE

Giving an insight on technological disruption on business travel, **Greeley Koch**, Executive Director, ACTE, said, "Today, travel buyers want to know what happened overnight that is going to impact travel. From 2016 to 2017, the growth of mobile apps for bookings have increased manifold, up to 32 per cent. Another major

development that has occurred is tools to ensure strict safety policies."

WHY GDPR?

In his address, **Madhu Shekhar**, Principal Evangelist, Amazon, elaborated on major aspects of security, content and data breaches. While major regulations in this context are yet to come to India, they remain paramount globally. General Data Protection Regulation (GDPR) is a significant new EU Data Protection Regulation, it is enforceable from May 25, 2018, and replaces the EU Data Protection Directive. GDPR is a shared responsibility. Penalties apply to both controllers and processors. Shared responsibility model showcases that customers are responsible for their security and compliance in the cloud. AWS is responsible for the security of the cloud.

CONTROL V/S CONVINCE

We are in the age of fierce business competition that spans across the globe. Change is constant, but the pressure to digitise and automate processes has never been more apparent, and the drive for innovation has never been more important. A session on the same saw panelists discussing the way forward on implementing usage of disruptive technology, Artificial Intelligence, Big Data, Blockchain, etc.

“GDPR is a shared responsibility. Penalties apply to both controllers and processors”



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Conferencing in SOUTH KOREA

South Korea evokes the right blend of MiCE through its suited cities. **Jae-sung Rhee**, President & CEO, Seoul Tourism Organization, reveals the essence of the sector

Mayank Jain from Seoul

Brief us about South Korea's major MiCE cities, convention centers and venues?

South Korea's major MiCE cities include Seoul, which ranked 3rd in UIA's top international meetings city report with 526 meetings held in 2016, as well as Busan, Jeju, and Incheon, which came in 14th, 17th and 30th, respectively. Seoul's premier convention facility is the COEX Convention and Exhibition Center. The city's main event venues are the 61 'unique venue', members of the Seoul MICE Alliance. The most representative of our venues include the

traditional Samcheonggak, the modern DDP, and the iconic Han riverside venue, Some Sevit.

In August 2018, Seoul will host the large-scale 38th Congress of the Société Internationale D'Urologie, which is expected to witness participation of some 2800 people. Seoul will also be hosting the 22nd World Organisation of Family Doctors (WONCA) World Conference, with participation of 5000 people.

Kindly enumerate Seoul MICE Alliance.

The Seoul MICE Alliance, also known as



In August 2018, Seoul will host the large-scale 38th Congress of the Société Internationale D'Urologie, where some 2800 participants are expected



SMA, is a partnership between the city of Seoul, the Seoul Tourism Organisation, and private-sector organisations, including airlines, hotels, convention centers, and entertainment services. It aims to promote the city's meetings infrastructure and advantages to international buyers.

We work in concert with SMA members to carry out overseas marketing activities, such as roadshows and meeting industry exhibitions, bidding activities, such as site inspections. Also, through PLUS Seoul,



FACT FILE

- According to UIA top international meetings city ranking, Seoul stood third position as the most suited city for MiCE with 526 meetings in 2016.
- Indian tourists inflow to Korea in 2017 was 123,416.
- There are direct flights by Korean Air between Incheon and Delhi, five times a week.

the city's brand of event support, SMA members offers discounts, upgrades, and much more. By working as a cluster, Seoul's MiCE industry is

competent and attracts world-class events easily. Seoul also offers subsidies to groups using SMA member services. This extensive alliance helps to

vitalise businesses, because with more international MiCE participants, brings in sufficient revenue while building a robust economy.

How does Seoul connect with India through air routes?

Currently, there are direct flights by Korean Air between Incheon and Delhi, five times a week, and by Asiana, the frequency is five times a week. In addition, there is a direct flight route between Incheon and Mumbai operated by Korean Air, three times a week.

How many Indian MiCE participants are visiting Seoul and Korea? How long is their average stay?

The total number of Indian tourists (not exclusive to MiCE) in 2017 was 123,416. In the future, we will work to bring in more Indian



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abhijeet@dynamicorbis.co.in





visitors. The average stay for a MiCE participant in Seoul is approximately seven days.

Which is the largest MICE group that you have had from India so far?

In February 2017, an incentive trip for a Mumbai-based life insurance company brought 462 visitors from India to Seoul.

What kind of benefits are given to incentive and business meeting groups?

In 2018, if an event has international participants that stayed over in Seoul for at least a total of two or 100 nights, the business or agency (including PCOs, event planners, DMCs) can qualify for the following support:

- Starting from 2018, basic financial support will be 20,000 KRW per person.
- If the business group uses

at least three Seoul MICE Alliance members (paid services), Seoul provides a 'Seoul MICE Card' worth a value of 10,000 KRW per participant.

- If the business group uses more than one of the six experience courses designated by Seoul, the city will provide another 10,000 won in financial support for your event.

What kind of technological tools do your convention centers have for easy access and seamless functions?

In Seoul, in general, you can experience some of the fastest Internet speeds, both wired and wireless. And with city-wide Wi-Fi coverage, visitors can be connected online from anywhere in the city.

The COEX Convention and Exhibition Center is equipped with the latest

Starting from 2018, basic financial support will be 20,000 KRW per person. For 3 SMA paid members, a 'Seoul MICE Card' worth a value of 10,000 KRW is provided

AV equipment, event information screens, online registration kiosks, and on-site technical support. The entrances of the newly renovated conference rooms have small digital displays— a technological tool that can reduce event disruptions for the client.

According to you, which country sends the most MiCE participants to Seoul?

Most MiCE participants arrive from China and Southeast Asia. India is a new market for us, but one which we plan to more actively engage with, in the future.

What kind of leisure activities/entertainment can delegates look forward to unwind?

Seoul is a shopper's paradise. The city is home to numerous shopping malls, department stores, duty free shops, and



traditional markets, such as the streets of Gangnam, Cheongdam, and Sinsadong Noryangjin fish market are available, while Insadong and Namdaemun sell more locally made, traditional crafts. Coex Mall, Myeongdong, and Dongdaemun are the city's most popular shopping spots for international visitors. Visitors can find all the options of what a shopper wishes to include in their wishlist, while unwinding themselves after their business meet. In addition, Seoul offers a wide range of cultural entertainment offerings such as performances like 'The Palace: Tale of Jang Noksu' at the historic Jeongdong Theater, movies, plays, and musicals.

Finally, there are amassing, affordable food options for visitors in Seoul. Korean food is nutritious, healthy, and delicious, and in Seoul, one can get a wide range of high-quality restaurants and street food representing diverse cuisines from around the world.



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A haven for **INNOVATIVE** meetings

Saurabh Bharara, Director of Sales & Marketing, The Ritz-Carlton, Bangalore, highlights the USP of the property and how it has invoked a new concept of meetings

What defines luxury at The Ritz-Carlton, Bangalore?

Located in the heart of downtown Bengaluru, the hotel presents seven restaurants and lounges, superlative accommodation, impeccable meeting venues, a dedicated Club Lounge, unmatched cuisine and a sublime spa. The Ritz-Carlton, Bangalore, is the first and only Ritz-Carlton brand in the Indian subcontinent. The Ritz-Carlton, Bangalore, believes in creating memories by way of curating experiences for its guests, through exemplary dining events and experiential stays.

What is the MiCE USP of your hotel?

The hotel has created a destination that speaks to the needs of modern meetings, with 277 guest rooms including suites, more than 21,000 square feet of event space and conference rooms, serviced by a team of dedicated experts. Meetings and events at the Ritz-Carlton, Bangalore, take on new life by stirring the senses. From rooftop summits to poolside meetings to exquisite dreamlike weddings, our flexible and non-traditional approach to meetings enrich the senses and ensures attendees go home with a story to tell. Our meeting spaces can accommodate up to 1,000 guests in a variety of conference venues, providing a wide range of flexibility for hosting

meetings in Bengaluru. From the start of your event, you will find a skilled team of dedicated Ritz-Carlton ladies and gentlemen who ensure flawless execution to the highly-personalised events we host. In a new programme launched in 2016, 'A Meeting of the Senses,' the relaxed and refined environments of participating Ritz-Carlton hotels and resorts around the globe set the scene to create innovative meetings that awaken the mind, stir creativity, and intensify focus.

What have been your occupancies/ARRs and RevPAR for 2018? What are your targets for the rest of the year?

The hotel has seen a steady growth in occupancy and rates in 2018, leading to an overall incremental RevPAR of 8.8 per cent YOY. The trend looks healthy for the rest of the year too.

How is Bengaluru developing as a city for hospitality?

Bengaluru is a favoured destinations for weddings, conferences, banquets and event exhibitions and apart from the few convention/exhibition centers available, organisers today have a preference for hotels in the city, as everything is streamlined and organised along with the availability of state-of-the-art facilities and personalised services, under one roof. By the end



Saurabh Bharara

The hotel has created a destination of modern meetings with 277 guestrooms and 21,000 sqft of event space

of 2018, Bengaluru will be at par with Mumbai in terms of hotel inventory and that is really a very positive sign of development for the hotel industry here as a whole.

