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2024



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inspected by our team

A map of touristic events
around the globe for 2024



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THE EDITOR'S WORD

Dear Business Travel & MICE experts!

We have been working on this for 3 years and have finally returned the international MICE&more magazine. Congratulations! You are holding a unique edition in your hands! In 2024, MICE&more turns 9 years old and over these years we have made international releases three times, but it was completely impossible to continue this direction during the pandemic. During this period, we have accumulated a lot of ideas, energy and unique materials that we are happy to share.

Why did we dedicate this issue to the future? We want to inspire the industry to actively develop and recover from all the transformations that have occurred over the past few years. Today it is especially important to think about tomorrow, take into account current trends and evaluate prospects. In addition, everyone is interested in looking beyond the horizon and understanding what awaits us next.

The cover, which you probably noticed, was created according to our brief by Artificial Intelligence. We have collected relevant materials that will help you understand what the tourism and events industry will be like in a few decades, how the approach to food and clothing will change, as well as which projects already represent the future today. We have also prepared a large calendar of international industry events that we recommend for participation and attendance, and have announced the opening of hotels around the world in the next few years.

And what else? We have prepared a bright and inspiring story about six destinations, which MICE&more experts personally inspected, took professional shots and compiled a detailed review, all the best and most relevant for you.

Our team is full of inspiration and enthusiasm, so we invite you to visit our website, subscribe to the monthly news digest and official pages on social networks (FB, Instagram, LinkedIn), to learn even more about the global business tourism and MICE industry!

Lina Moskvina, CEO MICE&more

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«THINKING ABOUT THE FUTURE»

Lina Moskvina, CEO of MICE&more: «In 2025 I will celebrate my professional milestone — a quarter of a century in the tourism industry. If someone had told me 25 years ago that I would become the founder of a unique, international marketing ecosystem in the field of business tourism, I wouldn't only not have believed that, but I wouldn't even have known what was being talked about. Today, my view of prospects and development has grown to cosmic proportions, so I'm happy to share with you my vision, outlook and forecasts for the next few decades. Buckle up and let's fly!»

WHY IS IT IMPORTANT TO THINK ABOUT THE FUTURE?

We live in an era of immediate needs and short-term thinking. Global corporations are willing to do anything to satisfy the growing demands of shareholders, natural resources are being consumed at an unprecedented rate, and politicians are discussing the use of nuclear weapons. **What will remain for our descendants? Not to abstract future generations, but to our grandchildren and great-grandchildren? Will we leave them a safe, comfortable world or lifeless ashes?** These are the questions that philosopher and sociologist Roman Krznarik asks in his book «One Hundred Years Ahead», which I've recently read.

The novel explains how to ensure that future generations can consider us good ancestors, to establish a personal, empathic connection with people whom we may not be destined to meet and whose lives we can hardly imagine. It offers six conceptual and practical ways to develop long-term thinking as the basis for creating a new, more conscious world order that opens the way to a culture of long-term horizons and responsibility for the future. Although it is unlikely that the reader will be able to influence the fate of all humanity, everyone can contribute to a good future for our descendants.

HOW WILL URBANIZATION CHANGE IN THE FUTURE AND HOW WILL THIS AFFECT THE TOURISM INDUSTRY?

I will share the information that I took from various sources. According to sociologists, an increase of 2.4 billion urban residents is expected in the next 30 years. According to the UN, the highest rates of urbanization will be in Asia and Africa. In 2020, more than 50 billion different devices were connected to the Internet, and now this figure has grown significantly. **In the future, thematic residential clusters will be created based on interests, as in social networks or on a corporate basis, with all the necessary and ultra-comfortable human-centric infrastructure.**

The deterioration of the ecology of megacities increases attention to eco-friendly solutions in the architecture of the suburbs and in the supply of wealthy areas of the city, and there is an active adjustment of lifestyle towards health. This is a request from generations Y, Z and the next one. Millennials are being replaced by Generation Z — people for whom climate change is becoming a real threat. **Refusal of plastic, waste management, conservation of resources and green energy are no longer slogans. For the new generation these are conditions of survival.**

With higher population densities in cities, people will be more likely to seek privacy and access to nature. Not a single project can do without an environmental agenda. The presence of a brand, name and service on the Internet will become even more important and valuable. **Remote professional clusters will form a new infrastructure of destinations.** This is just a small part of the influence of trends that are worth thinking about today.

HOW WILL TECHNOLOGIZATION CHANGE IN THE FUTURE AND HOW WILL THIS AFFECT TOURISM?

Have you heard about such an invention as a quantum phone? It ensures constant communication quality at any distance and under any conditions, that is, it achieves absolute immunity from interference. **It is impossible to secretly «snoop» on data transmitted over a quantum channel, and the data transmission speed is several orders of magnitude higher than the fastest networks operating today.**



In the near future, a massive introduction of the Po WiFi system into everyday life is expected, which consists of routers with the function of transmitting electricity over several tens of meters (**this powers gadgets and charges batteries from WiFi**).

The creation of complex 3D printers and new materials for them will radically improve and reduce the cost of the surrounding material world. Personalization can be absolute. **Any transport can also be quickly, cheaply and without waste printed on a 3D printer.** Leading manufacturers are coining the term «multi functional mobile space».

The mobile capsule will be able to replace citizen's homes and offices. You can add or remove certain functions to it, for example, a place for sleeping or cooking.

The prospects for robotics are impressive. **Specialized prosthetic body parts (more functional than human organs) will be used as tools for androids.** They will replace humans



in human infrastructure. In some cases, such products will be preferable to the analog original. This will become one of the key elements of trans-humanism.

From the point of view of tourism development, I would especially like to note the prospects for movement. Transition from plane to space. **Almost complete accessibility of any point on the planet, and in connection with this, a change in border systems.** The creation of new standards for navigation and air traffic control.

It is interesting that the «collective unconscious» is used as an algorithm for the transport of the future, by the analogy of a flock of birds. **It is planned to create and mass launch personal «volumetric» transport.**

There is no need to even remind you about the widespread use of virtual and augmented reality. It will be almost impossible to do without them in work in the near future. We will meet digital avatars everywhere in a variety of areas and communicate with them. **Each of our events will certainly be a hybrid with extensive use of VR & AR, and we will lose the line between the real and the virtual.**

And we ourselves will also be «digitized», we are talking about personalized accounting. Some call it «digital slavery». Laws on assigning a person an individual birth number are already being considered. **It is assumed that the main problem in a world of individualism will be security.** Among the good things to note is the increase in life expectancy, thanks to Eco-nutrition, a healthy lifestyle, biotechnology, nano-medicine, discoveries in the pharmaceutical field, 3D printing of human organs and genetic modifications.

WHAT WILL A TRAVEL CONSULTANT BE LIKE IN THE FUTURE?

