

World

# Luxury Travel

Magazine

Vol. 1 ■ Issue 9 ■ April, 2013

**Five Best Asian  
Spa Therapies**

**MICE *in* Beijing**

*Scent of a woman*

**Five World's Most Expensive  
Perfumes for Women**

**Poland**

**A CONFLUENCE OF  
TRADITION AND MODERNITY**



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**W L T**  
World Luxury Tourism

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World  
Luxury Travel  
Magazine



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International Conference on Travel Technology (ICTT) India



FROM THE EDITOR'S DESK

A little bit of pampering goes a long way. I am sure you would agree with me on that. This issue of the World Luxury Travel Magazine brings you the Five Best Asian Spa Therapies to give you an insight of the various Asian spa therapies used in spa retreats today.

Seasons are amazing! The continuous changing of seasons itself means that change is the only constant in life. Hence, whatever be the situation in life, it is bound to change, just like the seasons do. Now that it is time to bid adieu to spring, it is time to bring out our summer dresses and surfing boards. That beautiful floral summer dress would be incomplete without a whiff of an all exclusive perfume. To complete that look, find out which perfume would suite you best in our special feature Scent of a Woman - Five World's Most Expensive Perfumes for Women. You would love to know some amazing facts about this nectar of nature.

Summer fun is incomplete without that chilled mug of beer in your hands. Do you know why beer is the most popular drink in summer? Because it has to be served chilled for maximum taste. Read our Luxe Food section to know more about this amber drink.

The e-zine comes complete with its regular features on Country Getaway, MICE destinations and of course Event Watch. The events to look forward to this time are Universal Tourism Exhibition 2013 (UTE), Beijing, and International Conference on Travel Technology (ICTT) India.

Happy summer!

Manashree Prakash  
Editor-in-Chief

# Five Best Asian Spa Therapies





Whenever you hear the word 'spa', do you get the vision of someone lying face-down and getting a massage? If so, you are not alone! Most of us primarily associate a spa with massages. It does include that but spa treatments encompass a lot more. There are a whole range of treatments but the aim behind every one of them is the same, a feeling of wellness and rejuvenation.

In the race of life, people are hurrying forward incessantly. In the process, a lot of stress and toxins are getting accumulated in the body. There are times when someone gives you a squeeze on your neck or presses your shoulders and you go, "Ah that felt good". That's the reason for heading to a spa. So that the whole body can relax, get rid of pains and aches you didn't even know were



there and to glow with a feeling of well-being. If you thought spa treatments are an extravagance, you may have to rethink; the benefits they confer are many.

### History of Spas

Public baths were popular among

Greeks, Romans, Egyptians and many others. People bathed in hot springs, drank mineral-rich water, used mud scrubs, herbal treatments and steam for treatments. Popular social centres sprung up around hot water baths or thermal spring areas. People would head there to relax, unwind and get rid of pains and ailments. Places

Like Baden Baden, Spa and Bath in Germany are famous as spa destinations for ages. Spas nowadays are even more advanced; they use the best of ancient techniques and modern scientific ideas that have made them wonderful centres to nourish, heal and pamper the body and mind.



## General Benefits of Spa Treatments

The most major benefit of spa is improvement of blood circulation. All the major organs, particularly the heart gets huge doses of beneficial oxygen as a result. Massages improve the lymph flow thereby increasing immunity. Muscles get relaxed and pains and aches get soothed away. A

facial massage literally breathes life into the skin, making it younger and glowing. Removal of accumulated toxins is a major benefit. Toxins that get collected in our body over a period of time are the major causes of most diseases. The last and definitely not the least is that these treatments leave you feeling like a million bucks, rejuvenated and glowing.







## Asian Spa Therapies

Asia has a rich tradition of healing and well-being with a strong focus on a holistic approach to wellness. The spiritual traditions of this region have given a deep understanding of the mind-body relationship and any treatment is approached from

the angle of rejuvenating the body as well as soothing the mind. Ancient practices and natural ingredients combined with modern scientific wisdom have resulted in amazing therapies with fantastic results. Let us take a look at some of the wonderful therapies used in Asian spas.



## Massages

Massage is defined as rubbing and kneading of muscles and joints of the body with the hands, especially to relieve pain and tension. That is putting it basically. Massage is as good as an art form and results in fantastic

feeling of well-being and health benefits. Some of the top Asian massage forms are:

**Thai Massage:** This 2500 years old massage form was practiced by Buddhist monks as a part of Thai medicine. It involves deep, rhythmic and stretching movements of the



entire body resulting in an intensely invigorating massage through yoga-like postures.

*WLT recommends: The Royal Thai Massage at Dahra Beauty and Spa, Bangkok (500 Baht for 1 hour)*



**Ayurvedic Massage** - Ayurveda is an ancient Indian system of medicine, which believes in the balance of mind, body and spirit in harmony with nature. It believes that all beings are affected by three 'doshas' (vata, pitta, kapha) or energy imbalances and these are the results of diseases. Any ayurvedic treatment identifies and treats the specific 'dosha' of the individual. Essential oils suited to the individual doshas are used for massaging the body in kneading, pounding or clapping movements using hands, fingers or elbows. Detoxification, relaxation and rejuvenation result in a blissful feeling of well-being.

*WLT recommends: Ayurvedic massage at Nagarjuna Ayurvedic Centre, Okkal Po, Kalady Kalady Ernakulam, Kerala, the Cochin Ayurvedic Centre*





## Hot Stone Therapy

This ancient form of therapy has been a part of Asian healing traditions for almost 4000 years. It involves the use of heated stones, which are placed along specific parts of the body, usually on the back, along the spinal column. The main function is to aid the flow of energy and circulation, relax muscles and relieve

pains, especially back pain. Basalt stones are mainly used due to their ability to energise and retain heat for a longer time.

*WLT recommends: Hot Stone Therapy at Gora Kadan Spa in Japan (¥ 18,000 for 90 minutes)*

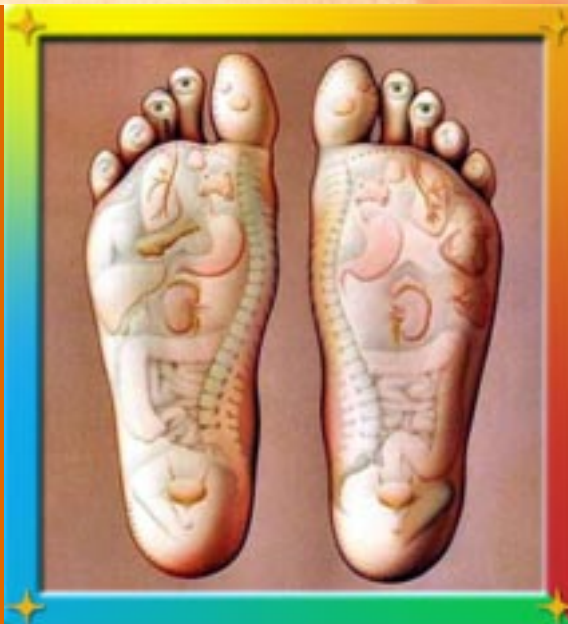
## Reflexology

Reflexology is defined as the method of stimulating specific pressure points on the feet to effect





beneficial changes in other parts of the body and relieve discomfort. The underlying principle here is that the specific pressure points on the feet correspond to certain organs and reflex areas in the body. So applying pressure on a particular point will benefit the



corresponding organ and glands in the body. No oil or lotion is used in this treatment. The treatment is aimed at promoting the proper flow of the life energy or 'Qi'. The treatment relieves pains and helps relaxation.

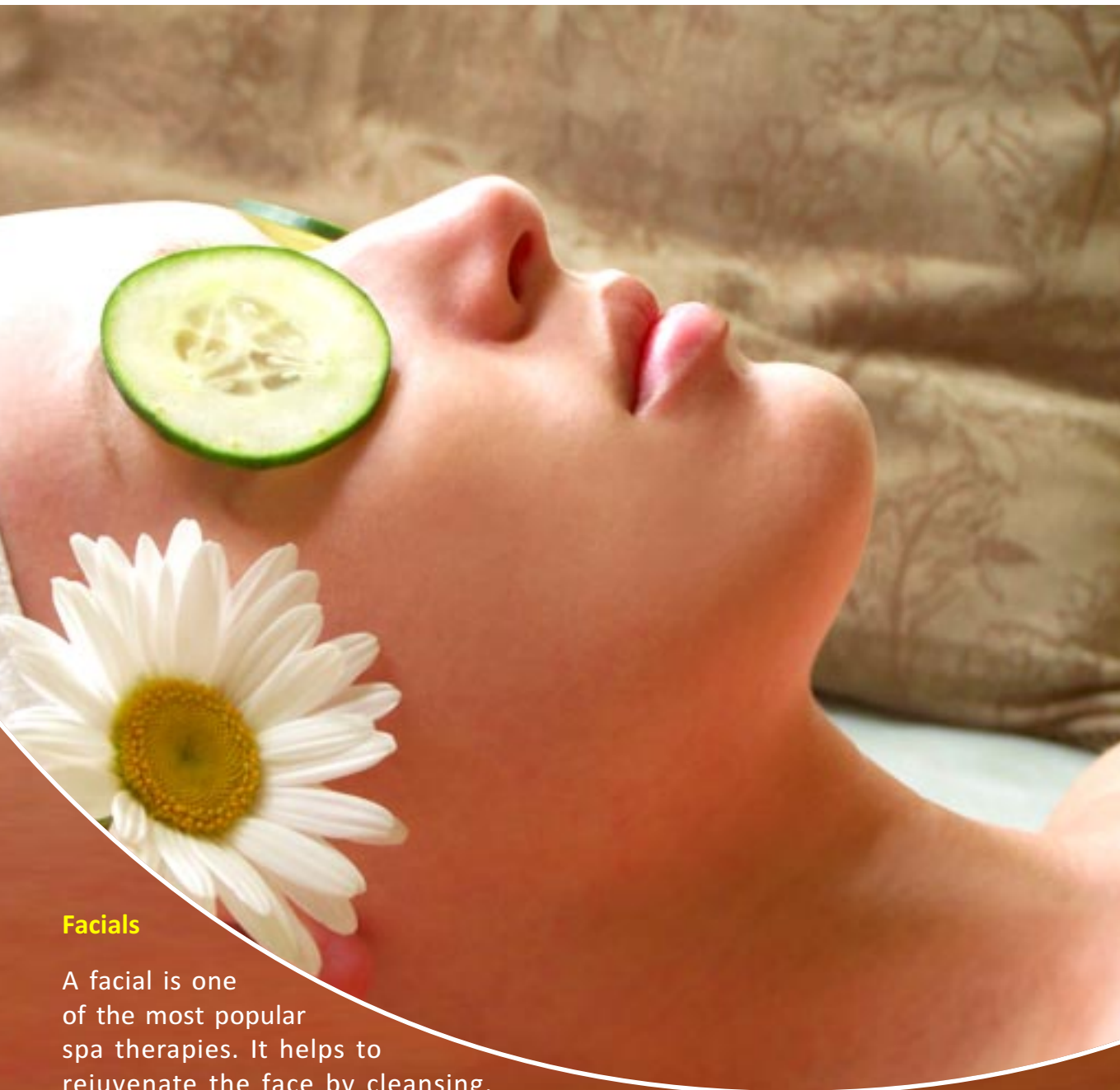
*WLT recommends:  
Reflexology treatment  
at the Mandarin  
Oriental, Hong Kong*