The city's economy is a service-led economy, the IT Sector has been a major source of business for the hotel industry.

What green initiatives have been taken by your hotel?

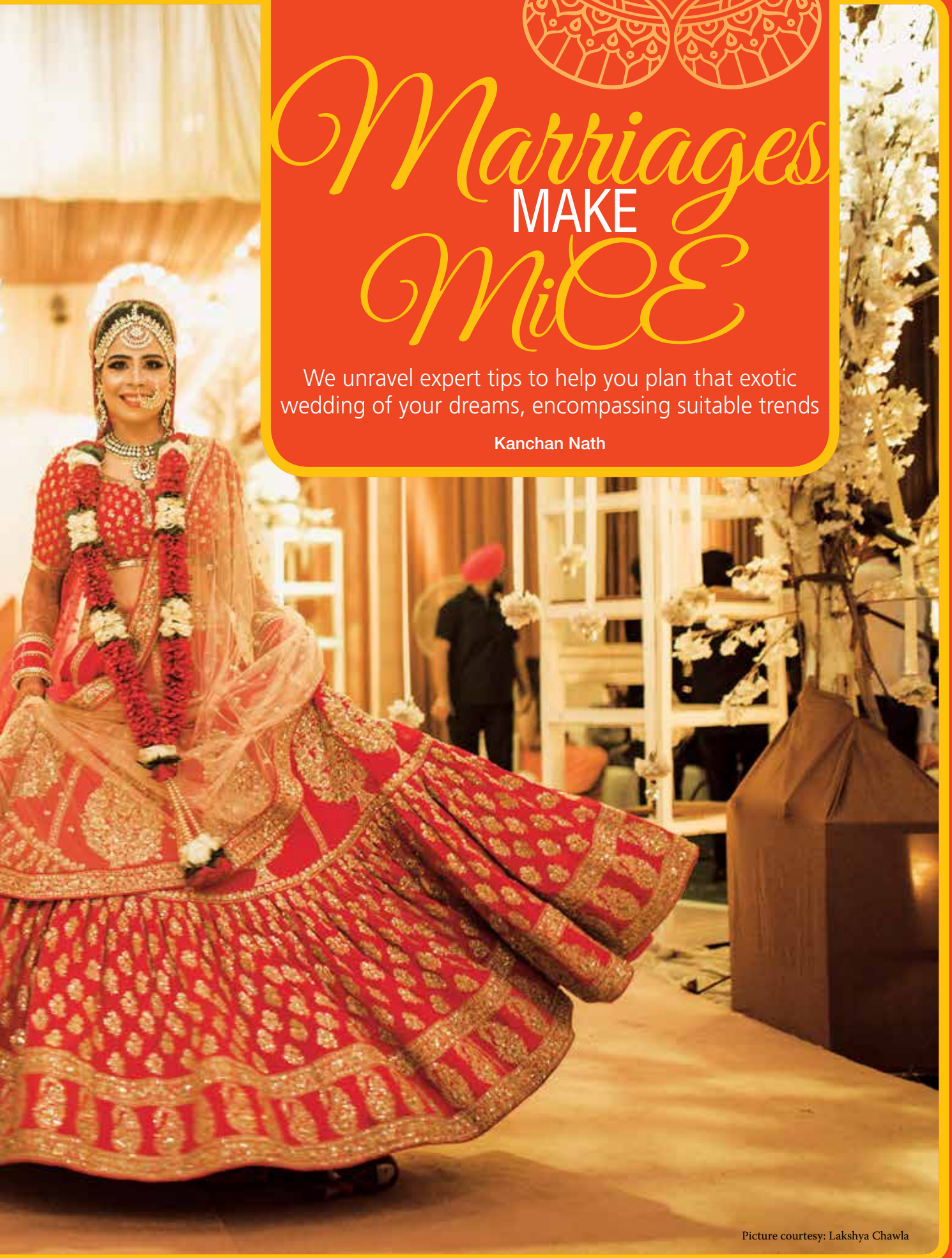
We have had our in-house kitchen garden since 2013. It was introduced to source organic food and to combine fresh ingredients with culinary excellence. The advantage of growing our own produce is that we will always have a fresh and steady batch.



Marriages MAKE MiCE

We unravel expert tips to help you plan that exotic wedding of your dreams, encompassing suitable trends

Kanchan Nath



Picture courtesy: Lakshya Chawla



Picture credit: Anand Rathi



Bhavnesh Sawhney

**Director
Wedniksha**

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From destination to décor and from hospitality to entertainment, each segment is conceptualised and planned in detail.

SWAYING TO SANGEET

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VARMALA CONCEPTS

Nowadays, couples prefer to sync and coordinate the colours of the varmala with the overall theme of the wedding.

CHALLENGES

In a big fat Indian wedding, there can be varied challenges. For instance, at international destinations, language can be a barrier, thus we require assistance of locals who can help us with the translations. Our team is also sensitive towards wastage of food or expenses.

SMALLER LUXURY HOTELS OR BIGGER DESTINATION RESORTS

Our expertise lies in both and we are happy to plan whatever the couple wants their D-Day to



be like. We as wedding planners prefer luxury hotels as we can buy out the entire property and make it a personal affair and deliver the best hospitality services.

FRAMED IN THE MEMORY

Professionals use dolly to capture movements and drones for aerial views at the functions. Another trending feature in today's time is a 3D movie. The wedding is shot and later projected as a 3D video for cherishing memories.

A WEDDING THAT STOOD OUT

In the recent past, we planned the wedding for Actress Sonam Kapoor and Businessman Anand Ahuja. From taking care of the guest list to security to hospitality, to artist management, to logistics, we did it all, seamlessly.



We as wedding planners prefer luxury hotels as we can buy out the entire property and make it a personal affair”

Travel

SHOWS

Business

TRAVEL SHOW

December 1 - 2, 2018
Hyderabad Marriott Hotel & Convention Centre

Education

TRAVEL SHOW

November 17 - 18, 2018

Allied

TRAVEL SHOW

February 23 - 24, 2019

Luxury

TRAVEL SHOW

April 6 - 7, 2019

Wedding

TRAVEL SHOW

July, 2019



Pacific Leisure Group

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weddings. We started “Shaadi by Marriott” to understand, elevate and customise the wedding experience. Since 2016, we have seen an increase in the revenue from weddings by about 40 per cent.

CUSTOMISATION, FLEXIBILITY AND SAFETY

We have moulded ourselves to become super flexible in acceding to specific requests. For example, if a family wants to bring in their own *Maharaj* for cooking for the wedding, we do accommodate him in our kitchens. With regard to our approach to weddings, we are very particular about dealing with those who come to find out about weddings in Marriott. They are met with by the General Manager and Director



Nikita Ramchandani
Senior Area Director of Operations - South Asia
Marriott International

THE WEDDING BUSINESS GROWS

The wedding segment in India is lucrative, our visible commitment to the same has been through ‘Shaadi by Marriott’. It is our 360-degree approach on how we treat weddings. Destination weddings is the trend gaining traction. Among our hotels, for beach weddings, W Goa is very popular, for the castle-like theme, we have our newly-opened property JW Marriott Jaipur, for wedding in the hills, we have JW Marriott Mussoorie Walnut Grove Resort and Spa. Our hotel, Le Méridien Mahabaleshwar Resort & Spa does well for weddings, even JW Marriott Hotel New Delhi Aerocity, J W Marriott Pune and also JW Marriott Hotel Kolkata get a good number of wedding bookings. JW Marriott Mumbai Juhu and The St. Regis Mumbai are also doing well for

of Operations, themselves, to understand what matters to the guest most. In our city hotels attuned more for corporate events, we understand weddings are different. I don’t think there are any major challenges in organising wedding events, rather the system is still in a state of evolution. Mantra remains flexibility and safety.

WHY MARRIOTT FOR WEDDINGS?

Among the other trends observed, we have seen that, in cities for bigger weddings, people like to have the pre-wedding events in different hotels. In the concept for weddings, a confluence of the traditional and modern continues. While the youngsters (couple to be married) have a greater say in the wedding arrangements than before, the final decisions are mostly taken by the family in unison. For people the status issue remains, level of affluence is generally seen as a reflection of the location chosen for the main wedding or reception. We recommend Marriott for your weddings as we work as an extension of your family and shall embrace your wedding as our own. We have the tools, resources and the bandwidth to support us in our endeavours.



Since 2016, we have seen an increase in the revenue from weddings by about 40 per cent”

5 reasons **INDIA MiCE AWARDS** are good for your business



1

Reputation

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2

Exposure

Opportunity to tell your story and elevate your profile

Getting shortlisted for an award can improve brand awareness and promote your business among prospective customers. All winners will be featured in the supplemental issue of MiCEtalk. Further, media coverage will be provided through other sources, including TravelTV.News.