Will artificial intelligence replace humans? I like the idea that a person will be replaced by a person who will successfully use this technology. What will a business traveler be like in 10-15 years? The service will be super personalized. Even if we compare the quality of travelling today and 5 years ago, the difference is significant. Today, the business traveler is not just one category, but a very diverse niche with its own subcategories, requests, and behavior patterns. By realizing this and using it in practice, you can already gain a competitive advantage, since in the future this approach will be widely used. Business tourism agencies and travel consultants will be in demand if, using their expertise, they build correct communication with the traveler, form and maintain long-term relationships, and do this with the help of artificial intelligence. **Offline will be the new luxury in the future as online will dominate with more development and scale.**

WHAT ARE MICE&MORE'S PLANS FOR THE FUTURE?

At the end of 2023, we have already taken a big step towards the future. Starting our journey as an industry media, we have grown into an international marketing Eco-system, which today combines print publications, multi-format digital resources (websites, social networks, digests, podcasts, videos), the visual project FOTO&more, special events and marketing projects, the educational direction of Marketing&more, as well as international — MICE&more International. **Our task is to celebrate our 10th anniversary in 2025 and move forward rapidly, taking into account all the main trends.**

In 2022, we planted a coral in the Maldives and dedicated it to the MICE industry so that it can grow and prosper, albeit slowly but surely. Our plans are to return and continue this tradition. We also plan to plant more than 40 trees according to the number of issues of the magazine published, to compensate for paper consumption.

We actively use new technologies and are thinking about their development today. For now, the printed version remains extremely in demand, since in contrast to the colossal volume of digital information, it's nice to pick up a high-quality information product, do a digital detox and enjoy several senses at once. The pleasant smell of a freshly printed publication, smooth paper, highquality and large photos, modern design. However, a PDF version of each issue is already available today, which is easy to download and read on any electronic device.

As an Eco-system, we will develop integrated solutions where projects, ideas and directions will intersect. Readers of the magazine will be able to download podcasts or audio versions of articles and interviews using a QR-code. The crowd sourcing concept will allow you to attend industry exhibitions and workshops through a virtual browser. The development of an industry application will allow all industry participants to have access to the largest database of contacts worldwide. We have an endless number of ideas and plans.

Also, initially we use a very modern approach to organizing the work process. Everything that our team creates is creative, and for this several factors are important: a constant influx of new things, movement and development. It is also important to be able to work anytime and anywhere, because inspiration can strike at any moment. It is also important to take into account the biorhythms and characteristics of each specialist individually. All these factors include the remote work mode, which we have been observing for the 9th year, but we meet weekly to discuss current tasks and exchange ideas.

SPACE TOURISM: A CHECKLIST FOR GATHERING AND PREPARING A FUTURE STAR TRAVELER

Everything you need to know before going into space: budget, trip plan, pitfalls. To-do-list for the next 7-10 years.

POINT 1: IN THE FOOTSTEPS OF YUSAKU MAEZAWA

This Japanese businessman and art collector is one of the most dedicated and experienced space tourists nowadays. His fortune is approaching \$4 billion. He announced his plans on becoming the first commercial passenger to fly around the Moon back in 2018.

Mr. Maezawa's approach to space traveling combines extremely serious preparation... and wild flights of fancy. After all, for him this is first and foremost an art project, which even has a name.

#dearmoon

According to Maezawa's original plan, he was supposed to go into space in 2023 and not alone, but in the company of 8 lucky volunteers, for whom he would fully pay for the flight. The team structure was varied — it included a DJ, a YouTuber, two photographers, a dancer, an actor, a director... and even the K-pop idol T.O.P! Of course, all future tourists should undergo special training, but the main thing for the billionaire, as he said, were two criteria: the candidate must use the flight to work in the interests of people and society and be ready to support other crew members who share the same aspirations.

Elon Musk (who else!) undertook to provide the trip from the technical side. Throughout 2022, he confidently stated that the first flight of the SpaceX Starship rocket, based on his own Falcon 9 technology, will happen in 2023, but the date has still not been set. So far it is known that the ship successfully rose only to a height of 10 km, and did not even enter orbit.

No matter how much of a dreamer and visionary Yusaku Maezawa is, he himself is preparing for the «trip» as seriously as possible, and during the preparation he took part in a flight to the ISS, for which he paid 10 billion yen in 12 days (\$73 million at today's exchange rate).

POINT 2: TRAVEL AGENCIES

Some facts about the organizations that develop the space tourism industry:

- » Space adventures. A pioneer company in the world of private space travel. Organized 8 flights to the ISS, mainly on Russian Soyuz spacecraft. There are similar agreements with Boeing and SpaceX for flights on the American Starliner and Dragon spacecraft.
- » Axiom Space. A startup designed specifically for space flight on the CrewDragon ship and the work of the SpaceX section on the ISS. The estimated price of the trip is \$55 million, and the length of the trip is 10 days (2 en route, 8 at the station).
- » NASA. Back in 2019, they announced their own section on the ISS for tourism and business. A trip like that will last about 30 days, take place twice a year, and cost about \$58 million.
- » Blue Origin of Jeff Bezos, founder of Amazon. He plans to specialize in suborbital flights, which will be much cheaper (200-300 thousand dollars), technically simpler, and tourists will not have to undergo grueling training, since the speed of suitable ships will still not allow them to enter the orbit.
- » Richard Branson's Virgin Galactic. He is also working on the development of suborbital flights, but uses, in addition to spaceships, experimental unique jet aircraft with no need of descending to the ground for refueling. Their first spaceship, the VSS Enterprise, crashed in 2014, so all new models undergo rigorous testing, which slows everything down.

POINT 3: ZERO-GRAVITY FLIGHTS RIGHT NOW

If full-fledged tourist flights into space are still far away, but you want to experience something similar today, a number of several companies have experience in organizing private flights in zero gravity on special aircraft.

This service has existed on a commercial basis since 2004 in the USA, Russia, and France. Special planes perform maneuvers called «parabolas», and passengers find themselves in real weightlessness. Not only orbital, but also lunar or Martian, depending on the nature of the maneuvers. The effect is enhanced by the absence of portholes — in such conditions a person is completely lost in space.

Of course, there are restrictions for such entertainment. Asthmatics and people with nasopharyngeal and heart problems will not be able to experience weightlessness in a special plane.

As of September 2023, a ticket for a flight like that flight from the Russian company «Country of Space Tourism» costs 3,000 euros, and a group rental of the entire aircraft for 14 people costs 56,000 euros. At the American company Zero Gravity Corporation, a single ticket costs \$6,700.

**POINT 4:
TO THE MOON AND BACK**

A lot of people claim «the lunar tourism» is the most accessible. What programs are being developed and can be offered now?

«Space Adventures» is planning a flight several hundred kilometers above the surface of the Moon to see «Earthrise».

Roscosmos admits that, as part of cooperation with Space Adventures, it will even be possible to organize spacewalks for tourists. True, the lucky one will first have to undergo quite complex training, including exercises at great depth. Then he will train for 2 weeks on the ISS. And only then he will be allowed to go into outer space for an hour and a half.

In addition to Space Adventures, Virgin Galactic and Blue Origin have plans to develop the space tourism market. In 2019, NASA even selected Blue Origin, as well as 10 other companies, to produce prototype spacecraft that would later be used to land on the Moon.