## Detox Therapy

This is an ancient method of getting rid of toxins build-up in the body. Toxins are any chemical or harmful substances that affect our body in a negative way. They can enter the body through food, air or water. Chemicals, pesticides, heavy metals, factory emissions are the sources from where toxins can enter our body. Though the body has a mechanism for removing toxins, pollution and wrong food habits result in higher

accumulation of toxic materials in the body resulting in ailments. A detox therapy flushes away the toxic materials, helping to rejuvenate the body. Ayurveda, Chinese medicine, Thai medicine all have fantastic detox therapies.

*WLT recommends: Detox programmes at The Spa Resorts, Samui Beach, Thailand*



## Facials

A facial is one of the most popular spa therapies. It helps to rejuvenate the face by cleansing, exfoliating, treating pigmentation and generally making the face look younger and more radiant. A variety of creams, lotions, scrubs and masks are used depending on the skin type. Some of the best facials you can get in Asia include:





**Rose Quartz Glow:** Go for this one at the Ananda Spa in the Himalayas (India) and feel your skin bloom with the use of rose quartz crystals energised in the holy Ganges River. Essential oils of rose, aloe vera and sandalwood dust cleanse, exfoliate and hydrate the skin leaving it nourished and glowing.

**Collagen Boost Anti-Ageing Facial:** The exclusive Auriga Spa in Singapore offers this facial to promote collagen production and rejuvenate the skin. Carrot, calendula, rosemary are used for cleansing, while honey and jasmine massage the skin. Finally a fantastic instant lift-tightening and

brightening mask is used with ingredients including ginseng, aloe, seaweed and horsetail.

**KuuSh Detox Cranberry Facial:** This facial is available at the Banjaran Hotsprings Retreat in Malaysia. Vitamin C-rich cranberries have a powerful antioxidant and repairing effect and help to brighten the skin naturally.

**Aromatherapy facial:** As the name suggests, this is an aroma therapy facial done with specific fragrant oils and ingredients suitable for the client's skin. Try this at the lovely, luxury Mekong Spa where organic products are used with wonderful results.



## Fish Pedicure

This pedicure, which originated in Asia, is now a rage all over the world. It uses Doctor Fish (garra rufa carp) to nibble the client's feet that are immersed in warm water. Instead of sharp tools used to cut away dead skin, the fish are brought into use. The fish slough away the dead cells with tiny nibbles which are quite ticklish. The treatment is concluded with a regular foot massage, scrub and nail-trimming. The whole treatment has a soothing effect and leaves the feet feeling smooth and supple. A word of caution must be sounded here. Some health experts are of the opinion that infection could spread through this process; though they say the risk is very low but it cannot be ruled out. Therefore good salons and spas check the clients' feet for signs



of any cuts and also clean and sanitise tanks thoroughly. You can get a fish pedicure in many Asian countries including Thailand, Malaysia and China.

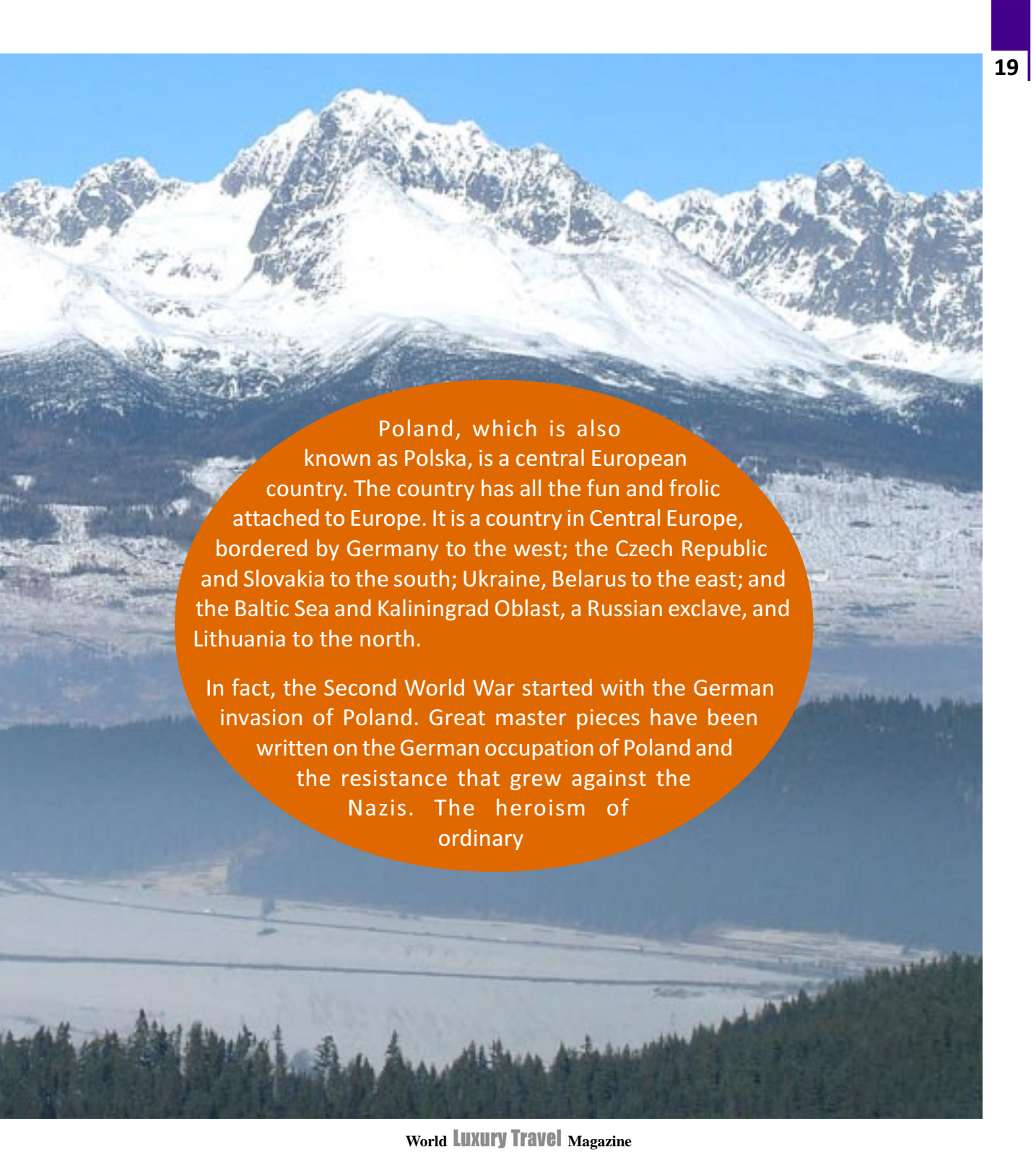
*WLT recommends: Fish reflexology, Underwater World at Sentosa, Singapore (pedicure, foot reflexology and head and shoulder massage).*

Country  
Getawa

# Poland

**A CONFLUENCE OF  
TRADITION AND MODERNITY**





Poland, which is also known as Polska, is a central European country. The country has all the fun and frolic attached to Europe. It is a country in Central Europe, bordered by Germany to the west; the Czech Republic and Slovakia to the south; Ukraine, Belarus to the east; and the Baltic Sea and Kaliningrad Oblast, a Russian exclave, and Lithuania to the north.