Being nominated for India MiCE Awards will help you gain PR exposure through special print magazines, newsletters, email broadcasts and website promotions, throughout the year.



3

Competitive edge and bragging

Stand out from the crowd

An award is a seal of approval for your hard work and is a sign of quality for potential customers. It's a great way of differentiating your organisation from competitors.

4

Access to industry leaders

Connect with the best

India MiCE Awards offers a great opportunity to network with senior industry professionals and government officials, away from the strenuous business environment.



5

Motivate and reward

Boosting team morale

Attending an award ceremony in itself creates an exciting buzz in the air. The team looks forward to a good night out with colleagues and industry peers, and returning with an award in hand at the end of the night makes it even better.



#MiCEMaestros
#IMA2018



Kunal Rai
Vice President
Weddings and Events, Tamarind Global

CURATING EXPERIENCES

Each wedding is now all about incorporating new and unique experiences for the guests – from virgin destinations, to unique eclectic entertainment, interactive elements, novel food and bartending concepts, décor that stands out and more to appeal to all senses. The general experience needs to now be involving, personalised and out of the box.



CUSTOMISING IS THE WORD

From a custom app that keeps all communication personal, to a customised gifting with the names of guests, elements in bartending like monogrammed ice cubes or custom menus, customised and curated entertainment concepts and much more – you can do a lot whether it is an overseas destination or domestic even with a large guest list.

SWAYING TO SANGEET

Tech-based setups, innovative bride and groom entries, eclectic and experiential foreign artists, completely customised and specially conceptualised shows curated to include stunning visuals, dance and vocal acts, give guests a special experience.

GUARANTEED ENTERTAINMENT

Hollywood inspired themes are still seen for décor such as Moulin Rouge, Alice in Wonderland and so on.

VARMALA CONCEPTS

Recently, we did a varmala which took place on an ice lotus stage. Another few ideas we were evaluating for a client included a surreal garland exchange on a water body with water projections of customised content around the bride and groom.

SHOW ME THE MONEY

Within India, a wedding can work out to ₹40,000 per head and also go to over ₹1.5 Lakhs per head, all-inclusive depending on where you do it.

CHALLENGES

- A lack of new destinations with good infrastructure and connectivity.
- Hotels agreeing to a buy out at a reasonable pricing.
- Fusing outside catering with existing hotel kitchens.
- For most hotels and destinations, outdoor decibel sound restrictions limit the timings of functions.

SMALLER LUXURY HOTELS OR BIGGER DESTINATION RESORTS

I usually prefer a smaller hotel buyout.

WHAT'S TRENDING?

New trends all revolve around instant gratification. Getting short videos and instagramable content during the function to share memories then and there with guests and on social media has become something to look forward to.

A WEDDING THAT STOOD OUT

A family from London had seen a *Mela* (fair) concept in London's heritage Old Billingsgate on the Thames overlooking the The Shard.

The eclectic *Mela* brought elements in décor, food and entertainment from each state, which was transported from India.



Within India, a wedding can work out to ₹40,000 per head and also go over to ₹1.5 Lakhs per head ”

Chitra Awasthi

Director of Sales and Marketing

JW Marriott Mussoorie Walnut Grove Resort and Spa

TRENDS IN DESTINATION WEDDINGS

Destination weddings in the hills have become a big trend. Mussoorie is a splendid place for an out-of-the-box wedding. JW Marriott Mussoorie Walnut Grove Resort and Spa has over 4,000 square feet of venue space and with the help of in house specialists, every detail is carefully planned and executed.

FOOD FOR WEDDINGS

Mainly north Indian food is preferred for Indian weddings, however, our culinary team offers various menu options for the wedding and preceding functions. The Chefs at JW Marriott Mussoorie Walnut Grove Resort and Spa work closely with guests or their *Maharaj* to ensure a delectable feast throughout the wedding. For cocktails and pre-wedding functions such as *Haldi* and *Mehendi*, our team recommends numerous specialty set-ups like a cheese and champagne set-up, a bar with chef specials, a Mexican appetizer set-up or a pan-Asian appetizer set-up.

WEDDING SPECIALISTS

We have a wedding specialist who is part of the

hotel's sales team, who only handles wedding requirements.

REVENUE FROM WEDDINGS

A total of about 22 per cent of rooms revenue and 55 per cent catering revenue is driven by weddings segment.



JW Marriott Mussoorie Walnut Grove Resort and Spa has over 4,000 square feet of venue space"



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Rohit Chopra
Regional Director of Sales
India - AccorHotels

TRENDS AND MORE

Indian weddings are getting bigger and aspirational travellers with spending power are now considering international venues to celebrate their special day. The most popular destination wedding venues outside of India are Macau, Thailand, Bali, Turkey, Ras Al Khaimah and Mauritius. National Tourist Offices (NTOs) across these destinations have also been promoting themselves for destination weddings.

Overall, the wedding industry in India is flourishing and is pegged at \$40 billion with 25-30 percent growth expected annually.

and the traditional wedding food differs from region to region. Although, with global food influences and migration within the country, there has been a lot of uniformity in the wedding food across the country.

SPECIALISED CHEFS

We have specialised Chefs who have expertise in making different cuisines - Mediterranean, Indian, Modern European, Chinese, Southeast Asian and fusion.

DOMESTIC WEDDING DESTINATIONS

The most popular destinations for weddings in



THEMED WEDDINGS

Gatsby, Maharaja, Bling, Casino, Cherry Blossom, Royal Rajasthan, Color Pop are the most popular wedding themes.

F&B OPTIONS GALORE

For Indian weddings, food takes the centerstage

India are Jaipur, Udaipur, Jodhpur and Goa.

FRAMED MEMOIRS

Guests conduct pre-wedding shoot, videos, teasers and 'Save the Date' as part of the precursor to the wedding.

Social media integrations, live streaming, HD videos, photo booths, wedding hashtag, small-sized videos, drones are new trends designed to create lasting memories and engage guests for the event.

The most popular destinations for weddings in India are Jaipur, Udaipur, Jodhpur and Goa"

Soumodeep Bhattacharya

Director of Sales & Marketing
Le Meridien Goa, Calangute

TRENDS IN DESTINATION WEDDINGS

Destination weddings have garnered huge popularity in the last five years and have become common with Indians too. Goa offers a varied landscape – from beaches to quaint islands, heritage sites to luxurious 5-star hotels and guests have a whole lot of options to choose from. Today, the major trend we see is a smaller audience or limited number of guests. Over the top, gigantic weddings with over 500 people is a thing of the past.

THEMES FOR WEDDING

Last year, we saw the trend of people preferring more of the casual vibe – lot of greenery and dramatic florals instead of linen drapes. A picnic style seating or community table set-up instead of formal round tables, handmade (think origami) centerpieces, that reflect the personality of the bride and groom, are doing the rounds. Every couple is looking for a theme that has a distinct character and that matches their own personalities. They want their wedding to be an extension of their own personal interests.

FOOD AND WEDDING

At Indian weddings, choice of food and offerings is not merely an extension of their hospitality, it is also a symbol of social status and hence, it as important as the wedding ceremony itself.

Menu planning for a wedding can take weeks before the family decides, hence at Le Meridien Goa, Calangute, we make sure that my team and I meet guests personally or speak to them over the phone to understand their preferences and favourites so that the menu can be customised, keeping their choices in mind. While planning a wedding menu the key is to strike a balance between traditional and exotic flavours, keeping the guests' preference in mind.

THE WEDDING SHOOT

Pre-wedding shoots have become very popular and couples today spend a lot of time picking the right photographer or videographer. There is a lot of effort that goes into conceptualising the shoot and at Le Meridien Goa, Calangute, we have had requests for our spaces for such shoots.

THE SPECIAL ONE

When it comes to weddings, a hotel spends anywhere between 3-6 months being constantly in touch with the guests – be it planning the menu, décor or coordinating for entertainment and other ancillary services, making each association a special memory. However, as a

new hotel that's been operational only for 10 months, the wedding that stood out for us at Le Meridien Goa, Calangute, was the first one that we hosted back in February. The client was based in Mumbai and to make the process seamless, every week we organised a call to connect and discuss menus, venue décor, entertainment, licensing, rooms, transport and amenities. Since it was a two-day ceremony, we also had to plan the local itinerary for guests, recommend places that were ideal for them to unwind together as a family.



Pre-wedding shoots have become very popular and couples today spend a lot of time picking the right photographer.”





Hemal Solanki Bhagwat
Director
Mercury Integrated Marketing Services

PLANNING EXPERIENTIAL WEDDINGS

The décor nowadays includes a lot of detailing in table settings, interactive décor and more. Food also is not only about taste, it's about the drama with the molecular gastronomy trends. Gifts are personalised to each guest.

BOOMING BUSINESS OF DESTINATION WEDDINGS

Weddings, especially Indian weddings, have a huge impact on tourism. A mid-sized Indian wedding will have at least 300-400 guests. Local industries such as hotels, production services, logistics companies, etc. see a good chunk of business. And that's not all, in fact guests that travel for a wedding, most often than not, stay back for a couple of days to enjoy the destination, further adding to tourism sales. Tourism boards of various countries have realised that Indian weddings are the key to promoting these local industries, especially during lean seasons.