**POINT 5:
HOW MUCH DO I NEED TO SAVE BY 2030?
OR PROSPECTS FOR SPACE TOURISM
AS A MARKET**

According to analysts, by the end of the decade the global space tourism industry will reach \$8.67 billion. So far, ticket prices for a suborbital flight are in the hundreds of thousands of dollars. Prices for a flight to orbit, and especially to the moon, are tens of millions of dollars. However, the spacecraft will most likely be used for long-distance flights without transfers within the boundaries of our planet — for example, from Shanghai to London. On the shuttle, flight time will be reduced from 15 hours to 40 minutes.

But most importantly, almost all economists and scientists agree: until companies manage to at least bring the ticket prices for such flights relatively closer to the prices of even the most expensive business class aircraft, there is no use in serious talks about the full and competitive development of the sphere.



**POINT 6:
WHERE TO STAY IN SPACE?**

The most notable space hotel projects:

- » Bigelow aerospace. A pioneer in the world of space hotels. In fact, the project is rather an attempt to create a habitable module that can be compactly delivered into orbit and docked with orbital stations. As a result, it justified itself as an additional room for storing equipment and materials in space. The BEAM module is currently in use on the ISS, and engineers predict its serviceability until at least 2028. Unfortunately, the company itself went bankrupt during the recent pandemic and handed over the development to NASA.
- » Voyager Space Station from Orbital Assembly Corporation, — will be deployed in low Earth orbit and accommodate 280 passengers and 112 crew members. There is no example of a station this huge in human history. The hotel will have artificial gravity. The station itself will be shaped like a donut. Laboratories intended for the work of scientists will be located inside. However, Voyager's main task is to create a complete hotel infrastructure: lounges, bars, gyms. Its main attraction will be the portholes, through which you can constantly see the Earth and at the same time stand on your feet, and not hang in space.
- » Pioneer Station is a more modest project of Orbital Assembly Corporation, a prototype station. It will also have artificial gravity, but it is designed for 28 passengers and crew members. The company plans to launch a prototype of the future large hotel in 2025. But for space stations, even 28 people on board is a lot. This has never happened before in history.
- » Orbital Reef is a station being built by Blue Origin and Sierra Nevada Corporation's Sierra Space. The project looks very modest: 6-10 crew members and no artificial gravity. The conditions are quite spartan, and the project has little advertising. But Jeff Bezos' involvement and success in popularizing space tourism make the launch of this project in 2027 look much more realistic than Voyager Space Station.
- » Orion Span — Aurora Station wanted to launch its hotel, designed for 4 guests and 2 crew members, into orbit in 2021, and a year later, in 2022, to welcome guests. The ticket would have cost them less than a flight to the ISS, but still significantly — \$9.5 million. Unfortunately, the company relied on crowdfunding... and the project failed miserably, raising only \$200 thousand.



«THRIVING IN TOMORROW: UNLEASHING YOUR POTENTIAL IN THE EVER-CHANGING WORLD»

In a world that evolves at an astonishing pace, where technology shapes our daily reality and the very fabric of our society undergoes continuous transformation, the question looms large: How do we not just keep up but thrive in the future?

The answer lies not only in adapting to change but in revolutionizing the way we think about it. Imagine a mindset that doesn't just embrace the future but shapes it, a perspective that turns challenges into opportunities and uncertainties into adventures. This is not just about staying relevant; it's about being at the forefront of progress, ready to seize the limitless possibilities that lie ahead.

As we embark on this journey into the unknown, this article serves as your guide – a roadmap to not just surviving but thriving in a world, where the only constant is change. So, fasten your seatbelts, open your mind, and let's explore the strategies and mindsets that will empower you to unlock your potential and stay ahead in the ever-changing landscape of tomorrow. Welcome to the future – where your journey to success begins with a single shift in mindset.

1 EMBRACE CONTINUOUS LEARNING: THE POWER OF LIFELONG CURIOSITY

«In order to keep up with the world of 2050, you will need not merely to invent new ideas and products but above all to reinvent yourself again and again.» Yuval Noah Harari

In the rapidly evolving landscape of the future, the most powerful tool at your disposal is the commitment to continuous learning. The pace of change demands a mindset that thrives on curiosity, pushing boundaries, and seeking knowledge beyond traditional confines. Embrace a lifelong learning journey that transcends formal education – a journey fueled by a hunger for understanding, an openness to new ideas, and a passion for growth. Whether through online courses, workshops, or hands-on experiences, the relentless pursuit of knowledge will keep you not only relevant but a trailblazer in the ever-expanding realms of your chosen endeavors.

2 CULTIVATE ADAPTABILITY: A MINDSET FOR EVER-CHANGING HORIZONS

«When it comes to the Future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.» John M. Richardson Jr.

Adaptability is the cornerstone of staying effective in a world characterized by constant flux. Cultivate a mindset that sees change not as a disruptor but as an ally – a force that propels you forward rather than holds you back. This strategy involves embracing new technologies, exploring diverse perspectives, and pivoting gracefully in the face of unexpected challenges. The ability to adapt is not just about survival; it's about harnessing the power of change to innovate, create, and lead. In a future where flexibility is key, cultivating adaptability ensures you remain not just relevant but indispensable.

3 FOSTER COLLABORATIVE INTELLIGENCE: SYNERGIES BEYOND BOUNDARIES

«Think inclusively, span all boundaries, be curious, think about what's changing, think about what's possible.» Ross Dawson

In an era where connectivity knows no borders, the power of collaborative intelligence emerges as a paramount strategy. Recognize that the most significant breakthroughs occur at the intersection of diverse minds, backgrounds, and skill sets. Cultivate a collaborative mindset that values teamwork, encourages open communication, and leverages the strengths of a collective effort. Whether in your professional endeavors or personal pursuits, the ability to collaborate intelligently – drawing on the strengths of each team member – positions you at the forefront of innovation. Success in the future is not a solitary pursuit; it's a collaborative journey where the sum is indeed greater than its parts.

As you embark on this transformative journey into the future, remember: continuous learning, adaptability, and collaborative intelligence are not just strategies – they are the building blocks of a mindset that propels you toward success in the dynamic and exhilarating world that awaits. The future is calling, and with these strategies at your disposal, you're not just answering; you're leading the way.



EMBRACE THE FUTURE: YOUR JOURNEY BEGINS NOW

«Dream of things that do not exist. Seek answers to questions nobody has asked yet. Believe in the impossible. Have faith in the enduring human spirit. Follow your passion.» Richard Abas

As we conclude this exploration into the strategies that can empower you to thrive in the future, it's essential to recognize that the power for change lies within you. The future is not an abstract concept but a canvas waiting for your unique brushstrokes. The strategies outlined – continuous learning, adaptability, and collaborative intelligence – are not just principles to read about; they are catalysts for your personal and professional transformation.

So, as you stand on the cusp of change, let this be the moment you decide to be the architect of your own destiny. Embrace the unknown with excitement, knowing that every challenge is an opportunity, every shift in the landscape is a chance for growth, and every new idea is a potential game-changer.