In fact, the Second World War started with the German invasion of Poland. Great master pieces have been written on the German occupation of Poland and the resistance that grew against the Nazis. The heroism of ordinary

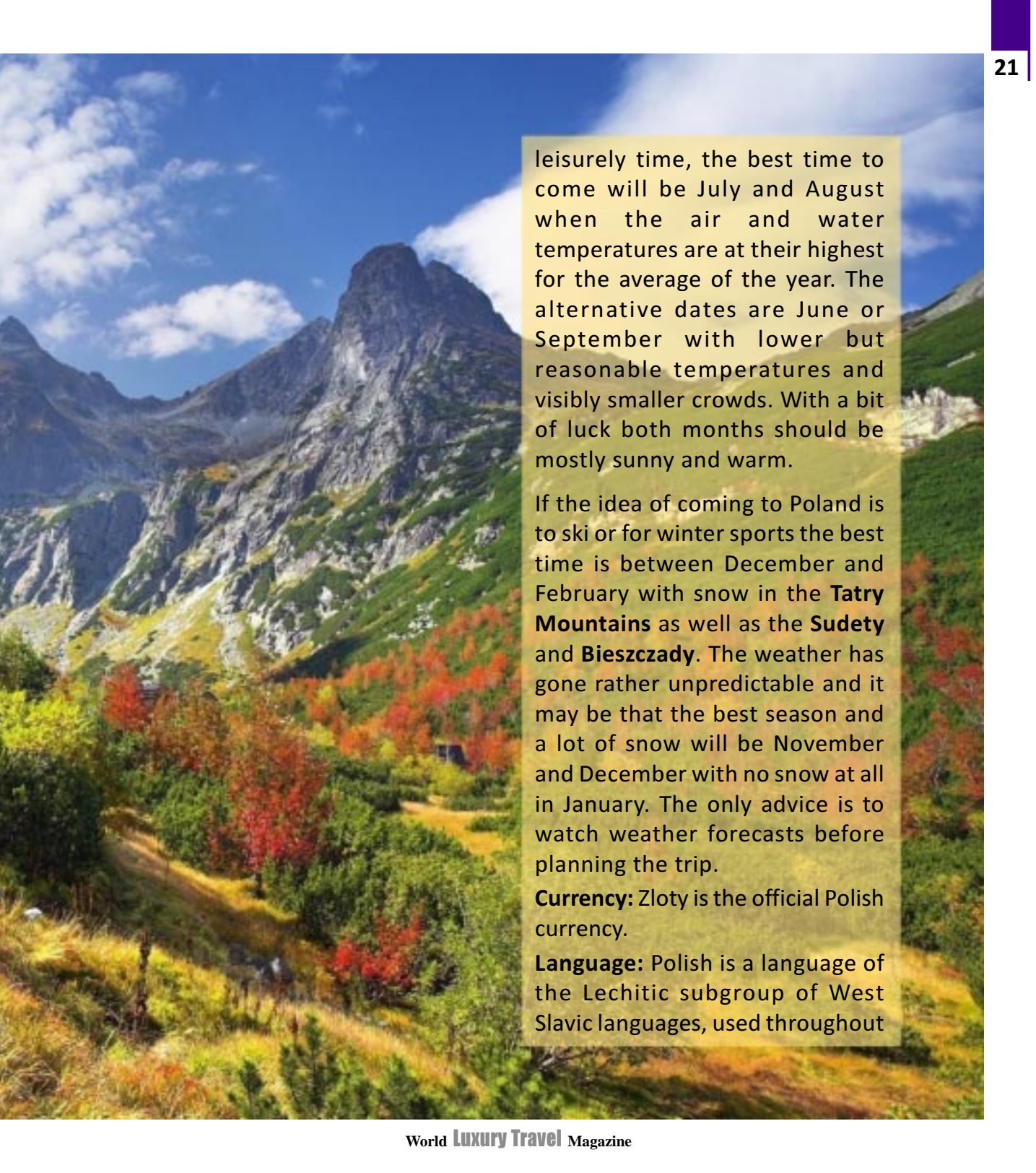
Poles has been chronicled in several books which have turned out to be all-time bestsellers.

**Climate:** Poland has a moderate climate with both maritime and continental elements. This is due to humid Atlantic air, which collides over its territory with dry air from the Eurasian interior. Generally, Poland receives all kinds of air masses typical of the northern hemisphere. This results in a variable climate and considerable problems with weather forecasting. Poland's climate is also characterized by substantial weather changes in consecutive years, caused by disturbances in the pattern of main air masses coming to the country. Summer may be hot and dry a few times in a row and then it becomes cool and wet. This phenomenon tends to happen in several-year cycles.

**Best time to visit:** The date you visit Poland determines the reason you travel. Here are some things to consider.

If your destination is by the seaside and you want to spend some





leisurely time, the best time to come will be July and August when the air and water temperatures are at their highest for the average of the year. The alternative dates are June or September with lower but reasonable temperatures and visibly smaller crowds. With a bit of luck both months should be mostly sunny and warm.

If the idea of coming to Poland is to ski or for winter sports the best time is between December and February with snow in the **Tatry Mountains** as well as the **Sudety** and **Bieszczady**. The weather has gone rather unpredictable and it may be that the best season and a lot of snow will be November and December with no snow at all in January. The only advice is to watch weather forecasts before planning the trip.

**Currency:** Zloty is the official Polish currency.

**Language:** Polish is a language of the Lechitic subgroup of West Slavic languages, used throughout

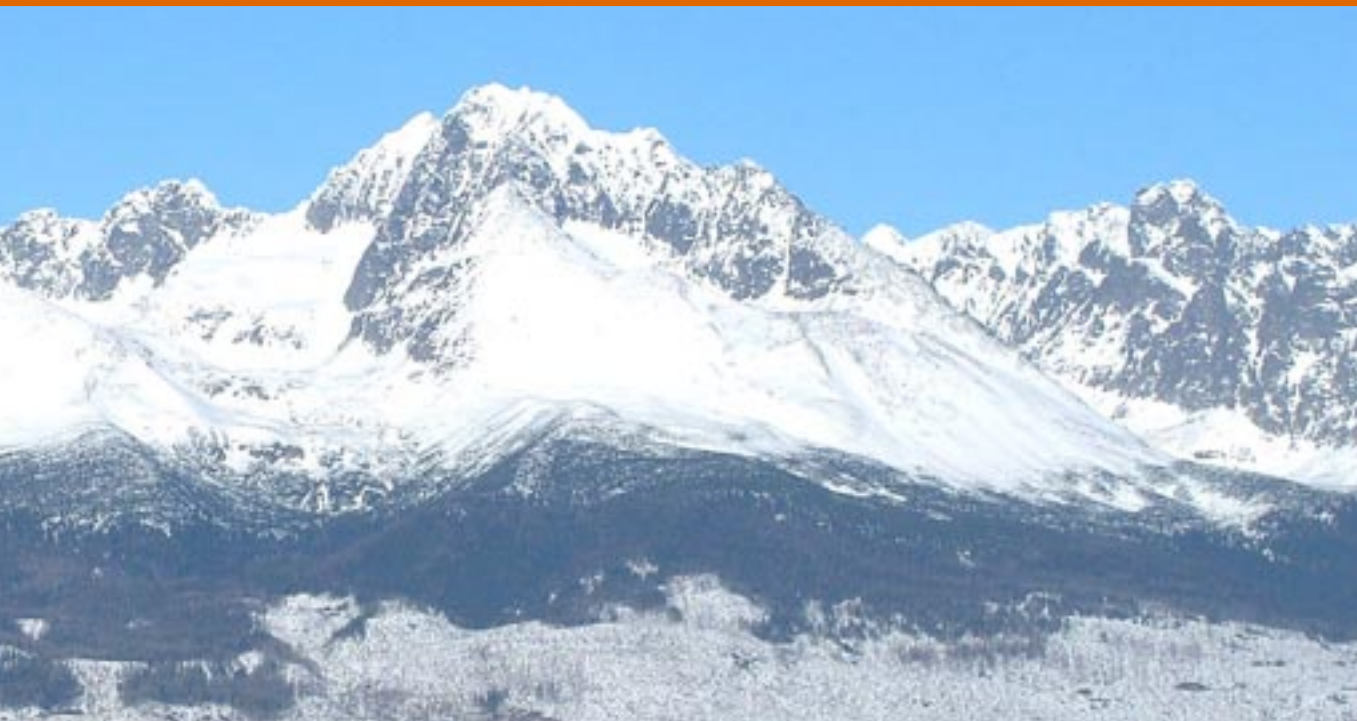


Poland (being that country's official language) and by Polish minorities in other countries. Its written standard is the Polish alphabet, which corresponds to the Latin alphabet with several additions. It is one of the most linguistically homogeneous European countries; nearly 97 per cent of Poland's citizens declare Polish as their mother tongue.

**Must-carry:** Although European







Union regulations require that non-European Union visitors obtain a stamp in their passport upon initial entry into a Schengen country, many borders are not staffed with officers to carry out this function. If you wish to ensure that your entry is properly documented, you may need to request a stamp at an official point of entry. Under local law, travellers without a stamp in their passport may be questioned and asked to document the

length of their stay in Schengen countries at the time of departure or at any point during their visit, and could face possible fines or other repercussions if unable to do so.

**Tourist attractions:** Some of the major cities of Poland are Warsaw (capital). Krakow, Gdansk, Szczecin and Lublin. However, apart from the large cities the top tourist spots also include Wroclaw, Poznan, Lodz, Zakopane, Torun and Sopot.



**Warsaw:** The oldest part of Warsaw, founded at the turn of the 13th century, is the Old Town. Its streets form a *regular chessboard* pattern typical for medieval towns. Among the most notable landmarks of the Old Town are the Royal Castle, King Sigismund's Column, Market Square, and the Barbican. Another important historic district is the New Town. The cobble-stoned roads remind of an era



gone by. Nostalgia lurks from every corner of the city.

**Kraków:** It has traditionally been one of the leading centres of Polish academic, cultural, and artistic life and is one of Poland's most important economic hubs. The architecture of the city reminds you of the academic ambiance embracing it. The mind gets inclined towards academia by the sheer atmosphere.