THE WEDDING BUSINESS PIE

Well unfortunately, weddings don't work on

marketing strategy. The best strategy is to understand and choose your clientele wisely and do a great job, as word of mouth is the only way to grow in this space.

OBTAINING VISAS FOR OUTBOUND DESTINATIONS

Visas are usually one of the most important and primary criteria of choosing a destination. Most families prefer destinations that either do not require visa or provide visa on arrival. But with a good agent and local DMC for visas, this is no longer an issue.

WEDDINGS ON CRUISE

Cruise weddings are gaining a lot of popularity. However, cruise weddings do come with a lot of restrictions such as fire for the ceremony, taking along your own Indian caterer/ *Maharaj*, size of the cabins, etc.

A WEDDING TO REMEMBER

One of the weddings that was special to us was of a young Mumbai-based couple, who wanted us to plan a post wedding celebration in Kerala. We had arranged a lovely vow ceremony as one of the events, where we put them on a raft in the backwaters with them exchanging vows. This was one of the most cherished of our works with a prospective to-be bride and bridegroom.

Most families prefer destinations that either do not require visa or provide visa on arrival”





Vikaas Gutgutia

Founder & MD
Ferns N Petals

PERSONALISED WEDDINGS

People are frequently choosing themes for their functions. Both the bride and groom side have started keeping colour codes, a common accessory (like badges of 'Ladke wale' and 'Ladki wale' for the D-day) and dance performances by the closed ones.

FLORAL FANTASIA

When it comes to conceptualising of weddings, we go a step ahead. Once we brought into life a very exquisite theme named Floral Fantasia where larger than life elephants, totally made out of flowers were added to the décor.

SWAYING TO SANGEET

We used lots of yellows, oranges and greens this year. It varies from client to client for Bollywood themes. We get demands for retro, disco and themes from popular movies like *Bajirao Mastani* as well.

MATCHING VARMALAS

These days, brides have started giving priority to their wedding garlands. They choose shades or colour that matches with their wedding dress. The trending colours are blush pink, light peach, yellow and ombre white.

COMPETITIVE PRICING

We are very price competitive and firmly believe

in the philosophy of value for money, supported by excellent service.

SMALLER LUXURY HOTELS OR BIGGER DESTINATION RESORTS

Extravagant and vibrant venues are the demand of the day. And to meet this demand and keep it hassle free, Ferns N Petals has a chain of luxury wedding venues in Delhi & NCR namely The Ritz, The Riviera, Udman, Vilasa, Shagun Farms, The Kundan and Brij Greens.

PHOTO ARCHIVES

This is the era of candid photography as now people want to capture the moments in the most realistic way or the way they are. Plus, it is all about social media, therefore, digital pictures are required, not the physical ones.

A WEDDING TO REMEMBER

FNP Weddings & Events recreated the grandeur of Buckingham Palace through the craftsmanship and hard work of 500 plus people working for about 45 days in an area of 1.50 lakh square feet in size for 3000 guests.



These days, brides have started giving priority to their wedding garlands"





Raj Jaria
Director
Red Kkarpet Events

AN EXPERIENCE FOR A LIFETIME

We take in the client's taste and preference and then recreate the entire experience, which is just a figment of their imagination.

CUSTOMISATION BECOMES MAINSTREAM

We once placed customised gifts for every guest for a wedding on the conveyor belt at the airport. The surprise on their faces to see their name on a hamper, was inconceivable.

SWAYING TO SANGEET

Huge technical setups, designer screens, boisterous sound, celestial lightings, everything is in vogue. Unconventional choreography, heavy usage of background dancers are employed to make the family feel no less than a star. Upward trend is seen in enlisting celebrity anchors, artists and performers.

VARMALA CONCEPTS

Use of heavy set pieces for the bride/groom entry is a rage. For instance, the recent movie *Padmavat*, brought the craze for similar sets for a *varmala* ceremony.

SHOW ME THE MONEY

Hot destinations in India like Goa or Rajasthan starts from ₹35, 000/pax, and for abroad

destinations like Bangkok or Sri Lanka starts at around ₹40,000/pax. But newer offbeat destinations, courtesy celebrity weddings, have also propped up, like Kerala in India, and even Antalya in Turkey.

CHALLENGES UNDERGONE

Payments are a cultural issue in India, the only hiccup here is explaining the role of advances taken, otherwise its all fine. Infact, since the involvement of the younger lot has gone up for wedding preps, this issue is an outward trend!

SMALLER LUXURY HOTELS OR BIGGER DESTINATION RESORTS

Its all a personal choice and at times about the budget of the client, what the hotel lacks in its offering, we provide it under our expertise.

MEMORIES IN A FRAME

Wedding photography has seen a meteoric rise. India has truly become digital in this aspect. Skillful cinematographers are used to capture the pre-wedding and wedding celebrations. Teasers, clips and stories are the order of the day for cherished memories.

A WEDDING TO REMEMBER

The TSR-GVK wedding in Hyderabad was an otherworldly affair. The kind of detailing, preparations and challenges that were involved could make for an entry in 'How to do a Big Fat Indian Wedding' books. Imagine GVK scion getting married on GMR grounds. Unparalleled!



Offbeat destinations, courtesy celebrity weddings, have also propped up, like Kerala and even Antalya in Turkey”

Saurabh Chowdhury

Director of Sales and Marketing
The Westin Mumbai Garden City

EXPERIENTIAL WEDDINGS

Experiential weddings are planned to ensure that the guests and family members are not just onlookers at the ceremony, but are actively involved in the ceremony.

Meticulous planning and execution is of utmost importance taking into consideration the different mindsets and varying thought processes involved in organising weddings.

SWAYING TO SANGEET

The *Sangeet* ceremony is a crucial part of the wedding process, in some cases, this is the ceremony where both sides of the family meet and socialise for the first time, prior to the wedding. The popularity of the dance and music gala revolves around Bollywood influence of style, décor.

SHOW ME THE MONEY

The price points strictly vary from a case to case basis, depending on the type of engagement that the host would want to have between the families and activities that are planned around it.

The commercials involved could easily extend from approximately ₹10,00,000 to a crore, depending on the magnitude of the event, the venue selected, number of rooms required, and the various events planned.

CHALLENGES FACED

Following up on the commercials and deposits as per the contract is definitely the biggest challenge faced. The requirements for the wedding tend to change quite regularly from the time of signing the contract to the main event date.

SMALLER LUXURY HOTELS OR BIGGER DESTINATION RESORTS

Destination weddings are usually a preferred choice over domestic weddings for many reasons. They offer diverse features and exotic experiences that the hosts encapsulate as their most memorable moments. Destination wedding locations create a fresh vibe among the guests that provide an escape from the regular monotony of urban lifestyle. Hosts also tend to find destinations outside India more viable due to the taxation laws as well.

VIDEOGRAPHY DELIGHTS

With events, couple want to create lasting memories. The latest trends are 4k Videography, HD pictures and drone photography.



The commercials involved could easily extend from approximately ₹10,00,000 to a crore”



Rediscover **MEETINGS & WEDDINGS**

In an interview, **Necip Fuat Ersoy**, MD, International Mice and Wedding Forum, shares the viability of Turkey as a suited wedding destination, for the global market

Priti Khanna from Antalya, Turkey

How has IMWF grown in stature?

The event showcased the third edition. The first one was held in Mumbai and Delhi, India. It was like a daily workshop in two cities with hotels and wedding planners. Last year, we did it in Belek, Antalya. We merged the event with the EEMA Leadership Summit. This year, it was branded as 'IMWF'. We want to create something with intellectual ground for everyone and give an opportunity to network, and not just develop some business.

What is the reason for choosing Antalya as the venue?

After last year's achievement of the event, held in Anatly, the Titanic Group of Hotels, showed keen interest to become the Hospitality Partner. The group has exemplary convention facilities and green spaces, golf course, and so on. Therefore, IMWF was a viable option to be showcased at the Titanic Deluxe Golf Belek, Antalya.

What are the key takeaways from IMWF?

One of the key takeaways for the industry professionals, attending IMWF was the inspirational speech of **Sabbas Joseph**, Founder, of Wizcraft. Based on the theme, 'rediscover', we wanted everyone to introspect why they chose this line of work and



Necip Fuat Ersoy

Of the 25 million tourists coming to Turkey, 12-13 million come to Antalya. 80% of the capacity takes place in six months

rekindle the enthusiasm. The high point was experiencing the 1800-year-old iconic Aspendos Amphitheatre. The sit-down dinner, sound and light show, also, one-on-one meetings with scheduled appointments.

What events do you have lined up for 2018?

There could be one more event lined up at the end of 2018 or early 2019, outside of Turkey.

What MUST DO activities are available for MiCE?