In the words of a famous quote, «The future belongs to those who believe in the beauty of their dreams». Envision the future you desire, armed with the strategies and mindset to make those dreams a reality. The journey ahead might be dynamic and uncertain, but therein lies its allure – a canvas of endless possibilities waiting for your bold strokes.

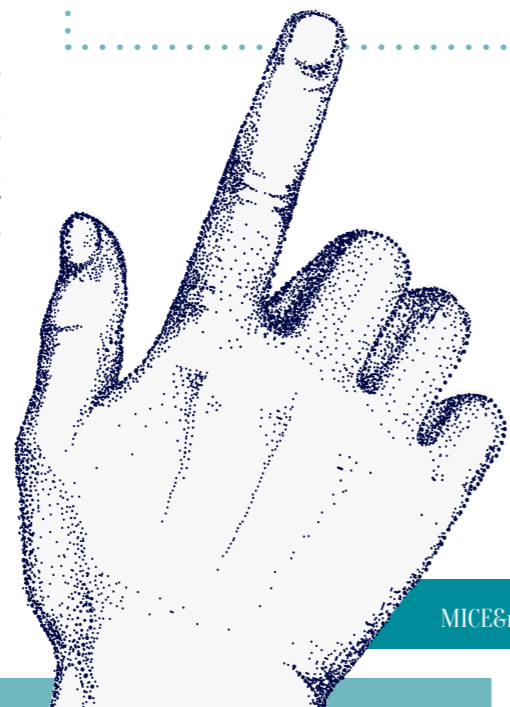
So, go ahead, take that first step. Embrace the changes, pursue knowledge with fervor, adapt with grace, and collaborate with purpose. Your journey into the future starts now, and the possibilities are as vast as your imagination. Let the spirit of innovation guide you, the hunger for learning propel you, and the strength of collaboration empower you.

The future is not a destination; it's a journey you embark on today. Your adventure into the unknown is an invitation to inspire change – not just within yourself but in the world around you. The canvas is blank, the brushes are in your hands, and the masterpiece of your future awaits. Embrace it with courage, creativity, and the unwavering belief that you have the power to shape the world you envision. Your time is now; let the journey begin.

TOP 10 SKILLS OF 2025

- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem-solving
- Critical thinking and analysis
- Creativity, originality and initiative
- Leadership and social influence
- Technology use, monitoring and control
- Technology design and programming
- Resilience, stress tolerance and flexibility
- Reasoning, problem-solving and ideation

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RAPIDLY CHANGING OUR MINDSET IS CRUCIAL TO STAYING EFFECTIVE IN THE FUTURE FOR SEVERAL COMPELLING REASONS:

1. Accelerating Technological Advancements: Technology is advancing at an unprecedented pace, reshaping industries and job roles. Adapting our mindset allows us to harness the potential of new technologies, ensuring relevance in an increasingly digital world.
2. Global Interconnectedness: Our world is more interconnected than ever. A mindset that embraces diversity, cultural intelligence, and global collaboration is essential for effective communication and collaboration across borders.
3. Information Overload: The sheer volume of information available is overwhelming. A mindset focused on continuous learning and information discernment is necessary to filter, interpret, and apply relevant knowledge effectively.
4. Emphasis on Soft Skills: While technical skills are crucial, soft skills like emotional intelligence, communication, and collaboration are gaining prominence. Cultivating these skills through a mindset shift enhances overall effectiveness.
5. Environmental and Social Responsibility: Increasing awareness of environmental and social issues necessitates a mindset focused on sustainable practices and ethical decision-making, aligning with the values of future-conscious societies.
6. Agile Leadership and Innovation: In a dynamic future, leaders must be agile and foster innovation. A mindset that encourages experimentation, risk-taking, and adaptability is crucial for driving positive change within organizations.
7. Human-Machine Collaboration: With the rise of AI and automation, a collaborative mindset that embraces human-machine partnerships ensures a more harmonious integration of technology into various aspects of work and life.
8. Resilience in the Face of Uncertainty: The future is inherently uncertain. A resilient mindset enables individuals to bounce back from setbacks, learn from failures, and approach challenges with a positive and solution-oriented attitude.





METAVERSSES ARE AN ENDLESS EVENT SPACE THAT IS STILL WAITING FOR DISCOVERERS

An important point BEFORE starting to talk about the metaverse: there is no generally accepted term in the world that comprehensively explains what it is. Is it a painted virtual reality that you enter when you put on Oculus VR glasses? Is it a networked space of several games at once, where you can use IN-GAME (and sometimes real) MONEY to buy a car in the racing simulator Need for speed? Is this the world of Minecraft, where you can gather in one place (virtual, but still) a million schoolchildren at the same time? Is this Second Life space, the «next generation Sims»? Are these Facebook services with 3D design?

Perhaps it's all at once and something more at the same time. But if you get the main idea, the metaverse is a digital space where, using gamification, avatars and online services, you can solve real-world problems. This is a limitless territory for new communication formats. Recreation, business, education, social activity — any area of human activity can be part of the metaverse. MICE, event and business travel, of course, are no exception. Here are 8 positions on applying the capabilities of the metaverse in our field.



1. VIRTUAL EVENTS

The pandemic quickly accustomed us to all types of online events. Birthdays, weddings and corporate parties via Zoom have become part of everyday life. It's one thing to sit on a chair at home, squared by the messenger window, and quite another to be able to move, navigate, interact with others much more actively, albeit with the help of avatars (our virtual alter egos). Perhaps one of the most convenient and popular platforms for such activities is still Minecraft — the online game with an open world where you can arrange real team building. For example, working together to build something epic using cubes (which make up the whole world in Minecraft).

2. CUSTOMIZING YOURSELF

Under this heading we continue the conversation about avatars. For a corporate party or to comply with the program points on a business trip, people carefully consider their appearance, including in accordance with the announced dress code. Working on your own «avatar» can become part of the activity in preparation for the event. By completing various tasks, setting records and competing with each other, people can acquire new appearances — «skins» and accessories. Don't think that this sounds shildish: for their unique avatars on Facebook services, people already buy digital analogues of branded clothing from Balenciaga and Jimmy Choo for very real money.

3. MERCHANDISE

One smoothly follows from the other; many fashion brands have managed to establish not only their own online stores (this happened a long time ago), but also «virtual points of sale» in various gaming spaces. As you might guess, they often sell «things» that will be worn not by you, but by your virtual alter ego. However, promotions like «buy our boots in reality —

and your character will wear the same ones in the game» sound quite tempting, especially for those who have been interested in video games since childhood (and among these people are already heads of families and large companies). If we talk about the MICE sector, this is another huge platform for distributing branded products — merch and gifts.

4. REAL VIRTUAL

In addition to general collections, the practice of online concerts is gaining momentum on various virtual platforms. Digital technologies in recent years have been closely intertwined with the stage: from performances in front of live audiences of Japanese pop idols «vocaloids», completely fictional and drawn using projection technologies, to holograms of deceased singers at real concerts of their groups. Although in the case of metaverses everything is rather the opposite. A famous artist «tries on» an avatar, and his audience can increase indefinitely. A striking example of such a performance is the concert of the The Weeknd, in the space of the game Fortnite.