Hitler's ethnic cleansing.

**Wawel Castle:** People have lived upon the site of Wawel Castle since the Palaeolithic Age. The castle itself was first built in the 14th century, at the command



**Jewish Heritage Trail in Bia<sup>3</sup>ystok** is a marked foot trail created in June 2008 in Bialystok, Poland, by a group of students and doctorate candidates, who participate as volunteers at The University of Bialystok Foundation. Bialystok reminds us of the rich Jewish heritage of Poland. During the pre-World War II Poland had a sizeable Jewish population, which went drastically after





of Polish monarch Casimir III the Great. The Gothic castle is home to the only preserved piece of the Polish Crown Jewels, the legendary sword Szczerbiec coronation sword.

**Auschwitz-Birkenau:** A visit to Auschwitz-Birkenau is a powerful experience that words can scarcely describe. The immense size of the infamous Nazi concentration camp is the first thing to strike visitors as

they approach the entrance to the memorial and museum in Oswiecim, Poland. Numerous books and movies have been based on Auschwitz. In fact, while wandering through the





concentration camp you may still feel the ghostly presence of the tens of thousands of people who have been exterminated.

**Gdansk:** Located on the Baltic coast, the city of Gdansk's history includes a long occupation by 14th century Teutonic Knights whose fortresses contrasted strongly with the existing town that came to be known as Altstadt, or "Old Town". The architecture is reminiscent of the medieval ages and the lifestyle is laidback.

These are just the tip of the iceberg. Poland is full of places of interesting and amazing sights. For instance, the museums are a

treasure trove of Polish history and culture. The living legend Lech Walesa, the founder of the Solidarity movement, Copernicus the astronomer's museum and Frederik Chopin's museum are must-visits for a traveller in Poland.

**Cuisine:** Polish foods include kielbasa, pierogi, pyzy (meat-filled dough balls), kopytka, golabki, oledzie (herring), bigos, schabowy, oscypek and much more. Traditionally, food such as soups, zupa grzybowa (mushroom soup), zurek, zupa pomidorowa (tomato soup) have been





prepared in large vessels intended for groups, often necessitating the use of devices such as oars in their preparation. In Poland, hospitality is very important.

Most important drink in Poland is vodka. Soft drinks “napoje gazowane” (carbonated drinks), “napoje bezalkoholowe” (non-

alcoholic drinks) like water, tea, juice, coffee or kompot. Kompot is a non-alcoholic beverage made of boiled fruit, optionally also with sugar and spices (clove or cinnamon), served hot or cold.

#### **Activities:**

A summer holiday in Poland is playing





with the waters and the sun - exploiting the outdoors to the hilt and indulging the sportsman within you. Here are some of the things you can do:

- Biking
- Trekking
- Canoeing
- Long-distance running
- Kayaking
- Sailing
- Windsurfing

Poland is a great holiday destination

especially during winter. There are plenty of fun and exciting activities that you can do here including:

- Downhill skiing
- Cross-country skiing
- Ski jumping
- Sleighing cavalcades or kuligi

#### **How to reach there:**

**By Air:** The main Polish air carrier is Polskie Linie Lotnicze (LOT) offers domestic and international flights. Lufthansa Airlines, British Airways, Air France have regular







flights to Poland. The Warsaw Okęcie airport itself maintains direct connections to about fifty cities in more than thirty countries in Europe and the world. International connections are also offered by airports in Gdańsk, Katowice, Łódź, Poznań, Szczecin, Wrocław and Krakow.

**By Train:** Railway travel enables you to reach most of the cities and towns in Poland. The Polish carrier is Polskie Koleje Państwowe (PKP). It offers express (Intercity) connections, as well as passenger and fast trains, both domestic and international.

**By Road:** You can travel by PKS buses to smaller places which cannot be reached by train. There are numerous divisions of Przedsiębiorstwo Komunikacji Samochodowej (Motor Transport Company) all over Poland. Their timetables and price lists may be viewed at bus stations on information boards and information desks, and at the appropriate websites.





**By Water:** It is far easier to travel to Poland by ferry with your car than choosing to fly, because you can relax as soon as you drive on-board the ferry. There are no baggage restrictions which means you can take as much luggage as you like, and no hidden costs. The ferry crossings are overnight and whilst on-board you can enjoy a meal in the restaurants and have a good night's sleep in the comfortable cabins.

Poland can also be enjoyed with various concerts and other cultural shows organised regularly in cities like Poznan, Warsaw, Krakow, Wroclaw, etc. Poland is a highly developed country with a refined culture and rich history. If you are looking for a vacation within a reasonable budget but with maximum variety and entertainment then Poland is the country to head for.





# Scent of a woman

**Five World's Most Expensive  
Perfumes for Women**



The love affair between women and perfumes has existed since time immemorial. The mystery and allure of a woman has been inextricably woven with perfume. It is said that Cleopatra bewitched Antony not just with her looks but also with the clouds of perfume around her. The modern woman continues the love affair. It is said that every woman makes at least one perfume purchase a year. Perfumes make a woman feel attractive and desirable. No fashion statement is complete without adding a final touch of perfume. Coco Chanel went so far as to say 'A woman who doesn't wear perfume has no future'!

Every woman has at some time or other experienced the terrific yearning created by a whiff of fragrance and the desire to possess it. But do you know there



are some perfumes which are so expensive that even the rich can only dream of buying them and only an elite few can actually buy them! Read on and discover the five most expensive perfumes in the world, the ones on the 'covet list' of many and on the dressing tables of a very lucky few!

However, before that, it would be interesting to take a brief look at the origin of perfumes.

### History of Perfumes

Did you know the world's first recorded chemist, a perfume maker, was a woman? Her name was Tapputi. Perfumes date back thousands of years to the Egyptians who used

to burn incense and aromatic herbs in religious rituals. In fact the word perfume comes from the Latin word 'per fumus' meaning 'through smoke'. Egyptians are credited with first making glass bottles and using them to store perfumes. The Arabs gave a new turn to perfume making by their discovery of distillation or the method of concentrating fragrant essences. In the 1600s a rosemary extract was blended with distilled alcohol for the first time, for stability. It became famous as





Hungarian Water. The forerunner of the modern perfume was born.

Since then, perfume making has come a long way indeed. New techniques have been invented and a stunning range of perfumes

are available in the world today. However, among the sea of perfumes, 5 exotic perfumes are counted among the world's most expensive. What is it about these 5 which sets them apart from countless others? Find out for yourself.



## 1. Clive Christian No 1. Imperial Majesty

What does the world's most expensive perfume smell like? The answer is yours to discover if you can buy 500 ml of it for \$215,000. The Imperial Majesty, declared by the Guinness Book as the world's most expensive perfume, comes in an exquisitely crafted French Baccarat crystal bottle. The neck is designed to resemble the British Queen's crown and has an 18-carat gold collar with a five-carat sparkling diamond on it! Only ten limited edition bottles were released, of which five were archived. Only five bottles of this priceless perfume is produced annually. It is housed in an ebony case lined with velvet and the name of the elite owner is etched on the collar. It contains the signature Clive Christian No 1 perfume and is delivered to the proud owner in a Bentley.



***Wow fact: Clive Christian presented the Imperial Majesty (couple set) to Prince William and Kate Middleton as a wedding gift!***



## 2. Clive Christian No 1

The most expensive perfume in the world, it costs \$2,350 for 30 ml. Clive Christian purportedly commissioned Roja Dove the famous perfumer to make a perfume with the sky being the limit as far as cost was concerned. Dove created a perfume worthy of his reputation. As the bottle reads, the perfume is “created using the rarest and the most precious natural ingredients”. It contains jasmines and sandalwood from India, Tahitian

vanilla, rosa centifolia (over 30 roses are needed to make one drop of rose oil), orris root (11,000 euros for a kilo) and exotic ylang ylang (grown specially in Madagascar), to name a few of the exotic ingredients. The enchanting smell is floral cum oriental. The container is hand-made lead crystal, sterling silver with 24-carat gold plated neck and studded with a .33-carat diamond!

***Wow fact: Katie Holmes wore this perfume for her wedding with Tom Cruise!***



POIVRE

LATEST PERFUME SUCCESS BY CARON

### 3. Caron's Poivre

Coming from the renowned house of Caron, this lovely perfume comes for \$2000 for just 2 ounces. The exquisite Baccarat bottle has a white gold collar set with precious crystals. Poivre means pepper and it is reflected in the fragrance which has a sharp smell of pepper blended with floral whiffs of carnation, jasmine, ylang ylang, cloves and sandalwood. This perfume can be used by men as well.

***Wow Fact: Poivre was the creation of Michel Morsetti in 1954, in accordance with a request to create something fiery as opposed to the delicate floral fragrances in vogue then!***

### 4. Chanel No. 5

The favourite perfume of many celebrities, Chanel No. 5 costs \$1850 for 15.2 oz. Coco Chanel reportedly was looking for a fresh fragrance which would be long lasting as well. A perfumer named Ernest Beaux came up finally with the perfume she wanted. Aldehyde, a synthetic component, was used for the first time in a perfume. The fresh smell of the perfume is said to have been inspired by the fresh smell of frozen waters of the Arctic Circle which had allured Beaux during his visit there. Chanel was pleased with the resulting fragrance; in her own words, "It was what I was waiting for. A perfume like nothing else. A woman's perfume with the scent of a woman." Nor was she the only one to be pleased. The legendary Marilyn Monroe once famously said, "What do I wear in bed? Why







Chanel No. 5 of course"! The delightful perfume smells of jasmine, rose, sandalwood and vanilla and is contained in a simple, stylish rectangular bottle. Every 30 seconds, a bottle of Chanel No. 5 gets sold and this despite its steep pricing.