It depends on the size of the group. If it is an incentive travel group, then Belek is



an ideal location because it is in close proximity of local attractions and hotels. The old city, harbor, markets and the night life in downtown is just 25 minutes' drive from Belek. For meetings, Antalya is suited, as it has diversity of service and products to fulfill needs of any MiCE group. On the other hand, Belek offers plenty of choices. It is the resort capital of world's tourism. Of the 25 million tourists coming to Turkey, 12-13 million come to Antalya.

Eighty per cent of the capacity takes place in six months. There is something for every taste and budget

in Antalya, especially with the all-inclusive packages offered. There is great variety of cuisine option for vegetarians as well.

How does IMWF help to elevate MiCE and weddings for Turkey?

Through showcase of numerous offerings and value for money, the country has to offer for groups, IMWF will surely bring in more MiCE business in years to come.

Enumerate your growth chart since the past fiscal?

Demand was five times more this year than the same period last year.

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TURKEY opens doors to WEDDINGS

300 attendees from 60 countries attended the International MICE & Wedding Forum in Antalya, Turkey, from May 28- June 1. 120 participants from India marked their presence

Leaders and veterans of the MiCE industry from around the world gathered to witness the 3rd edition of the IMWF at the the Titanic Deluxe Golf Belek, Antalya, Turkey. Speaking at the event, **Necip Fuat Ersoy**, MD, IMWF said, "Hosting the IMWF has made us very happy and proud. With IMWF, we believe that we have had a unique experience. We hosted over 300 agencies from 60 countries for four days in Antalya, Turkey."

Bünyat Özpak, Managing Partner, Inventum Global and Managing Partner, IMWF, expressed: "There are important agencies that organise events around the world for up to \$75 million events. The world market share of the sector is 1 trillion dollars. MiCE meets 700 billion dollars in this market and 300 million dollars in weddings. We are also in talks with Singapore to increase this market share. We are in talks with Korea, Argentina, Brazil, America, Japan, Britain, the world's largest agencies, in order to meet with Turkey's offerings for MiCE and weddings segment."

Asil Akar, Inventum Global Managing Partner and IMWF Managing Partner, said, "We want to expand IMWF every year. The forum, which provides important contributions in terms of tourism and economy within our country, will continue to host larger international weddings and MiCE organisations in the further editions ahead."

The International MiCE & Wedding Forum, was held under the sponsorship of Turkish Airlines and Titanic Hotels. The forum provided an impetus in the promotion of Antalya as a suitable MiCE destination to the world.

“Global market share is \$1 trn;
\$300 mn dollars is for weddings”



Mega weddings



Sneha Tejwani
Partner
Occasionz Unlimited

“We, as an event and wedding management company have to give options to our clients and this destination was a complete package. The IMWF made us ‘rediscover’ Antalya in all its grandeur. The concept of destination weddings was to be away from the city and have a ‘fun’ wedding. Weddings were



meant to be with close family and friends and to enjoy each and every event in an informal setting. The budget and number of pax was limited. This has now evolved into mega destination weddings where the informal setting has been replaced by all the glamour and glitz associated with Indian weddings. The choice of destinations has also changed and families want locations which offer opulent settings and are willing to travel round the globe.”

Exploring new locales



Pramod Lunawat
Founder & Director,
Millennium Event and
Marriageana Weddings

“IMWF was helpful as far as exploring a new destination and weighing the influence and resources of a DMC like Inventum are concerned. A great networking platform that could have been better with more free mingling of minds and individuals instead of regionally biased groups from various countries. Destination weddings are at their prime now with Indian travellers seeking myriad options. A stage has come where a certain class of people do not need to be convinced about the idea of a destination wedding, and at the same time there is another set of people who are waiting in the wings as aspirants for a destination wedding. So, as planners, we have our hands full!”

Destination weddings come of age



Rajesh Ravani
Founder
Wedding Umbrella

“IMWF 2018 was an excellent experience on each count. The knowledge sharing sessions, entertainment, networking with like-minded individuals from across the continents, understanding the unique operating process of Turkish hotels was enriching. Over the years, the destination wedding industry in India seems to have finally come of age! The last decade saw a tremendous growth in destination weddings within India through exploration of venues such as Udaipur, Goa, Jaipur, Kerala, Jodhpur, etc. However, the trend is now heading towards identifying global destinations. Increasingly, we are seeing families requesting to identify venues that fit the matrix of affordability, accessibility and ability to deliver a timeless experience.”

Gaining traction



Keyur Patel
Managing Director
Prasang Events

“IMWF was very helpful for me. As a destination wedding planner and consultant you need to be constant in terms of knowledge and market update. To meet the industry fraternity is always helpful in terms of knowledge and market position. Destination wedding is now a routine word. Years back, it was a status symbol for a family to host a destination wedding. Nowadays, a bride and groom are educated, attached more with social circle rather than family members. They exude modernity and are more inclined to the destination wedding with close friends and family members. Besides, the destination market has developed. There are plethora of new hotels, airline connections and infrastructure that is easily available and also cost effective. Compared to earlier years, the cost per person has gone down and more people are able to afford a destination wedding.”



Charting out USPs



Siddharth Ganeriwala
Director & CEO
AURA

“The IMWF provided a deep insight on opportunities available in many markets, especially in Turkey, Cyprus as well as CIS countries, along with other European destinations. Meeting and networking with 300 industry folks over four days in a finely curated event, was a delight. IMWF is a unique showcase of the best in the world, thus enabling us buyers to meet relevant contacts. In the current times, the volumes have increased, but the experiences have plateaued, as the wedding industry is at a boiling point. There's a large pivot point to choose the path of cost vs experiences. Both can survive, but as an agency, the person running the show, will have to decide their USP.”

MiCE witnessing exponential growth



Vinod Pillai
Director
Instatourism

“Being at IMWF 2018 itself was a big gainer. The showcase of Antalya as a MiCE and wedding destination was a great know-how. The Indian MiCE industry has shown an exponential growth over the years. The international MiCE industry registered a compound annual growth rate (CAGR) of 7.5 per cent in 2016, whereas Asia-Pacific region had a CAGR of 8.6 per cent, in which India has one of the biggest pie. Domestic corporates are significantly increasing spend year on year. Conferencing and employee as well as dealer incentive programmes have opened doors for a higher demand for rooms and meeting facilities. The ease of visa restrictions in many countries and connectivity to major MiCE destinations from India has resulted in the rapid growth of the MiCE and tourism industry. This growth has only prompted Indian MiCE companies to explore newer destinations for their MiCE needs.”

Blending business & recreation



Inderpal Singh
Vice President – Business
Development & Operations
Corporate Alliance Group

“I feel that the MiCE business in India needs to walk a long distance among MiCE coordinators worldwide. The tourism area, particularly the MiCE segment has a justifiable reason to cheer. With the advent of new locales for destination weddings and for suited meetings, the industry is witnessing a surge in pre-bookings and in experiential travel as well. As per bookings, MiCE planners are mostly engaged all year round. Small urban areas or the urban communities lack required framework to conduct events. The urban communities require infrastructure as well as need tourist attractions, since MiCE events enable blending business and recreation.”

Asia-Pacific, a growing MiCE market

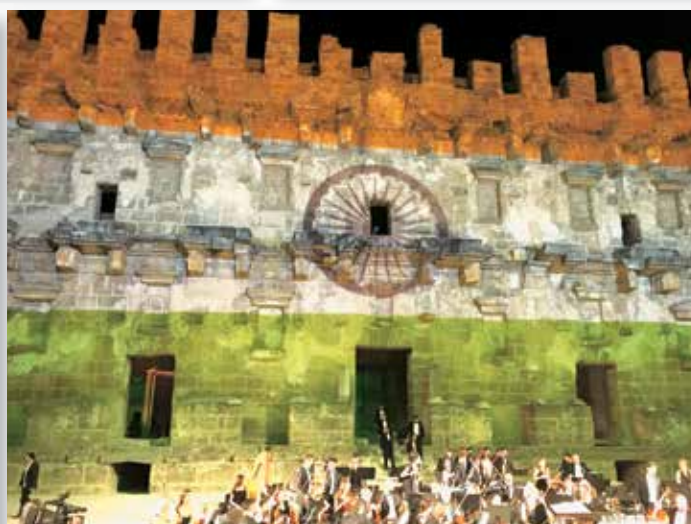


Amanveer Singh
Director
TEN Events &
Entertainment

“With the rise in number of business travellers inbound and outbound both MiCE has come up as one of the most important forms of tourism. MiCE has accounted for more than 50 per cent of the foreign travels in the last 2-3 years, according to ITB World Travel Trends information. MiCE looks like a pure business travel, but, truthfully it is a blend of business and leisure. Asia-Pacific is the fastest growing market for MiCE tourism; though it does not hold a large share. The largest and fastest growing segments in India's outbound market are large groups, weddings, incentives and events. India as a country and its MiCE industry, needs to overcome few roadblocks through improvement in overall infrastructure to hold the fort of MiCE segment, holistically.”