5. CREATE IT YOURSELF

The concept of metaverses can make the life of MICE & event managers easier by giving them the tools to create activities of a completely new format. The gaming industry has created «games within games» in the past, giving gamers the ability to design their own maps, scenarios, etc. In the metaverse, such endeavors can take on a completely different scope. The clearest example of this is Rolblox, an online gaming platform and game creation system. The number of users on it has long exceeded 20 million. In theory, within the framework of such a system, absolutely any event can be organized, in any setting, with any type of entertainment. Even a virtual tour of all the wonders of the world with maximum involvement of participants.



6. IF YOU DIDN'T TAKE A PICTURE, IT MEANS IT DIDN'T HAPPEN

In the era of social networks, almost everyone lives by this principle. It would seem that when we talk about virtual space, the meaning of the phrase is somewhat lost. You can, of course, take screenshots or video screen capture, but these are not real photos and videos. Here it comes to the rescue, that metaverses are not only games and social networks. This is a synthesis that allows you to create something new on the border of different spheres. In Facebook services you can create pseudo-real videos and stories with the participation of your avatar, or with the so-called «digital personalities» (characters pre-created by game designers).

The service provides a large number of script templates for short videos, for example, a dance or a humorous sketch. Often real celebrities become the basis for such animation, with their consent and even in the form of collaborations. With the help of such tools, original, and even unique content is created.



7. CONTACT WITH REALITY

The most promising technology for events, which is actively used in games and systems related to metaverses, is «augmented reality». By interacting with it, the user either sees the real situation in the virtual space, or with the help of technology (from a VR helmet to a phone camera) begins to see virtual elements in «reality» (remember Pokemon Go). Just imagine what spectacular presentations and promotions can be carried out this way, what interesting activities and projects you can involve people in large amounts!

8. GAMIFICATION IS NOT JUST A GAME

For most events, one of the most effective (and impactful) uses of augmented reality is navigation. Any location – from a banquet hall to a museum – can have its own analogue in the metaverse. Once there, the participant immediately understands where and what to do. With the help of augmented reality, he can see virtual signs and quickly get information just by looking around his screen.



EXPLORING THE POSSIBILITIES OF AR METAVERSES

MICE&more is regularly invited to serve on the jury of various professional competitions. At one of them we met the fantastic team of SBER AR/VR LAB & SM EVENT LAB. We were interested in many areas of their activity, but in this short review we want to focus specifically on event projects created in the Metaverse.

SBER NAVIAR SDK tools open a magical door to the world of Augmented Reality (AR) Metaverses. They allow you to expand the physical world, supplement buildings and streets with AR content, integrate games and quests, create AR navigation, etc. Getting acquainted with the excursion projects of SBER AR/VR LAB, we saw how animals appear next to visitors at the Baku Zoo, or a huge ship sails over Trafalgar Square in London. You just need to point your phone at the object. The AR navigator helps you spend time at Sheremetyevo International Airport or navigate through the rooms in a hospital in Astana.

However, our greatest interest was aroused by the only Volumetric studio EVENT LAB in Russia, which allows Volumetric shooting and processing of Volumetric video for use on any platform. Here, content is produced based on the capture and reconstruction of a dynamic 3D image of a person. This content is ready to be published and integrated into the game engine. In SBER AR/VR LAB projects, such digital avatars can serve as concierges or virtual assistants, act as digital twins at conferences or conduct sports training. The most impressive and large-scale projects are related to events, here are two of the most innovative.



THE FIRST MUSIC AWARD IN THE METAVERSE IS THE AWARD OF THE RADIO STATION «NEW RADIO»

The team created an interactive model of the Metaverse, where the ceremony was broadcast in real time, and also developed XR scenes for performing musical performances by artists in their own XR studio. Also, a digital avatar was created for the volumetric show of singer Anna Asti. 56 cameras were used to create a three-dimensional copy of the artist. A mix of technologies was used in the project. The scenario consisted of three key events: a concert with XR technology, an award ceremony and a virtual Anna Asti show. The design concepts of all the virtual studios in which real artists performed were generated using neural networks. The result of the collaboration was a symbiosis of modern technologies and a spectacular show. The ceremony was watched on social networks by about 4 million viewers. More than 80,000 people visited the Metaverse.

THE FIRST TALK SHOW IN THE METAVERSE FOR THE TELEVISION PROJECT «NOW I'M THE BOSS!»

An interactive model of the Metaverse was created, where the talk show took place, then 5 business leaders digitized it. For this, 56 cameras and motion capture technology were used, as well as facial scanning in a special volumetric studio under strobe lighting. This technology makes it possible to obtain an exact digital copy of a person that interacts with the user in real time. The project covers 5.5 million people. In just a week, 24,000 unique users entered the Metaverse.



t.me/techdisrupt



2030: WHAT ARE WE GOING TO EAT?

When we talk about the food of the future, we no longer mean the very distant future. The world's population is 7.8 billion people, and according to UN forecasts, will reach 8.5 billion by 2030, and this whole big company endlessly consumes resources. What are we all going to eat? If we don't change our approach to consumption, we won't like the answer to this question.

Let's talk about recent changes. How modern science is trying to provide the people of the future with sufficient food. At the same time, let's try to imagine how the food industry will look like in 30-50 years.

IMITATION

Organics and clean production are great, but scientists are in full swing developing technologies for producing imitations of familiar products. At the top of the list of potential replacements is usually meat – livestock farming is considered an extremely harmful practice, not only from an ethical but also from an environmental point of view.

However, while artificial meat from stem cells is a controversial point in scientific circles, recent studies, by American scientists, have shown that the production of a synthetic analogue leaves an even larger carbon footprint than naturally raised beef.

On the other hand, nothing works the first time, and scientists have time to experiment. While Italy bans the production of cultured meat, Singapore and the United States are actively developing the industry.

In addition to meat, science is trying to create artificial fish and master the production of food from yeast. Perhaps the fantasy of Isaac Asimov, who described eating yeast strains in his novel *Caves of Steel*, may be very real.

HEALTHY LIFESTYLE/ ORGANIC FOOD

A trend that is naturally related to the previous point. People want to restore order not only around themselves, but also within themselves. Everyone began to think about how clean the food they eat are – whether they contain hormones, pesticides, trans fats and excess sugar. There is a growing number of restaurants that choose a healthy lifestyle as their main focus: minimal processed food, organic vegetables on the menu, superfood bowls, vegetarian, keto, and paleo cuisine.

COMFORT FOOD

Mysterious comfort food – what does it mean? It seems that in a highly competitive environment, restaurants must compete with each other and surprise guests with incredible dishes. However, quite the opposite. More and more reputable establishments prefer the concept of comfort food – nutritious and uncomplicated food that evokes good feelings, and often nostalgia (remember the animated film «Ratatouille»). Mashed potatoes like mom's, chicken soup that makes everything bloom inside, a sandwich with homemade sausage that seems tastier than any oysters – all this is comfort food, which is also served in top restaurants.