***Wow Fact: Ernest Beaux, the creator of the perfume, is said to have presented various samples to Chanel; she chose the sample number 5 thus giving the perfume its iconic name!***

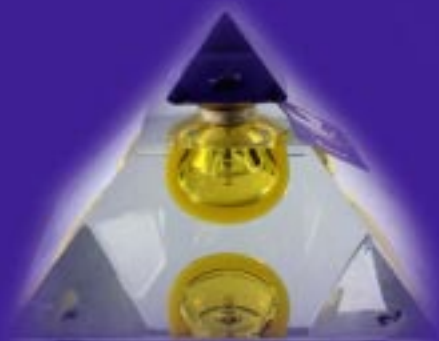




### 5. Baccarats Les Larmes Sacrees de Thebe

This unique pyramid shaped bottle, with a gold collar encrusted with crystals is an offering from Baccarat, famous for its exquisite crystals. Baccarat entered the perfume market towards the end of the 90s with three limited-edition perfumes of its own of which the Les Larmes Sacrées de Thèbes is one. The Oriental theme of the perfume is borne out by the balsamic fragrance with smells of myrrh, frankincense and amber





blended with jasmine, geranium, sandalwood and musk. The perfume is priced at \$1700 for .25 oz.

***Wow Fact: Baccarats Les Larmes Sacrees de Thebe literally means 'the sacred tears of Thebes'!***

The five most expensive perfumes have all one thing in common, rarity and exclusivity. They are precious and unique. Some of the ingredients used are difficult to procure and therefore extremely valuable. Above all, the resulting perfumes have won the hearts of millions of women across the world who pay homage to these exquisite creations by paying extravagantly for the pleasure of possessing them. All you women out there, now you can add five new exquisite creations to your wish list. If you wish for it, you too can become the proud owner of one of these fabulous perfumes.





# MICE *in* Beijing



Beijing - the busy technopolis is the capital city of the People's Republic of China. Being a 3000 year old holding of five imperial dynasties, this is where history transforms into legend. Cashing in on the big tickets of international events like the Beijing Olympics 2008, the city has adapted to an even bigger dream with its swift stroke of development. An increasingly capacitated Nanyuan Airport (with 6 million passengers annually) and upcoming projects like that of the largest airport terminal of the world (130 million passengers and 6 metric ton cargo transference annual capacity) are nothing but ambitious steps towards this dream's realisation. Host once to the Forbidden City is now also the showcase to 196 major Multinational Corporations. With business pouring in from all rising quarters, the coming years look promising to say the least. So, if you are looking to pamper your business delegates in a fascinating MICE tour you need not look further than Beijing.



## MICE Venues in Beijing

### China National Convention Center (CNCC)

Olympic Green has been the fruitcake of media coverage in Beijing since the 2008 Beijing Olympics.

Being located adjacent to the “Bird’s Nest” and “Water Cube” does not ensure publicity though. But for China National Convention Center (CNCC), being the main press centre and serving partly in hosting the fencing





preliminaries and pistol shooting competition during the Olympics did score an ace. A chief member of the International Congress and Convention Association (ICCA), this architecturally quoin-shaped wonder, is the leading MICE venue in Beijing since its formal opening in 2009.

### Facilities:

- Strategically located in the heart of the Olympic Greens, CNCC is close to both the airport and the railway stations. While the airport is half an hour's journey from the venue, a city subway station has a stop at the basement of the building itself.
  - The Center is a 398 meter long, eight floor congress, convention, exhibition venue complete with a dedicated shopping
- A 6400 square meter plenary hall dividable in two parts that can host over 6000 delegates. Another banquet hall of 4860 square meters can cater approximate 3000 guests. Seventy seven meeting rooms with AV facilities make CNCC the indispensable choice while arranging meetings in Beijing.
- Artistic design assembled with technology is evident from CNCC's 23,000 square meter exhibition hall. Three pillars make the hall divisible into four 5500 square meter acoustically independent exhibit spaces.
- Right across a walkway is the connected CNCC Grand Hotel. 420 deluxe luxury suites were used to host the journalists during the Beijing Olympics. Accommodations are also aplenty in the posh commercial Chaoyang District where about 3 five-star, 7 four-star and 10 three-star hotels are within



a radius of 1 km. Food, entertainment and all holidaying pleasures can be availed easily.

- Due to the strict ecological standards maintained during the Olympics, CNCC has followed eco-friendly “green elements” in its construction. The innovative architecture allows for conserving rain water, partially natural air-conditioning, central vacuum system, a one-of-its-kind central refuse collection system et cetera.
- Along with renting the business centre, CNCC also allows renting facilities like advertisement spaces, audio-video equipment and others separately.
- Special care is provided to the disabled.







### **China World Trade Center (CWTC)**

Since its inception in 1985, China World Trade Center (CWTC) has been witness to several defining moments in the history of world economy. The entire 17 hectare plus property including its Phase I and II projects is a powerhouse for business

conventions and exhibits. It is also one of the most sought after MICE venues in the world. This joint conglomerate of China Shi Mao Investment Co. Ltd. and Kerry Industrial Co. Ltd. hosts the world's classiest offices, hotels, malls, exhibition centres and more in its premises. The 20 years' relevant experience comes in handy as the renowned China World brand now tends to extend its hands to an







extra 540,000 square meters with its project Phase III in the coming. While Phase 3A approaches completion, Beijing's tallest skyscraper, the magnificent China World Tower, opens its arms to a new era of MICE experience in Beijing.

#### **Facilities:**

- China World Hotel – The classiest 716 suites await you in this Platinum Five-Star grand stay. Six name-worthy

branded restaurants prepare themselves to indulge your appetite while you de-stress yourself in the 45 minute luxury drive from the Beijing Capital Airport to the complex. Meetings and conventions are arranged by the hotel's specialised event managers in its 12 gala function rooms, 2000 persons approximate capacity conference hall, and an 800 persons capacity banquet hall.



- China World Exhibition Hall – Hosting over 600 international functions every year, the 10,000 square meters supreme exhibition hall is not only one of the best but also one of the busiest exhibition venues ever built. So, do book it early.
- Traders Hotel Beijing – Another star added to the all-star China World complex in the form of this four-star Trader's Hotel. With 13 function rooms

for meetings and events, 570 deluxe luxury suites and 3 international restaurants, this is the next happening place to be in town.

- China World Apartments & Mall – The two 30-storey towers (North and South Lodge) comprising world class accommodations bear witness of the heavy investments put in renovation to the comfort of the guests. A 100,000 square meter mall is the shopping capital of China World. The 25 continental enclaves brew up the guests' appetite while the 350 renowned shopping brands keep them craving for more.
- China World Summit Wing – Your MICE tour in the CWTC just got extended with the newly upcoming Phase III project adding a staggering 330-meter Eiffel Tower of the East - China World Tower, to your business-cum-pleasure cocktail. The 278 ultra-luxurious guest rooms along with the finest spas, high-tech gymnasium, heated swimming pool, eight branded restaurants, 3000 plus car parking space, a 50,000 square meter extension to the exclusive China World Mall, a 2340 square meter hall-space and 12 dedicated function areas make for the grandest MICE experience in entire Beijing.



## Beijing International Convention Center (BICC),

Opened in 1990, Beijing International Convention Center (BICC) has been the main hub of conferences in the heart of the

Asian Games Village. Situated right beside the “Bird’s Nest”, BICC has a history of hosting more than 1000 world renowned conferences till date. With the Beijing Continental Grand Hotel being added to its MICE facilities, this North Star Industrial Group stalwart is a surprise package all round.



## Facilities:

- The close proximity to the Beijing Capital Airport (20 km) and the city centre (9 km) makes it the easiest accessible venue for delegates coming for international meetings and conferences. Built in the commercial hub of the Chaoyang District, the best available MICE pleasures in Beijing are within hand's reach.
- 48 different conference rooms, a special dedicated 5000 square meter exhibition hall and a five-star rated tourist service make for BICC's success as a celebrated MICE venue.
- The four-star Beijing International Grand Hotel is the latest arsenal in terms of MICE support at BICC. 538 luxury guest rooms and a palette of five different cuisines are bound to bring a fresh change of taste for the guests and to your occasion.

ENTION CENTER



## China International Exhibition Center (CIEC)

Located in the posh business district of Chaoyang, China International Exhibition Center (CIEC) is a joint venture of the China Chamber of International Commerce (CCOIC) and China's international trade promoting body. An enterprise with over 27 years of experience in arranging exhibitions for both the overseas and domestic arena, CIEC stands apart for its swiftly administered MICE services in Beijing.

### Facilities

- Located centrally in the city, CIEC is very well connected by public transport. The location is a plus for those who enjoy a little pleasure with their passion for work. Chaoyang district has some of the most fabulous restaurants, pubs, shopping arcades, amusement corners, theatres and much more.

- The CIEC Group is known for its customised exhibition management. CIEC International Exhibition Construction Company Limited, a subsidiary of the





state-owned agency, specifies on construction of special stands for exhibitions. CIEC International Exhibition Engineering Company Limited, another subsidiary, works for designing and construction of stalls in domestic and international trade fairs, world expos etc.

- CIEC's 15 exhibition and meeting halls distributed over its







three floors are packed almost the whole year. Varying sizes of spaces ranging from 4440 square meters to 1260 square meters provide for all needs, may it be a convention or a ceremony. Well ventilated seems an understatement with the presence of 27 air conditioners for each function during summers. Conveyance, air pressure, electricity, drainage, and water – every of the finest details is taken care of with proficiency to leave a lasting impression.