ANTALYA: A dream WEDDING DESTINATION

We share with you some glimpses from the International MICE & Wedding Forum 2018





Vijay Dadhich
Managing Director
Blue Moon Travels & India MiCE Award Winner

The first quarter of 2018 has witnessed a lot of incentive movement with most corporates rushing to use their R & R budgets before the close of the financial year. The second quarter saw a slow down. This was a crucial time for planning for the next two quarters. Destination weddings is the more lucrative segment as a single wedding spread over two or three nights ensures optimum utilisation of all resources available at a hotel- accommodation, venues, catering. Our Destination Wedding Company, is gearing up for the upcoming wedding season. We are confident of converting the 'Big Fat Indian Wedding' as our primary focus for financial year 2018-2019.

In our mid-year analysis, industry experts tell us how the MiCE business has fared in the first six months of 2018. The veterans unravel trending segments and what to expect from 2018

Kanchan Nath



Ashish Jagota
Executive Director
Concept Conferences & India MiCE Award Winner

The first half of the year was not very busy given the lean period, however, the later part of the year looks bright. For us at Concept, 2018 looks very promising especially in the area of conferences, which is our forte. We have signed contracts till 2020! Our work and dedication speaks in volumes, which has reaped for us in getting repeated business in the market. We were awarded a conference of 7500+ delegates in 2016 in Kochi, thereafter the same in 2018 in Coimbatore and yet again in 2019 in Kolkata. There are new cities arising as upcoming MiCE destinations like Bhubaneshwar, Lucknow, Nagpur, to name a few.

MiCE essentially facilitates networking for a fruitful business. What is needed here is to recognise the change in which the world is conducting business, the changing trends, the technological revolution which is making its presence felt in the way in which events and meetings are being conducted. At Concept, we try to add these changes and value to our events and educate the client on the same.



**What
has i
for**

Kapil Arora**Director-Sales and Operations****Wizard events & India MiCE Award Winner**

FY 2017-18 had been really great for us. We added couple of big brand names as our customers, delivered some unique projects, grew as a team and the overall revenue increased approximately by 60 per cent YOY. Though the AMJ quarter (Q1) started a bit slow, but from Q2 onwards, business gathered pace and we got the opportunity to manage some of the prestigious projects for our customers. Other than domestic destinations, we managed projects to some far off locations like Switzerland, Peru, Japan, etc.

There are some important and prestigious events which we had been managing for couple of years. Some of these include: CXO Summit & Partner Summit for a leading global technology giant, 600 pax international & domestic incentive trip for channel partners of a leading paint company, India showcase event for a global leading hotel chain.



2018
in store
MiCE?

Mohit Khanna**MD****iCE Group India & India MiCE Award Winner**

The year 2018 has had a robust start. Meetings and events business have been transformed by the introduction of technology. Hotels have become flexible and overall the industry has seen a boom. For us at iCE, social segments and weddings business has increased as compared to last year due to word of mouth publicity. However, our core still lies in corporate MiCE. Having the advantage of our own events team helps get hold of the entire project and deliver as per our client's expectations. With elections coming in 2019, it looks like there would be some uncertainty until the results are out so it is best to make hay while the sun shines this year.

**Disha Shah****Director, iCE Group India
& India MiCE Award Winner**

The summers have slowed down our domestic MiCE business, though the outbound is on a rise. We are expecting the domestic business to pick up post monsoon. After Diwali, the real season of inbound incentives would begin. There is more clarity with regards to the GST implications this year and people are now prepared to make that much expenditure. We have projects lined up post July 2018, while the next six months are going to keep us on our toes.



MCUBE engages MiCE professionals

Marriott group's MCUBE – (Marriott Meetings Matter), held recently at the newly-opened JW Marriott Jaipur Resort & Spa, brought together professional conference organisers

Kanchan Nath

The two-day event saw a healthy mix of both sides along with the General Managers, Market Leaders and Senior Marriott leadership of South Asia culminate along with industry professionals from the MiCE segment to enhance synergies and strengthen partnerships.

EXPLORING MiCE IN TIER II CITIES

Sanjay Sharma, Market Vice President for North India, Nepal and Bhutan, Marriott International, shared some insights on the viability of MiCE in India and why bringing

events to cities helps elevate local economy as well. "MCUBE is an opportunity to showcase Jaipur as a MiCE destination. Jaipur is really upcoming at the moment and with the availability of new infrastructure and development, it can avail more business from the segment."

The brand of Marriott is witnessing double digit growth and hopes to retain it in future as well. "Marriott had a double digit growth of RevPar during the period of 2016-17 and 2017-18, for F&B, we had a little bit of a crisis due to liquor



ban, GST and demonetisation; a couple of our hotels were hit. We still held on even in F&B. So overall 2017 was a stellar year for us and we performed far above our market share against our competitors,” Sharma added.

Collaborating with a brand has its own benefits, from being the suited collaborative providers, Marriott as a brand considers it vital. Said Sharma, “By collaborating not only within our hotels but with other brands as well and marketing that destination as ‘collaborative service providers’ will make more headway in bringing in more and more international events into the country.

India is the optimal inbound destination because it has the excellent infrastructure now and myriad options of cuisine, has great value for money and building service levels here are exemplary.” On stating why MiCE agents and players should choose Marriott as their choice, he concluded, “We are easy to do business with and have largest footprint in the country. We have a total of 108 hotels in South Asia.”

MCUBE: A HIT

Kadambini Mittal, Senior Area Director of Sales & Distribution -South Asia, Marriott, expressed, “MCUBE is in its fifth edition. It has really grown over the years. The way we engage and showcase our products exudes a personal



“Through collaboration with brands, more international events will come to India”

touch more than a business setting. Initially when we launched in 2013, the event had selective participants, but, now it has surged to over 50 partners.

PAINTING A CSR CANVAS

The event also saw the group participating in CSR activities. Participants painted the walls of a government school, which was adopted by JW Marriott Jaipur for their literacy programme. They also played games with the school children, taught them how to paint and gave away gifts.

Elaborating on the CSR activity the brand does, **Anuraag Bhatnagar**, Multi Property Vice President, Mumbai & Goa, Marriott International, said, “The JW Marriott, Jaipur will be involved in developing the literacy programme. All our hotels does CSR activities, in their immediate community, through our business council programmes.”

SCOPE OF MCUBE

Weddings in India is a never-ending business. To make it a thriving one, hotels ensure plethora offerings for that special day at a special rate. MCUBE gave a platform to wedding planners and other segment buyers



a chance to build fruitful opportunities. Further pointing out on the segment, **Chandra Shekhar Joshi**, General Manager, JW Marriott Jaipur, said, "We have, till now, done 25 residential weddings. These were mostly full buy-outs." Giving his input on MCUBE, he added, "We had 50 to 60 event planners, EMCs, corporate customers, discussing the way forward as far as MiCE is concerned."

Naveen Rizvi, Regional Director, India, Indian Ocean Pacific world and Executive Director, Integrated Conference & Event Management, added, "It was a good opportunity for networking for understanding the new products of Marriott."



MICE IN OFFERING

Indian MiCE hotel General Managers gathered at MCUBE to deliberate upon what they have to offer on their platter.

Faiz Alam Ansari, Complex GM, Sheraton Grand Bengaluru Whitefield Hotel & Convention Center and Aloft Bengaluru Cessna Business Park, shared, "Our hotel offers the biggest MiCE space in Bengaluru. It can seat about 2000 people. We have 12 breakout rooms and another ballroom which can accommodate another 800 people, and an additional 360 rooms to support it."

Taieb TJ Joulak, General Manager, W Goa, on the unique properties of MiCE, the hotel incorporates, exclaimed, "We opened on Christmas 2015. We have 130 rooms, including Chalets and villas. Goa is a great destination, there are up to 20 flights a day." On business

“*Outbound MiCE is vital, about 60 per cent of the business is gained through it*”

Rizvi added, "MiCE is gaining traction in Northeast and also in cities like Bikaner, Jaisalmer." Rizvi informs that outbound MiCE is vital, and that 60 per cent of business is gained through it. "We did a really big group for Turkey, for almost 700 people. Similarly, Singapore, Thailand, Dubai are always evergreen," he added.

FRUITFUL ONE-ON-ONE

MCUBE saw fruitful interactions over a span of three days of all MiCE veterans choosing to unwind and discuss business in the lap of luxury in Jaipur. **Vinita Kripalani**, Associate Regional Vice President, Helmsbriscoe, elaborating on destinations for domestic MiCE, said, "There are metro cities, and Tier II cities like Chandigarh, Jaipur, Goa, Delhi, Bengaluru, Mumbai, Lonavala, Khandala.

We have seen the culture is picking up a little bit from Mumbai while Mussoorie has performed well. A good hotel, coupled with the essence of the city can definitely push a destination. Corporates always want lower rates, especially if it is a repeat business."