SEASONALITY/ LOCAL PRODUCTS

The trend for seasonality and local products is hotter than ever and is unlikely to go away in the near future. Restaurants and cafes are actively implementing this concept: adapting their menus to suit the season, using only those products that do not require special delivery conditions. Let's eat what we have – the motto of the new style of consumption. The reason, of course, is the difficult environmental situation. Shipping exotic ingredients from distant lands is a sure way to leave a heavy carbon footprint and also deplete another region's resources. Instead, restaurants support local farms and develop their own production: they bake their own bread, make cheese and liqueurs, roast coffee, and some even grow herbs right in the halls.

POP-UP

Pop-up restaurants appeared back in the 2000s, but became popular not so long ago. A trend ideal for a new dynamic world where everything does not stand still. In this case, a restaurant or cafe with a specific cuisine and theme is opened for a short time. Then you can start a new project, or someone else will do it. A vegan cafe may be replaced by a burger joint with a sports bar. Everything is fair, whoever managed to eat it, ate it. This concept has every chance of going with us into the distant future, because it is a convenient implementation of ideas for restaurateurs and eternal variety for guests.

MINDFULNESS

Mindfulness is a trend that affects almost all areas. There is no better advertising than a good image of a project. So, even the most fashionable restaurants are moving away from luxury, shocking their audience, and glamor. They are being replaced by charity and

volunteering. During the pandemic, many establishments organized free hot lunches for medical workers, and now you can find promotions for every taste – for example, a cafe organizes events to help a dog shelter, a gastrobistro helps the homeless with lunches, and so on. In a difficult future, there is no place without mutual assistance.

CONCEPTUALITY

There are many restaurants – and many of them are really good, competitive, and offer excellent cuisine. Catering is gradually turning into a battle of concepts, where even the kitchen is important only secondarily, and the idea comes to the fore. People go to a restaurant not only to eat, but also to gain experience. There are many such examples. At the Masterpieces on a Plate restaurant, each dish is a unique composition that transports guests into the world of art.

At the Sky in Hands restaurant, guests enjoy dishes served in special bags suspended on thin wires above the tables. At the Temporal Anomaly restaurant, each room represents a specific era and guests can try dishes typical of a different historical period. There are restaurants with a sports concept – for example, a bicycle cafe. And lots of other examples.

FUSION

It is unlikely that an Italian restaurant will ever go out of fashion, but still gastronomic trends are confidently moving towards a mixture of styles. Even conservative bars are changing their menu to pan-Asian, Georgian restaurants are introducing khinkali tom yam to the menu, and in general, authenticity is giving way under the pressure of multicultural experiments. In the future, in search of new tastes, chefs will come up with even more original gastronomic hybrids.



**DELIVERY/
DARK KITCHENS**

The pandemic has given a boost to a rise in delivery and dark kitchens — establishments without seating areas that only serve delivery. Restaurateurs have discovered a profitable work option — when only the kitchen functions, and there is no need to spend money on waiters and the maintenance of guest rooms. Considering humanity’s love for the delivery of everything possible, this service will flourish in the restaurant industry for a long time to come.

REDUCE WASTE

We consume the planet’s resources, and in return we produce waste that has nowhere to go. In the restaurant

business, this issue has been around for a long time, but it has become especially acute after the rise of delivery. People were confused by the mountains of disposable packaging that were left after each order. Plus, while scientists predict food shortages by 2030, restaurants and cafes are still throwing away too much food that isn’t spoiled. So conscious restaurateurs have long been heading towards waste-free production and sustainable development, and in some places the issue is being resolved at the state level. For example, in Germany, from the beginning of 2023, a law was passed on the use of reusable tableware even for food delivery, and some offer edible packaging as an excellent alternative to disposable tableware. A striking example is the Jelloware marmalade cups from the design company The Way We See

The World, not only biodegradable and edible, but also vegan.

ECO-FRIENDLY DECOR

Following food, the principles of sustainable development are introduced into the environment. Fashionable establishments proudly say that they furnished their interiors with items bought at flea markets, and the dishes were handmade by local craftsmen. In the future, this lean approach to design projects may well take over the entire industry. After all, why pay more and waste a huge amount of materials if the public delights in restaurants with vintage carpets, posters of a young Arnold Schwarzenegger and old VHS as decor? Things get a second life, and we stop overproduction.



3D PRINTING OF PRODUCTS

Every day there is news about what else a 3D printer can print, even a whole house and a prosthetic arm. The technology is truly fantastic — now they are already learning to print food on a 3D printer!

The most notable breakthrough came from Israel, where they printed a realistic fibrous piece of meat called alt-steak. At the same time, Dutchwoman Ilsilinda van Dolweerd, in collaboration with the 3D Food Company, invented 3D printing of edible elements from food waste. Now all that remains, is to improve 3D printers to provide everyone with printed food.



HIGH TECH

The rapid development of technology is transforming everything, including the restaurant industry. We are already using contactless services in some establishments, ordering dishes using touch screens. What next is waiting for us? Scientists predict full automation and robotization. In their opinion, robots will be able to replace human characters in the restaurant service industry.

At least some of these technologies are already being used in reality. You don’t have to look far for an example — in China there is a robotic restaurant called Foodom, where guests are served by two dozen different types of artificial workers. Also, among the expected trends is the personalization of service, when the artificial intelligence of your favorite establishment will recognize you by your DNA, remember your tastes and allergies, and with the help of virtual reality, you will be able to look at the dish from all sides, find out its calorie content, nutritional ingredients, and chemical composition.



WHAT PROFESSIONS WILL BE NEEDED IN THE FUTURE?

Robotic technologies are gradually being introduced into the labor market, and scientists from the McKinsey Institute predict radical changes by 2030. The bad news: some jobs may disappear. However, there is also good news — new specialties are already emerging that are quite capable of providing the world with jobs. At the same time, machines will get mainly unskilled labor, and people will have the opportunity to develop in intellectual and creative areas.

Let's look and imagine in what direction all this will move, who will the world of the future need, and are there professions related to tourism and MICE on this list?

SPACE INDUSTRY WORKERS

Over the course for several decades, outer space has transformed from a territory for the elite into a promising one for commerce. While robots will replace taxi drivers and couriers on Earth, humanity will need competent space specialists. For example:

- » cosmogeologists and cosmobiologists;
- » space station workers (for example, life support engineers);
- » space tour operators and space hoteliers.

ENVIRONMENTAL INDUSTRY SPECIALISTS

The environmental problem will no be solved by itself. So many professions related to the protection and salvation of our planet are needed now, and in the future their number will only increase. Approximately the following professionals will definitely be needed by humanity:

- » urbanist-ecologist;
- » zero waste manager;
- » bioremediator (ecosystem restoration specialist).

AI TRAINERS/OPERATORS

While some are afraid of the AI presence in our lives, others are catching the wave and learning to manage it. The profession is already emerging — neural network trainers are needed by top companies to train, test, and edit content created by neural networks. In the future, this may well become as widespread and a traditional profession as a school teacher.

ROBOTICISTS AND ROBOT OPERATORS

It's time for people to come to terms with the fact that robots are already mastering new professions and will continue to do so. There are benefits to be found in this. For example, professions related to software development and control of the robots themselves:

- » robot designers;
- » designer of neural interfaces for robot control;
- » operator of robots and robotic systems.