- Security concerns regarding accidents are dealt efficiently with smoke sensitive alarms, fire hydrants, portable fire extinguishers, emergency lightings present in each hall. Intrusions are kept

at bay with security services securing the premises 24x7.

- Connectivity is not a problem when your exhibition halls are directly connected to internet and national calls. Broadcasting of each event is also facilitated.
- Food is provided in the 7 makeshift stalls and 2 cafes in the ground floor. Ideal for buffet and tea break parties.
- A list of on-site services is provided by CIEC in addition to its excellent venues. Management of outdoor events includes leasing of articles, exquisite catering services, press conference arrangements with huge press coverage etc.

Now, if you are planning a work meeting pack your quirky smile in your attaché and retire from the idea of attending the same monochromatic office environment for it. Instead, make your meeting an excuse to land in the next happening city of the future, a city where culture and work courtesy are aligning themselves with equal competency. Let your MICE tourism nest your passion in the playground of leading global players of major multinational corporations.



Sense faith surging in as you witness the forbidden corners of ancient history and at the same time feel privileged for the presence of advanced technology. The niche of holiday and pleasure with the exposure to the ocean of business is what makes your stay at Beijing worthwhile.



# Best Beer Destinations of the World





“He was a wise man who invented beer”, said Plato. When a classic Greek philosopher can say such a thing, it must have some reason to it. Beer is said to be one the most ancient beverages. Historians go to the extent of stating that beer was instrumental in forming civilization. The earliest beer dates back to 3500-3100 BC. The records show it might have originated from Egypt and moved on in the later years to Central Europe. This golden brown liquid is an alcoholic product of fermentation of malted barley or malted wheat. The bitter flavour comes from the hops added to it, which acts as a natural preservative. During the

olden days, hops were the only ingredient that was missing from the beer. Instead, other spices and many narcotic herbs were present with honey. The flavours of the beer are at times enhanced by fruit or berries, and it is considered to be the third most popular drink after water and tea.

Among the various beer specialty places around the world, let's tour the top five. We are very certain that everyone has their own favourite beer joint, some in their own neighbourhood. Skipping those taverns and quaint pubs in different nestled towns, we will just check out the destinations and have an over-view of the best beers served.

### Germany

The fatherland is one of the hot spots for beer drinking. Oktoberfest and beer are synonymous concepts of





all times. Starting from the end of September and spilling beyond October, is when millions flock to this beer-mecca. There are beer parks set up and tents to hunker down to guzzle as much of this brew as your heart desires. All the beer lovers of the world have this marked in red ink and underlined twice, to visit in their life time. There are specialty beers in the city of Bamberg, which is supposed to be a must try for all. The malt is dried on a fire of beech wood, giving it a smoky aroma. Foods of smoky flavour accentuate the lager, resulting in a meal to relish and remember. In Koln, Germany, there is a tradition which stands out. The waiters there will keep placing glasses of 200 ml of beer on your table till you signal that you are done by placing the coaster over your glassware. Happy drinking everyone!





## Belgium

Belgium is another top beer destination. It has over a hundred breweries producing around 500 varieties of beer. Other than the capital city of Brussels and the city of Bruges small towns like Leuven hold enough bragging rights to serve one of the best beers in the world. Pilsners, Lambic, Trappist, Red beers and strong beers like





Gouden Carolus are all the different varieties of beers you can taste in Belgium. The Trappist Beer is unique to Belgium and the Lambic beer too. Do not miss tasting the delicious fruit beers here - cherry, raspberry, black currant or peach. On your next visit to this country in the heart of Europe, as you pick up your stash of chocolates, sit down and unwind with a mug of their exceptionally brewed beer.





### Czech Republic

Coming up in the third position is the country of Czech Republic. All beer lovers will definitely have a grin on their faces while drinking in this country, as the drinks are comparatively light on their wallet. Cheap, yet high quality beer is one of the specialties of this place. Other than Prague, the capital of the country, a small city called Ceske Budejovice in the

southern part of the country, is said to have the best kind of beer. It is noted from the World Health Organization that this town has the largest per capita beer consumption second only to a tiny island in the Pacific. The local taverns are the best places to sample and drink up. The town's architecture goes hand in hand with the splendour of its severed brew. Czech Republic will prove to be a pleasure for your





eyes and also for your thirst for the brewed malt.

## **Ireland**

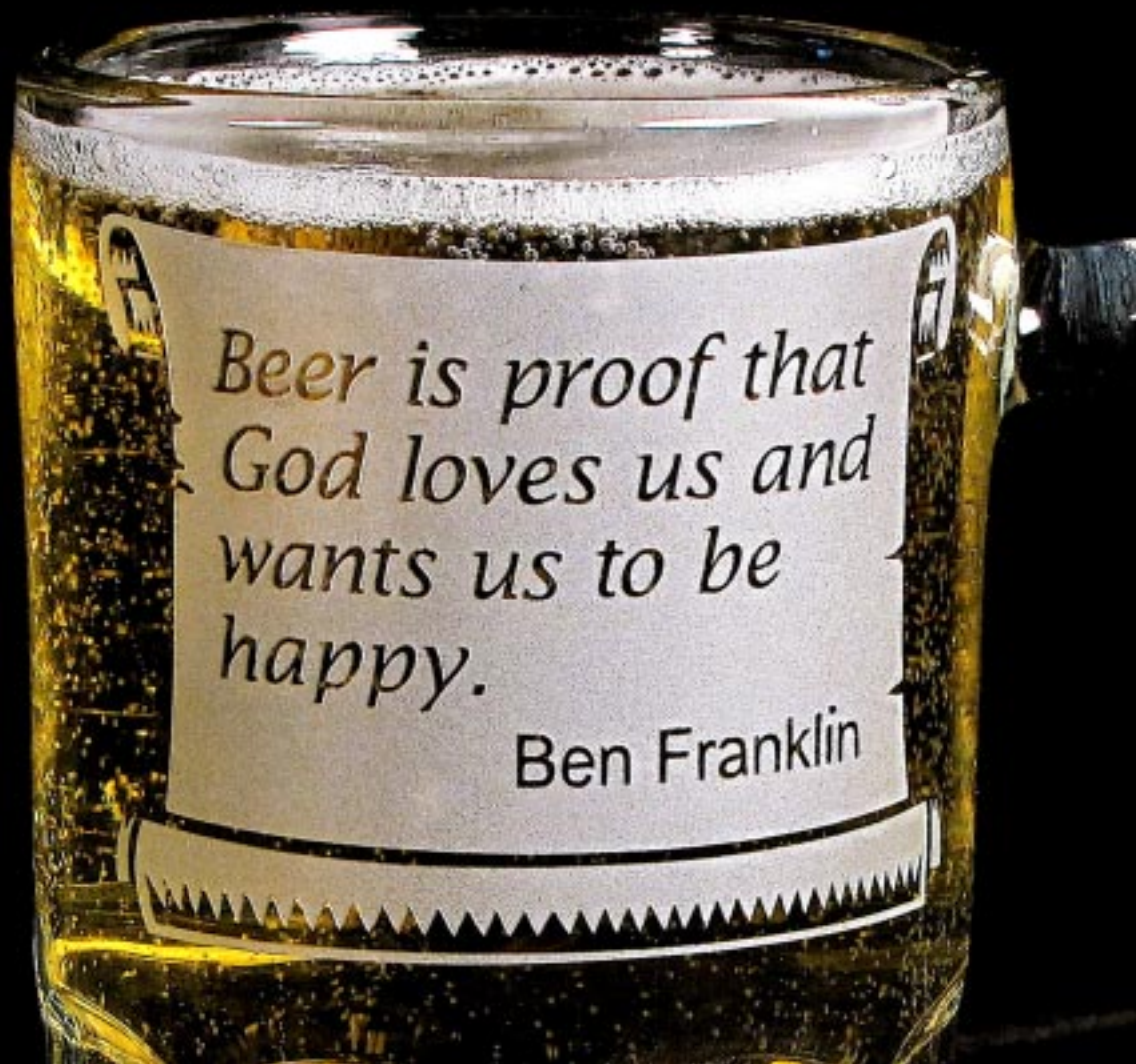
Beer and Ireland go very much together. During St. Patrick's Day celebrations around the world, wherever the Irish people reside, there is a fountain of beer flowing. Merry making and chugging down pints of the amber liquid is a common sight. Irish people

know their beer and so the world famous Guinness has celebrated more than 250 years of spreading merriment. Dublin, the main brewery of this product, even today, has every batch of their Guinness stout brewed with a little of the original. So, what you drink has the flavour of the bygone days. Visitors often drink it from the source, which are severed from casks at all the pristine pubs or the rowdy bustling taverns.

## USA

Finally we round it up with United States of America, a vast country where beer drinking is a laid back affair. Portland, Oregon, ranks first among the states to sport more than 30 breweries which produce this amber liquid, making it the

'Beervana' of the country. National Geographic and Lonely Planet have made their declarations about it. There is free touring and sampling of the different breweries. Portland also hosts the country's largest beer festival, the Oregon Brewer's Festival. One more state which it would be a sacrilege not to mention is California. Be it



the glamorous Los Angeles or the sunny coasts of SoCal's city of San Diego, beer is a way of life. The northern city of Los Angeles boasts of being the birthplace of 'crafted beer revolution'. In the beaches of southern California the idea of a picnic is, finger foods and a cool, tall mug of the amber liquid. Take your pick according to your mood and satisfy your thirst.

Next time you order a glass of frothy golden-brown beer, imagine yourself in a tavern or pub in one of the above places. Better still; make a beer vacation, enjoying the sights, food and the chilled glasses of beer on all the locations. Life becomes a little merrier. Cheers!