Rishi Khandelwal, Director, Wish Bone India, said, "MCUBE saw conglomeration of general managers of major MiCE properties along with partners." On outbound popular destinations, he added, "Nowadays, the CIS countries like Almaty, Baku, Tashkent, are the destinations that are really in. Almaty is a three-and-a-half-hour journey from Delhi, it has direct connectivity and well suited convention hall."

he said, "We are touching ₹20,000 ADR, in occupancies we are in the high 80's. We have about 25 wedding lined up in this year. Goa as a destination is leisure so people come in the weekends. We target incentives from Monday's to Thursday's. We have about two to three meetings in a month on a weekly basis, which carries on till June, when the monsoon starts."

Nicholas Dumbell, General Manager, Renaissance Mumbai Convention Centre Hotel, said, "We have 773 rooms. So, we can accommodate some really big groups for optimal MiCE business. We have a huge meeting space, that encompasses a 13,000 sqft ballroom. Even with such exquisite facilities, I think it's the outside space that makes a difference at the Renaissance."

Piyush Tyagi, General Manager, Le Meridien Jaipur Resort & Spa, said, "In terms of where we are located, 70 per cent of our business comes from weddings. Weddings are very specific with regard to the auspicious dates."

Rahul Puri, General Manager, The Westin Gurgaon said, "Exciting new hotels opened over last year and are opening, which should actually help us."

Vineet Mishra, General Manager, J W Marriott Pune, said, "We have been having great numbers coming in. We had almost 10 to 11 per cent growth as far as business is concerned. Pharma is moving in in a big way. IT offsites have started coming into Pune as well. I think it's a city that offers everything for any industry."



Maya enthrals



The 5th India Travel Awards awarded the tourism and hospitality industry's forerunners in South India at Clarks Exotica Convention Resort and Spa, Bengaluru

MT Bureau

Renowned as a platform which recognises hard work and constant effort of tourism industry players in their respective regions, India Travel Awards—South brought together the who's who of the industry to a glamorous, black tie awards ceremony. **Kumar Pushkar**, an IFS officer and Managing Director, Karnataka State Tourism Development Corporation, and the Chief Guest for the event, said, "These awards are a motivation for those who work in the field of tourism. I believe that tourism is all about sustainability and good

practices and I hope that the award winners will learn from the good work put in by their colleagues. This year, we missed the nomination date but next year, we shall make sure to file the same." **Anita Mishra**, Gladrags Mrs India—Maharashtra 2018, graced the occasion as the Guest of Honour and adding to the glamour quotient of the ceremony, presented the awards alongside the dignitaries. The well-attended ceremony recorded the presence of nearly 150 people from the tourism and hospitality industry. **SanJeet**, Mentor, India Travel Awards,



South, yet again



asserted that tourism is synonymous with progress, development and opportunity and this sentiment is echoing all over the country. He believes that every small hotel, restaurant, tourist attraction and tourist shopping contributes to the growth of the industry. He said, "But, are we doing enough to recognise the players who are contributing to this growth? We have instituted these Awards to address this gap."

"The regional awards recognise those establishments which may not be able to see the light of day at the national level. Through this event, we recognise the real heroes who are constantly working to take the travel industry to the next level. This recognition that we bestow on our regional players puts the spotlight on them and we recognise their contribution and

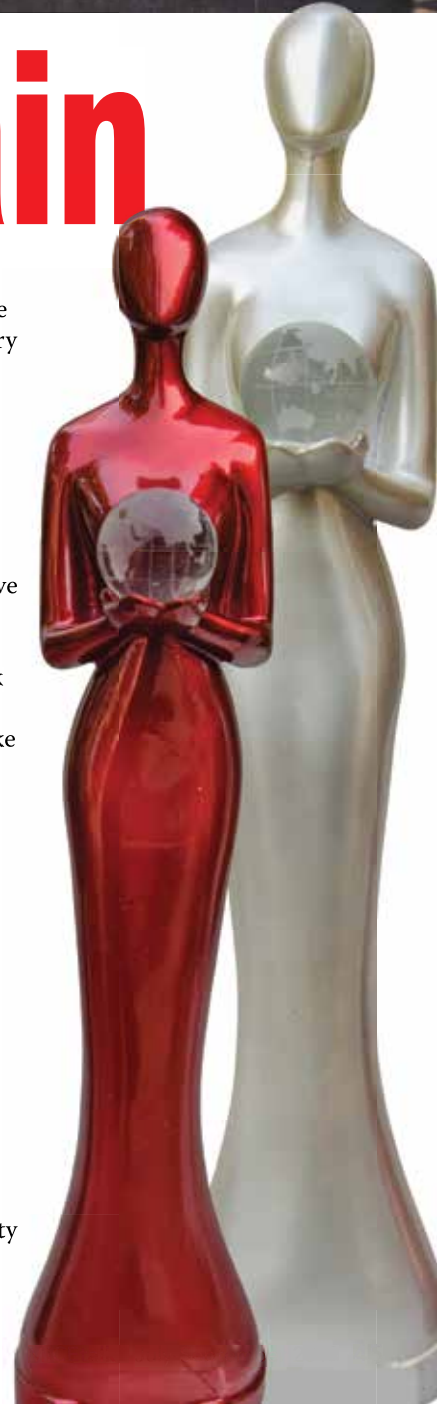
at the same time ensure that they are doing the correct thing and maintaining the high industry standards," he said.

The awards are divided into four categories. The Personal Awards are for the legends and leaders who have established themselves and the youngsters who need the encouragement; Business Awards are for those organisations which have been outstanding in their respective fields and deserve the recognition; Trending Awards, decided by critics, are awarded to individuals who have done extraordinary work and the Partner Awards are to recognise and appreciate the partners who contribute to make the awards ceremony a grand success.

In the Personal Awards category, the Gold Maya was awarded to **Sherif Salman**, Chairman, Sherif Travel and Cargo Services, who entered the Gallery of Legends.

Raj Andrade, Vice President—Business Development, Marketing and Strategy, Bangalore International Airport, took home the DDP Game Changer trophy this year.

Ronaldo Colaco, Owner, Clarks Exotica Convention Resort and Spa, Bengaluru and **Vivek Kumar**, MD, Clarks Brij Hotels, Pride Hospitality and Brijrama Hospitality, were both named the DDP Trailblazers, while **Nirupa Shankar**, Director, Brigade Hospitality was the Face of the Future.



Thundering applause for leaders of **South India**

The fifth edition of India Travel Awards captivated travel, tourism and hospitality partners from South India at Clarks Exotica Convention Resort and Spa, Bengaluru on May 14, 2018. Around 48 award winners were recognised and applauded for the efforts undertaken over the years



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BEST AIRPORT Kempegowda International Airport Bengaluru



BEST HOTEL AND RESORT MARKETING COMPANY Sterling Holiday Resorts



BEST FOREIGN EXCHANGE COMPANY Centrum Direct



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BEST 5 STAR BUSINESS HOTEL Aloft Bengaluru Whitefield



BEST CORPORATE TRAVEL AGENCY Archana Travels



BEST MICE DESTINATION Clarks Exotica Convention Resort & Spa



BEST B2B TRAVEL EVENT Global Panorama Showcase



BEST MID MARKET CORPORATE HOTEL Ramada Bangalore



BEST MICE HOTEL Crowne Plaza Kochi



EXCELLENCE IN CUSTOMER SERVICE The Fog Munnar Resorts and Spa



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Glimpses of the **SHOW**







Making a **CONNECT** with the **INDUSTRY**

The 8th IEIA Open Seminar at Hitex, Hyderabad, brought global leaders of the exhibition industry and facilitated networking for Indian sector with participants from 30 countries

The event while being one-of-its-kind platform for knowledge exchange transacted supported by various global forums of the exhibition industry including UFI, IAEE, AFECA, SISO, AEFI, UBRAFE, AUMA, CENTREX and IEIA, representatives from 33 international associations.

Corrado Peraboni, President, UFI, **David DuBois**, CEO & President, IAEE, **Walter Yeh**, President- AFECA, **L.C. Goyal**, IAS, CMD, ITPO and **B. Venkatesham**, IAS, Principal Secretary, Ministry of Tourism, Govt of Telangana, were amongst the key dignitaries present on the dais with **KV Nagendra Prasad**, President, IEIA, **Ravinder Sethi**, Vice President, IEIA and **Bhupinder Singh**, Honorary Secretary, IEIA. One of the most awaited initiatives for the

exhibition sector in India- 'The Indian Exhibition Industry Report 2017', initiated by IEIA with EAC as knowledge partner, was unveiled by the present dignitaries during the inaugural session. **Suresh Prabhu**, Honourable Minister of Commerce & Industries addressed the participants and global leaders through a video message.

Prasad, in his address said, "The very objective behind making this event truly global was to showcase the potential of the Indian exhibition industry to the global leaders of this sector and also to provide a platform to discuss avenues and opportunities of collaborative business to the participating delegates."

There were informative panel discussions and presentations by more than 45 eminent speakers, who shared their experience and expertise with the attendees. Two important features of the IEIA Open Seminar this year were the IAEE's Young Professionals Meet Up and Business Match Making Session hosted by IEIA. Young professionals from the industry participated in the Meet up and interacted with representatives and board members of IAEE, who shared their experiences with the students about their journey in the exhibition industry and how can the sector be a great career option for them. The pre-fixed B2B Business Match Making saw over 50 meetings.