3D PRINTING SPECIALISTS

This new technology has simply blown up the world — people are learning to print not only objects, but even food and donor organs. Since the technical side of the industry itself is in its infancy, a lot of effort and money is spent on development. This means that many specialists are needed to develop and manage these processes.

CYBER SECURITY SPECIALISTS

There are already a lot of professions in the IT field, and there will be even more, but these professionals will be especially in demand. The network space is often attacked by cybercriminals. Due to this type of criminal activity, cyber-defenders will also be in demand — people who protect the digital world, build protection against various types of attacks, and prevent the theft and corruption of data.

AUGMENTED AND VIRTUAL REALITY DESIGNERS

Virtual reality is no longer just about video games. AR and VR elements are used in education, medicine, business, art, tourism, events and marketing projects. Huge investments are pouring into the industry. So virtual reality developers and designers are another necessity, which are fashionable and highly paid professions of the future.



THE FASHION VERDICT: WILL THE FASHION INDUSTRY SURVIVE THE ONSET OF THE FUTURE?

When we talk about trends of the future, in almost any field we can see these common points of intersection: new technologies, environmental friendliness and virtuality. In conversations about fashion and its prospects in the new reality, you can see the influence of the same factors. At the current rate of clothing production, it is increasingly criticized for its environmental impact and waste of valuable resources — in such conditions, change is not only possible, but necessary for the survival of the entire industry.

However, based on some trends, we see that the fashion industry is ready for change. Let's talk about them in a little more detail.

3D- PRINTING OF CLOTHES

3D printing is already actively used in a variety of areas — people are even learning to print food and architectural objects. It is quite natural that fabrics and clothing are also on this list.

The phenomenon has been around for years — back in 2013, Dita Von Teese demonstrated a printed dress with Swarovski crystals, designed by Francis Bitonti together with Michael Schmidt. These days, models are already presenting dozens of 3D outfits on the catwalks. Dutch fashion designer Iris Van Herpen is one of the prominent figures in this trend.

BIODEGRADABLE MATERIALS

The problem of overproduction and large amounts of waste is designed to be solved by clothing made from biodegradable materials. Here, companies use any technology they can imagine: clothes made from regenerative cotton, mycelium, and even yeast. Modern Meadow has learned to program yeast DNA to produce collagen — and from it, in turn, to make leather identical to natural leather. An elegant solution to two problems in leather production at once: environmental and ethical.

Also, Stella McCartney, who is always in the trend of ecology, has already walked a suit made of yeast silk from Bolt Threads.



FULLY RECYCLED MATERIALS

The most effective way to reduce waste is in production where there is no waste at all. Humanity is increasingly immersed in the topic of recycling, and there are already successes — for example, the company Evrnu has learned to make fabric; it makes fabric from recycled cotton. Considering that the cotton industry is considered one of the most water intensive, especially in terms of water resources, this innovation looks promising — using 98% less water than virgin cotton.



BODY CARE CLOTHING

The trend is not only caring for nature, but also for people. Clothing manufacturers are trying to introduce technologies that will take care of us and protect our beauty and health. For example, skin-beneficial nanocapsules or sensors that can measure and change the temperature inside the clothing.

Companies have come quite close to this Polygiene and HeiQ — they have already developed special textiles that can resist viruses and bacteria. Very relevant after the coronavirus pandemic.

ORIGAMI CLOTHES

Children's clothing is another headache for the whole world. Children grow up so quickly, and with them grow mountains of clothes that litter the planet.

Designer Ryan Mario Yasin has already proposed an original solution — suits made of special fabric that can unfold as the child grows. Perhaps in the future adults will also like this technology, but we have to throw away jeans that we no longer fit into!

SMART CLOTHES

Lately, everything has been trying to become smart: it is quite possible that very soon we will be living in smart homes with smart speakers, wearing smart watches, and dressing in smart clothes with additional functions. This already exists. For example, smart socks that detect the intensity of pressure on the foot while running and send the collected data to a smartphone. In the future, smart things will take care of us even more — count calories and pulse, measure blood pressure, or simply change its color to suit our mood.

PHYGITAL FASHION (PHYSICAL+DIGITAL FASHION)

Virtual reality is becoming our everyday reality. In the fashion industry, this is both a space for performance and a technological solution. Future developments include digital clothing models for showing and trying on. One only has to see the virtual shows of designer Fabeeo Breen to appreciate all the incredible perspectives of the metaverse. It's possible that we'll soon be buying NFT accessories on the blockchain.

BRAND F.E.D.O.R: CLOTHES WITH ADDED COSMIC DUST

Space as another habitat is something that awaits us in the future, so clothes inspired by outer space can also take a place in our wardrobes. The F.E.D.O.R brand is already in full swing producing long sleeves with cosmic dust added to the print — in the wake of the robot Fedor's flight into space.

You can fantasize about the further development of the trend as you like. Will we be carrying asteroid particles or using water from Mars? Time will show.



Sustainability is not just a trend of the times. Fashion industry players such as the luxury group Kering (which manages fashion houses Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni) have led the way in environmentally friendly production. A Keringled ethical fashion training program has already been launched at the London College of Fashion.

Thus, clothing manufacturers confidently make a compromise between business profitability and the destructive impact of production on the environment. Let's hope the fashion industry minimizes its negative environmental footprint in the future.

TRIUMPH OF TECHNOLOGY

Clothing designers, together with technical specialists, have been developing functional clothing, shoes, and accessories for the last 15 years. The denim jacket, released by Levi's in collaboration with Google, controls a smartphone, can give directions, change tracks and answer an incoming call. Clothes for an active lifestyle made from Nano Cure Tech fabric self-heal when damaged; no sewing is required. Smartboot boots generate energy into the battery with every step, and you can charge your phone from it. 3D printing of clothes and shoes with further processing or replacement with new models is no longer news. All of this has already been invented. What's next?

TREND FOR INDIVIDUALITY

In the future, the development of AI technologies may lead to the fact that each person in real time, according to individual standards, in accordance with his style, will create clothes in the application and send them to production. The neural network stylist itself will produce several options for images upon request in a split second, a smart mirror will project how the clothes will fit in your reflection, and the robot will sew them after the order is approved. But so far such production is energy-intensive and too expensive. Therefore, individuality will appear in clothes with special effects.

ELIMINATING BOUNDARIES BETWEEN GENDERS AND GENERATIONS

The boundaries between the sexes are blurring — it is not surprising if a man goes on maternity leave and a woman manages a large company. More and more designers are choosing to produce unisex clothing, and it will remain in demand among customers longer. Tracksuits, oversized jackets, sweatshirts, down jackets and belt bags — everything for everyone. Medicine is developing, more and more people are leading a healthy lifestyle, and, therefore, life expectancy will increase. In twenty years, those who turn 70 will look and feel 45-50. Being healthy and active will become commonplace. This means that the demand for tracksuits, beautiful dresses and sexy lingerie will also grow. And it's not about generation Z, these buyers will be you and me».