Happenings

# May Festivals



## Festival of the Snakes, Italy

**Where:** Italy

**When:** May 1, 2013

This interesting festival is celebrated in the tiny village of Cocullo in Italy in honour of the patron saint St. Domenico. The saint is believed to protect people against snake bites and tooth-aches. There is a bell-ringing ceremony at the church which is done by people pulling at the rope with their teeth. At noon, the saint's statue is taken from the church and through the streets. The statue is covered with currency notes, jewels and lots of snakes. Snake charmers and live bands are part of the procession. Girls in traditional lace costumes distribute donuts and local sweets to the spectators. There is a fireworks display at the end when the statue is returned to its place in the church.

**Trivia:** *It is considered bad luck if the snakes fall off the statues!*

## Jerez Horse fair, Spain

**Where:** Spain

**When:** May 6 – 12, 2013

Every year in Jerez de la Frontera, in the weeks following Semana Santa, a horse fair is held for a week in May. The event is marked by fancy dress, polo, various equestrian shows and competitions and flamenco shows and fireworks. Colourful traditional costumes and sherry tasting tents and bullfighting are integral parts of the celebrations. Colourful parades feature hundreds of beautiful horses with riders looking grand in their flat-topped hats, white shirts and black trousers with their female counterparts in gorgeous flamenco dresses. Over 200 casetas or tents serve the famous local sherry, fried fish and local delicacies. The atmosphere is joyous with music, dancing and partying.

**Trivia:** Do not miss the lovely equestrian ballet performance by the Royal School of Equestrian Art!





## Rose festival, Morocco

**Where:** Morocco

**When:** May 8 – 10, 2013

El-Kelaa M'Gouna or the Valley of Roses turns into a lovely, fragrant haven in May every year. Pink, Persian roses are grown as hedgerows are cultivated here and come May, masses of these sweet-smelling flowers are harvested. The event is celebrated over 3 days with music, dancing, feasting, shopping at souks floral floats. The people spray rose water and shower rose petals over one another.

Women wear flower-decorated head scarves and young people don rose garlands. Dried edible roses are sold at

the local markets. A popular event is the choosing of a local Rose-Queen. The air is laden with the enchanting smell of the tonnes of flowers, which are taken to the many rosewater distilleries producing rose-water used for making soaps, perfumes and creams. The 4200 km long rose hedges in the town totally produce around 1400 litres of rose water, so rose water is quite expensive to buy even here.

**Trivia:** *Around 3000 kg of rose petals are needed to produce one litre of rose oil!*



## **The Vienna Festival, Vienna, Austria**

**Where:** Vienna, Austria

**When:** May 10 – June 16, 2013

The Vienna Festival is one of the greatest cultural festivals of the world. Spread over five weeks, the festival is a cultural delight with over 200 music, dance, theatre and visual arts shows. The marvellous performances feature names from all over the globe. The beautiful venues, many of them lovely buildings, showcase operas, orchestras, film screenings, exhibitions and music including

jazz, classical, modern and world music. The beautiful opening ceremony at Rathausplatz is a major draw for visitors.

***Trivia:** The line-up this year includes a massive 41 productions from 36 countries!*





## Gubbio Candle Race, Italy

**Where:** Italy

**When:** May 15, 2013

This religious festival in honour of Gubbio's patron saint St Ubaldo involves a test of strength in lifting candles. Though that may sound amusing, the candles or *ceris* are 4 m long wooden pillar bearing statues of saints (St Ubaldo, St Anthony, St George). Carrying these 'holy' burdens three teams compete with one another in racing through the streets of the city and up the steep Monte Ingino slopes to the Basilica of St Ubaldo situated 300 m above. Each team wears the colours of the saint they are carrying - yellow for St Ubaldo and blue and black for St George and St Anthony respectively. St Ubaldo is always the first to arrive at the church.

**Trivia:** The weight of each *ceri* is around 400 kg!





## Cannes Film Festival

**Where:** Cannes, France

**When:** May 15 – 26, 2013

The stars come to earth in the Cote d' Azure, France in celebration of cinema and all its aspects. Over 30,000 directors, actors, producers, distributors view, buy or sell over 2000 films. The annual Cannes Film is one of the most renowned and prestigious events of its kind in the world. The festival is the platform for showcasing new films of all genres from all over the world. Though not open to the general public, the event is a huge draw, due to its lovely location and for the opportunities it affords of celebrity sightings. Awards are given for various categories including for the best film, actor and director. Awards include the Palme d' Or (Golden Palm), Grand Prix (Grand Prize of the festival) and Prix du Jury (Jury Prize).

**Trivia:** The most prestigious award at the festival is the Palme d' Or given for the best film!

## Cheung Chau Bun Festival

**Where:** Hong Kong

**When:** May 14 – 18, 2013

If you have never seen a 20 m high tower covered with buns, head to the Cheung Chau Island in Hong Kong and witness this unique sight. A celebration of the local culture, the highlight of the event is the huge bamboo or metal towers which are loaded with buns.

Held in front of the Pak Tai temple, the festival attracts thousands of visitors. Bun-climbers individually and in teams clamber up the tower to grab buns, the higher the better. The buns are blessed and said to confer good luck to the owner. The Piu Sik or Floating



Parade is a highlight of the festival. Young children in costumes are held atop poles, giving the impression they are 'floating'. Music and dance enliven the whole parade.

**Trivia:** The entire island turns vegetarian during the festival days!



## Chelsea Flower Show, Chelsea, London

**Where:** Chelsea, London

**When:** May 21 – 25, 2013

One of the loveliest and most famous shows of UK, the Chelsea Flower Show is organised by the Royal Horticultural Society (RHS) in the ground of the Royal Hospital Chelsea. Started in 1913, it has been associated with the royal family who are present for the openings every year. It takes 25 days to put up this beautiful show on an 11-acre ground. It sees the participation of

550 exhibitors, 157,000 visitors and widespread media coverage. Flower lovers will be wowed by the lovely floral arrangements, topiary and wildflowers. One can pick up tips on latest gardening trends and a variety of gardening gears as well. Awards include ones for floral exhibits, model gardens, trees and vegetables. Remember, children below five years are not allowed and tickets have to be purchased in advance.

**Trivia:** *The flower show this year is a special one, marking its centenary celebrations!*



## How the Light Gets In 2013

**Where:** Hay-on-Wye, UK

**When:** May 23 – June 2, 2013

Hay-on-Wye, the 'town of books', lies on the banks of the River Wye and to the north of the Black Mountains on the Welsh side of the Welsh/English Border in Wales. It hosts the world's largest philosophy and music festival organised by the Institute of Art and Ideas. The ten-day festival features 450 events, 6 stages, 180 speakers, 10 days and 150 bands. There are lively debates, music, dance film screenings and partying and the festival features many popular names from various fields including literature, philosophy, arts, science and politics. There are live bands, all-night sessions with DJs, comedians and rocking parties.

**Trivia:** *The theme for 2013 is 'Error, Lies and Adventure'!*





## White Nights Festival, Russia

**Where:** St Petersburg, Russia

**When:** May 24 – July 14, 2013

During the months from May to July, the sun never sets in St Petersburg. The 'white nights' are a time of celebration with people enjoying the lovely luminous nights with a series of festivals, concerts and parties. It is also a time to enjoy the cool and delicious Russian ice-cream, the morozhenoe and the wonderful watermelons sold at special stalls everywhere. The aptly named White Nights Festival is an international arts festival highlighting the best of Russian culture- operas, ballets and music performances. The show attracts famous names from both Russian and across the world. The festival opens with the 'Stars of the White Nights' at the legendary Mariinsky Theatre and concludes with the Scarlet Sails, which features a grand fireworks show and a water show with boats.

**Trivia:** The Mariinsky Theatre, founded in 1738 by Empress Catherine II has produced legendary artistes including Anna Pavlova and Fyodor Chaliapin!