“The pre-fixed B2B Business Match Making, at the seminar, saw over 50 meetings”


JULY 2018

Philippines Tourism & Singapore Airlines Roadshow	Hyderabad	2
TCEB MiCE Roadshow	Bengaluru	3
Philippines Tourism & Singapore Airlines Roadshow	Chandigarh	4
GPS	Chandigarh	5-7
Sri Lanka Tourism Roadshow	Jaipur	11
GPS	Ahemdabad	12-14
GPS	Lucknow	19-21
Rajasthan Domestic Travel Mart	Jaipur	20-22
Singapore Tourism Roadshow	Surat	24
Focus Philippines	Goa	25-29
IITM	Bengaluru	27-29

AUGUST 2018

GPS	Kolkata	2-4
Dubai Tourism Leisure Roadshow	Mumbai	3
Tourism Fiji Roadshow	Mumbai	6-7
IHE 18 (India International Hospitality Expo)	Noida, UP	8-11
Israel Tourism Roadshow	Pune	9
GPS	Kochi	9-11
GPS	Pune	23-25
ICPB 11th CIC 2018	Kolkata	29-31

SEPTEMBER 2018

MeetingPlanners Russia	Moscow – Russia	10-11
IT&CM Asia	Bangkok – Thailand	18-20
CTW 2017	Bangkok – Thailand	18-20
IFTM (Top Resa)	Paris – France	26-29
Kerala Travel Mart	Kerala	27-30
IITT (India International Tourism Exhibition)	Mumbai – India	28-30



Largest exhibition showcase

IT&CMA and CTW Asia-Pacific will be held from September 18-20

Both the events are Asia-Pacific's only doublebill event in MiCE and corporate travel. The 26th edition of Incentive Travel & Conventions, Meetings Asia (IT&CMA) and 21st edition of Corporate Travel World (CTW) Asia-Pacific will be held from September 18-20, 2018 at the Bangkok Convention Centre at Central World Bangkok, Thailand. The 2017 edition saw 2,900 delegates over three days, 807 exhibitors from 299 new and returning destinations and organisations like Australia, Belgium, Dubai, Hong Kong SAR, India, Indonesia, Japan, Macau, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, United States of America, and many more, with strong support from cruise and hotel clusters. Including the 590 MiCE, association, luxury travel, media, and buyers, who took advantage of the bountiful procurement opportunities at the event, last year.

Travel Wedding Show in Jaipur

The 5th edition will be held in Jaipur Marriott Hotel in July



Following a table-top format, the show will provide a suitable opportunity to exhibitors to showcase their products and services, demonstrate expertise, and increase awareness, generating sales from a qualified audience with maximum exposure from July 7-8. The buyers are hand-picked and are qualified wedding planners who can be met in a closed-door professional, prefixed B2B meetings.



FUJIFILM launches GFX50S

Fujifilm India has unveiled GFX50S medium format mirrorless camera built to achieve the best image quality. Adopting a 43.8 x 32.9 mm medium format (FUJIFILM G Format) sensor with 51.4 MP, the product features premium design and excellent operability stemming from the highly reputable digital camera 'X Series' system. To complement the GFX50S, Fujifilm is also releasing FUJINON GF Lens series - a new camera system capable of curating highest level of photographic expressions. The line-up includes seven interchangeable lenses - GF23mmF4 R LM WR, GF45mmF 2.8R WR, GF63mmF2.8 R WR, GF110mmF2 R



LM WR, GF120mmF4 R LM OIS WR macro, GF250mmF4 R LM OIS WR and GF32-64mmF4 R LM WR, providing every professional, the splendor of photography and the joy of taking photos. The GFX50s delivers uncompromised performance across stills and video shooting, in addition, a new Color Chrome Effect feature has been added. This feature can be used to reproduce tones and deep colours.

Haruto Iwata, Managing Director, Fujifilm India, says, "Taking forward our promise for developing innovative technology, we introduced this range for higher image quality for aspirants."



Let's 'BREW' Ice Tea

Positive Food Ventures, through its brand Brewhouse, is eyeing to change the way we consume iced tea by bringing real-brewed iced tea in a bottled format for the first time in India. The product contains 40-70 per cent less sugar.

MUST HAVES

Here are some products suitable for corporates who are always on the go

VICTORIAN opulence

Frazer and Haws presents a range of silver accessories for décor, inspired by the charm of the Victorian era. The product range includes Candelabra Anastasia, partly gilded for accent; the Victorian Bread Basket that is intricately hand pierced; and the Tea Set Hennell.



Carry luggage the CARLTON WAY

Carlton through its new range of Carlton Edge promises to revolutionise the luggage industry. The product comes with a lifetime warranty – including airline damage, a first in the luggage industry. Carlton has also launched an app for customers who are always on the go.

A fun SOCK to travel with

Virgin Atlantic has collaborated with Happy Socks to design bespoke socks as a summer treat for its customers. The airline worked closely with the sock company to create a special design, turning a standard amenity into something with a premium feel.



Crunch on healthy CORNITOS

Cornitos has upgraded its health pack to Cornitos-Quinoa Nachos. Blended with raw seeds and Corn Masa gives it a unique flavour, texture and crispiness. Quinoa Nachos are made by Mexican Lime-treatment process, of making traditional Masa, using stone ground NON-GMO Corn.



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Cornelis Vrieswijk
Chief Executive Officer
GoAir

GoAir has appointed Cornelis Vrieswijk as the new Chief Executive Officer effective June 4, 2018. He will be reporting to the Chairman, Managing Director and the Board of Directors of GoAir. Vrieswijk is a seasoned global executive and a consultant with over 25 years of experience in aviation and travel industry. He has rich experience in driving ventures, transitions, turnarounds and large-scale projects for diverse and multi-faceted organisations with emphasis in aviation/travel and aircraft maintenance industry on a European Stage.



Chris Kempis
Director Flight Operations
Cathay Pacific Airways

Cathay Pacific Airways has appointed Chris Kempis, currently General Manager Flying, as Director Flight Operations with effect from mid-2018. He will oversee all aspects of the airline's flight operations. Kempis takes up the position after 25 years of service at Cathay Pacific; his last two years as General Manager Flying, where he was responsible for managing the airline's flying standards, including check and training activities. He is the Air Operators Certificate (AOC) holder for training at Cathay Pacific. He joined Cathay Pacific in 1993 as a First Officer on the Boeing 747 fleet, later becoming a Training First Officer on the Airbus fleet and received his command in 2002.



Oriol Montal
General Manager
The Westin Resort Nusa Dua
Bali

The Westin Resort Nusa Dua, Bali, appointed Oriol Montal as General Manager. A seasoned hotelier with over 20 years of experience, he has arrived on the island direct from a four-year tenure as General Manager for JW Marriott Phuket Resort & Spa. Montal is a multi-lingual Spanish national and a graduate from the prestigious Ecole Hoteliere de Lausanne in Switzerland. With a solid background in hospitality services, he first entered the workplace in 1994 as Assistant Food & Beverage Manager with Hotel Barcelona Sants.



Devesh Rawat
General Manager
Indore Marriott Hotel

Indore Marriott Hotel has appointed Devesh Rawat as their new General Manager. Rawat took over this role on May 1, 2017, as part of the pre-opening of the hotel and has put his leadership skills into action to train and lead the team. He played a pivotal role in launching the property successfully. His role includes overseeing and monitoring all departments, managing the commercial and operational strategy and performance of the hotel, ensure full compliance to hotel operating controls, SOP's, policies, procedures and service standards and safeguarding the quality of operations both (internal & external audits).



Vikalp Raj
Director of Sales and Marketing
Sheraton Grand Bangalore
Hotel at Brigade Gateway

Sheraton Grand Bangalore Hotel at Brigade Gateway has appointed of Vikalp Raj as Director of Sales and Marketing. He comes with over 12 years of experience in Sales and Marketing domain with commendable knowledge and expertise. He will head Sales & Marketing vertical at the hotel, which entails increasing overall sales for the hotel. He will be responsible for managing sales activities, property's reactive and proactive sales efforts and executing sales strategies, along with innovative marketing concepts in order to meet business goals.



Ameet Raj Kundu
Director of Sales and Marketing
Radisson Blu Temple Bay
Mamallapuram

Ameet Raj Kundu has joined Radisson Blu Temple Bay Mamallapuram as Director of Sales and Marketing. Kundu is responsible for spearheading the Marketing and Sales function and product and revenue management. He comes with over 14 years of industry experience, starting his career with Trident Hilton Chennai, followed by quality years in Novotel Hyderabad, Westin and Sheraton Hyderabad as a cluster role. In his role, Kundu will provide leadership and functional expertise to drive productivity and results across the company. He is a seasoned and versatile management professional with cross-functional experience across highly reputed business establishments.

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