## International Sand Sculpture Festival, Portugal

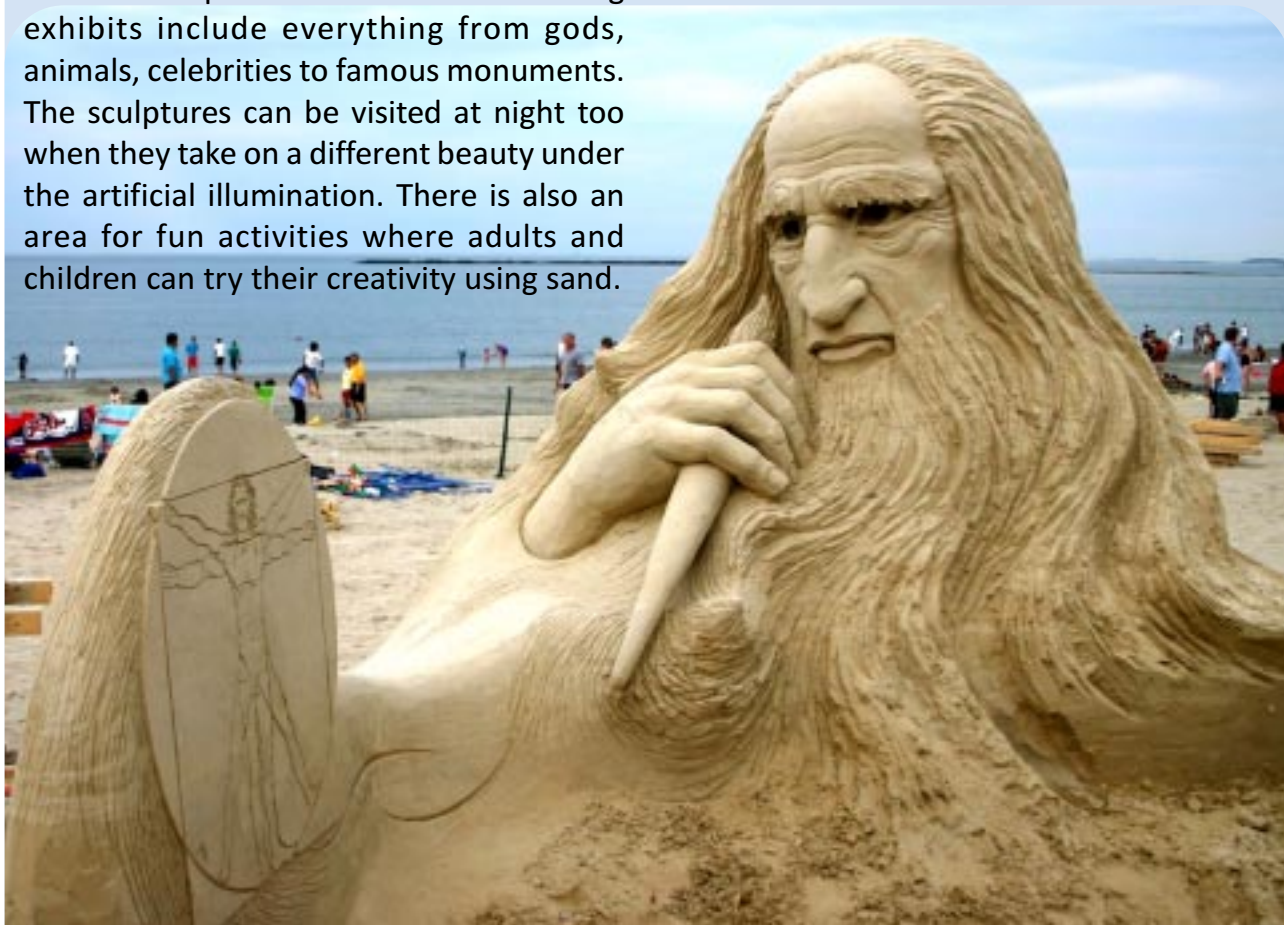
**Where:** Pera, Algarve, Portugal

**When:** May 25 – October 25, 2013

The International Sand Sculpture Festival is the largest festival of its kind in the world. Around 60 artistes from all over the world come here, work with 35000 tons of sand and create 50 breath-taking works of sand art. All this in an area spread over fifteen thousand square metres. The stunning exhibits include everything from gods, animals, celebrities to famous monuments. The sculptures can be visited at night too when they take on a different beauty under the artificial illumination. There is also an area for fun activities where adults and children can try their creativity using sand.



**Trivia:** The festival also includes nightlife, outdoors cinema and music!





## Cooper's Hill Cheese Rolling, England

**Where:** Brockworth, England

**When:** May 27, 2013

You've bought cheese, made cheese and of course eaten it. However it is very unlikely that you have chased after it. You can do exactly that at Cooper's Hill when a hand-made huge seven pound ball of cheese is rolled down the hill with people spiritedly chasing behind it. The one who grabs the cheese first is the winner and can take the cheese-ball home. The entire event includes five downhill and four uphill races. The slope is steep and sprains, injuries and broken bones are part of the game.

**Trivia:** *This event is reportedly 200 years old and is now unofficial for security reasons!*







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**Event  
Watch**

# Universal Tourism Exhibition 2013 (UTE) Beijing

Beijing Golden Sunshine Conference and Exhibition Company Limited is organizing the **Universal Tourism Exhibition 2013(UTE)** from **August 9 to 11, 2013** at the National Agriculture Exhibition Center, Beijing. The UTE is a grand international tourism exhibition that combines both business to business (B2B) and business to consumer (B2C) fairs. The organizing committee plans to invite inbound and outbound travel agencies, DMC, tourism board, hotel, airlines and others from the tourism industry.

Outbound tourism among the Chinese in 2012 was on the rise. The Chinese national holiday is known as the “Golden Week” in the view of the propensity

of Chinese travellers towards touring abroad. According to statistics from China Tourism Academy, 84.5 per cent Chinese plan their vacations between August and November, 62.7 per cent among them travel abroad during the Chinese national holiday. Lately, the number of Chinese travellers who travel during the Golden Week is going up steadily. Meanwhile, according to statistics from tourism related departments, there were about 0.425 billion people who travelled in mainland China during the 'Golden week' in 2012, which is 40.9 per cent higher than the previous year.

Tourism revenue is \$210.5 billion, which is higher by 44.4 per cent over the last year. There are about 78.4 million

Chinese went abroad, a 12 per cent increase over the previous year. Tourism revenue from outbound tourism is \$80 billion which is a new record. Against this backdrop, UTE has decided to hold the exhibition in August to provide the greatest platform for tourism bureaus and travel agencies to promote the tourism sector and various travel packages for the upcoming 'Golden Week' 2013.

During the UTE, domestic travel agencies can interconnect with the agencies from all over the world; understand the inbound travel market and the development trend. This is also a





huge opportunity for consumers to purchase suitable travel packages.

Beijing UTE is the most viable platform to achieve a win-win situation for both domestic and foreign travel companies. At UTE in the B2B section foreign exhibitors can meet the Chinese outbound travel agents. To fathom the contours of the domestic tourism market foreign exhibitors can also visit the B2C section of the fair at hall number one. The foreign exhibitors have the opportunity to meet the Chinese travellers on an individual level.

D o m e s t i c  
t r a v e l

agents, who only cater to domestic travellers, can also interact with their foreign counterparts, an opportunity they seldom get.

The UTE is not an opportunity for any particular segment of the travel industry. It takes a holistic view of the entire industry. The fair will provide direct selling opportunities to Beijing residents for the travel companies and it will also connect the travel agents from all around China. For wide ranging B2B opportunities, exhibitors from the B2C segment in hall number three can visit hall number one.

The UTE B2B fair specialises in providing a forum for foreign inbound travel agencies to meet the Chinese



outbound travel agencies by bringing together tourism companies from all over the world. Travel agencies from more than 60 countries like USA, Australia, Maldives, UK, France, Italy, Switzerland, Hong Kong, Thailand, Malaysia, Singapore, South Korea, etc. will be attending the UTE.

The UTE B2C fair will provide visitors a host of exciting and value-for-money travel options and excellent travel opportunities. This is also a great chance for consumers to purchase their ideal and suitable travel package for the National Day vacation. UTE will invite domestic inbound and outbound travel agencies, tourist destinations,

airlines and resorts as exhibitors.

Till May 2013, advertisements will be released in various media including the internet, such as: China Tourism News, Travel Agency, MICE Business Tourism, Best of the Best in Tourism, China International Conference Exhibition website, CTCEO.com, Travel Link Daily, etc. Consequently, UTE has connections with more than 4,000 domestic outbound travel agencies and 3,000 inbound travel agencies. UTE will notify those travel agencies by email, telephone and fax to participate in the event. The purpose of the first phase of publicity is to have a preliminary introduction of the UTE



to China tourism industry.

From June to July 2013, advertisements will appear in mass media and the internet including Beijing Night News, Beijing Youth Press, Lifestyle.com, Jing Hua News, Huanqiu.com, Shangbao.net, China Enterprise news, ChinaBusiness.com, Xinhua.net, etc.

On August 2, 2013, the organisers will invite selected media professionals from all segments of media to the UTE press conference.

Meanwhile, 60,000 brochures will be released to the public in CBD, luxury villas, office buildings, supermarkets, subway

stations and other strategic places.

During the exhibition, every visitor will be provided a logo-printed tote bag containing brochures and newspapers. There are three different colours - red, yellow and green, each colour representing one day. Each visitor will receive a bracelet with the UTE logo; admission will be by bracelets only. Bags and bracelets will play the role of mobile advertising to attract more people to participate in the exhibition henceforth.

Details of the Venue:

No.16 E. 3rd Ring Road  
North, Chaoyang District,  
Beijing, China. For further  
details please the official  
UTE website

<http://www.china-ute.com>





**Event  
Watch**

# International Conference on Travel Technology (ICTT) India

The Association of Travel Trade Organizations, India (ATTOI) has announced a travel and technology conference - **International Conference on Travel Technology (ICTT) India**, to be held in Kovalam, Kerala in June, 2013.

The objective of this conference is to prepare the travel and tourism industrialists in India and neighbouring countries to understand the importance of web marketing, networking and how to use the resources available online to drive business, generate leads, get inputs in adapting to the changing technological scenario and acquiring skills to beat the competition.





The idea is to understand, address and evaluate the rapidly changing business scenario where the tourism industry is becoming more dependent on technology and innovations. The transformation taking place in the World Wide Web, travel software, mobile applications, marketing and sales trends inspired the organisers to create a platform to discuss these transformations and ideas for the benefit of the tourism fraternity.

The event has an interesting line up of eminent speakers from varied backgrounds sharing their experiences on various related topics. The event also aims to help hospitality industry personnel to understand the new market, adapt to new trends and generate leads. ICTT India will also act as a platform for travel technology companies to showcase their product and

discuss improvements and innovations.

**The event is scheduled to be held from June 7 – 9, 2013 at hotel The Leela, Kovalam, Kerala, India.**

The organisers of the event, Association of Tourism Trade Organisations (ATTOI) is a non-government, non-profit, apolitical organisation, committed to promote tourism in various sectors and also to generate interest for a healthy business relationship and harmony among parties in the trade.

Visit  
**<http://www.iccttindia.org/>**  
for more information on  
ATTOI and the event ICTT  
India.



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