OXANA KNAP, MICE&MORE FASHION&STYLE EXPERT, about trends in the fashion industry: «We have come to the point where we no longer need to chase fashion. Today, the fashion industry itself adapts to new times and consumer needs. It is undergoing change under the influence of new technologies, artificial intelligence, space programs, sociocultural trends and a growing emphasis on green production. Consumers' views on style, materials, functionality and clothing needs change. The boundaries between genders and generations are being destroyed. The fashion industry takes these factors into account and creates new trends.

THE TRIUMPH OF ETHICS

Today, the textile industry is one of the main causes of environmental damage in the world. A quarter of all toxic chemicals produced are used in clothing production. It takes 2,700 liters of water to make one cotton T-shirt. For comparison, this is how much one person drinks in 3 years. These dire numbers are forcing fashion industry leaders to think seriously about the future of the planet.

Sustainability or eco-orientedness has been a new trend in the fashion world in recent years. Rejection of natural furs and leather and sustainable production at all stages: design, production, distribution and disposal — this is the key goal of Sustainability. Designers rely on natural fabrics that decompose in the earth and items made from recycled materials.





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Z.BROTHERS ABOUT THE FUTURE TRENDS

There is a classification of hotels by star level, and restaurants are also divided into categories (for example, they receive Michelin stars). However, when it comes to logistics services, there is no such classification. Proposals have been made to classify bus transportation. Yet, this 'stardom,' similar to what is found in airplanes, is mainly distinguished by the comfort of the seats, the distance between them, and the presence of air conditioning.

Cars are also categorized into standard, comfort, business, and premium classes. Their differences lie in the interior design, passenger comfort, and speed capabilities. While we can tactilely and visually assess the car's interior and exterior, as well as the driver's appearance, the quality of the service is perceived through our internal sensations. This includes our attention to details, sensitivity to smells, level of intelligence, and emotional state. It's commonly understood that while any product can be replicated, the most challenging aspect to duplicate is the quality of service.

CHAUFFEUR SERVICE SCHOOL

With the increase in tourist and business travel to Asia and the Middle East, alongside the traditional destinations of Europe and the USA, countries like China, Turkey, the United Arab Emirates, India, and Saudi Arabia have entered the top 10 for chauffeur service development. A crucial goal in these new markets is to elevate the quality of personal driver services in premium and business class vehicles to a first-class standard. This requires training drivers in business etiquette, meticulous preparation of the car's interior and exterior, and ensuring safe and comfortable driving. It's essential that the client experiences a seamless journey, free from sudden movements, traces of previous passengers, or any unwanted odors. The goal is to create an impression for the client that they are the first ever to be driven in the vehicle. To achieve this, the Z.Brothers company has launched its own online service school – ZB Chauffeur Service School – where it educates drivers on international chauffeur service standards.

LAST MINUTE

Since 2020, there has been a notable shift in booking patterns, with the 'sales depth' reducing from 7-14 days to just 1-2 days. This change is primarily attributed to the frequent cancellation

of business trips during the pandemic and evolving international political scenarios. Consequently, there's a risk of diminished service quality, stemming from the limited availability of high-quality drivers and vehicles at short notice. To address this challenge, Z.Brothers is proactively expanding its global partner network every year. The company undertakes covert service evaluations, provides ongoing driver training, and rigorously triple-checks each booking against a checklist of international standards.

ELECTRIC CARS

In both Europe and the USA, there's a growing trend towards hybrid and electric vehicles. Notable among these new offerings are electric models such as the Mercedes EQE, EQS, and EQV. International car manufacturers, including Chinese brands like Hongqi, Zeekr, and VOYAH, are also actively pursuing developments in this direction.

SELF-DRIVING CARS AND ARTIFICIAL INTELLIGENCE

Information technology has been progressively replacing manual request processing with automated systems, and the development of unmanned vehicles is also advancing rapidly. The concept of «self-driving cars» gained popularity primarily due to Tesla. However, as of now, a completely autonomous car does not yet exist. True autonomy implies the presence of an artificial intelligence capable of learning and adapting. Currently, all the codes controlling such cars are created by humans. The evolution of unmanned vehicles is intrinsically linked to advancements in artificial intelligence. Considering that chauffeur services are synonymous with a guaranteed high level of service, the current usage of unmanned vehicles poses significant security risks. However, Z.Brothers is keeping a close watch on all developments in this field and will be prepared to adapt to the new realities as they emerge.

Z.BROTHERS GEOGRAPHY (Coverage Areas)

- » Middle East: Saudi Arabia, UAE, Qatar, Bahrain, Oman, Iran, etc.
- » Asia: China, India, Singapore, Turkey, Uzbekistan, Azerbaijan, Kazakhstan, Armenia, etc.
- » Europe: Russia, Spain, France, Germany, Italy, Austria, Belgium, Great Britain, Netherlands, Poland, etc.
- » America: USA, Brazil, Bermuda, Mexico, etc.

FIVE DESTINATIONS INSPECTED BY MICE&MORE EXPERTS

MICE&more — 9 years. All these years, we have been actively traveling around the globe and collecting the most useful information for our readers — event or trips planners. The pandemic, as well as the economic and political upheavals that followed, have significantly changed the business travel industry. These difficulties affected all aspects — the hotel and restaurant business, transport and logistics, visa regimes, DMC activities, safety and environmental requirements. However, business tourism lives and wins. Its volumes are growing month after month. Especially for MICE&more International, we have prepared an up-to-date review of five countries that our experts have visited over the past two years in the format of press tours and familiarization trips. We will be glad if it is useful to you in your work. So, we set off along the route of Northern Cyprus – Jordan – Oman – Qatar – Maldives.

HOW TO ORGANIZE AN EVENT IN NORTHERN CYPRUS

What do you know about Northern Cyprus? Have you considered this direction for your events? No? And why? These questions were asked by all participants in the international familiarization trip MICE&more 2023.

WHAT TO VISIT IN NORTHERN CYPRUS

A must see is the city of Famagusta, where Shakespeare's Othello takes place. It is believed that the plot is based on real events, so you can see a dilapidated fort over the sea, where they repelled the attacks of the Ottomans under the leadership of Governor Cristoforo Moro (prototype), and the remains of the church in which his wife prayed.

Another highlight is **St. Nicholas Cathedral**. A medieval temple from the 14th century, modeled after the famous Reims Cathedral. Since 1328, the Lusignan rulers of Cyprus used it for coronation to the throne of Jerusalem. It has been a mosque for several centuries, as can be seen from a long distance by the minaret.

One of the districts of Famagusta is the «ghost town» of Varosha — once the most prosperous resort of Cyprus, which its residents had to leave in 1974. No one has lived here for 50 years. It's like a Museum of frozen time. In Varosha you can arrange a unique atmospheric quest on bicycles or scooters.

Before Famagusta, our group stopped by the ancient **city of Salamis**, according to legend, founded by a hero of the Trojan War. It is only 20 percent open (more precisely, «excavated» from the ground). Due to the difficult political situation, further excavations and restoration work are not being carried out. But what is available is seriously impressive — both in scope and miraculously preserved details.

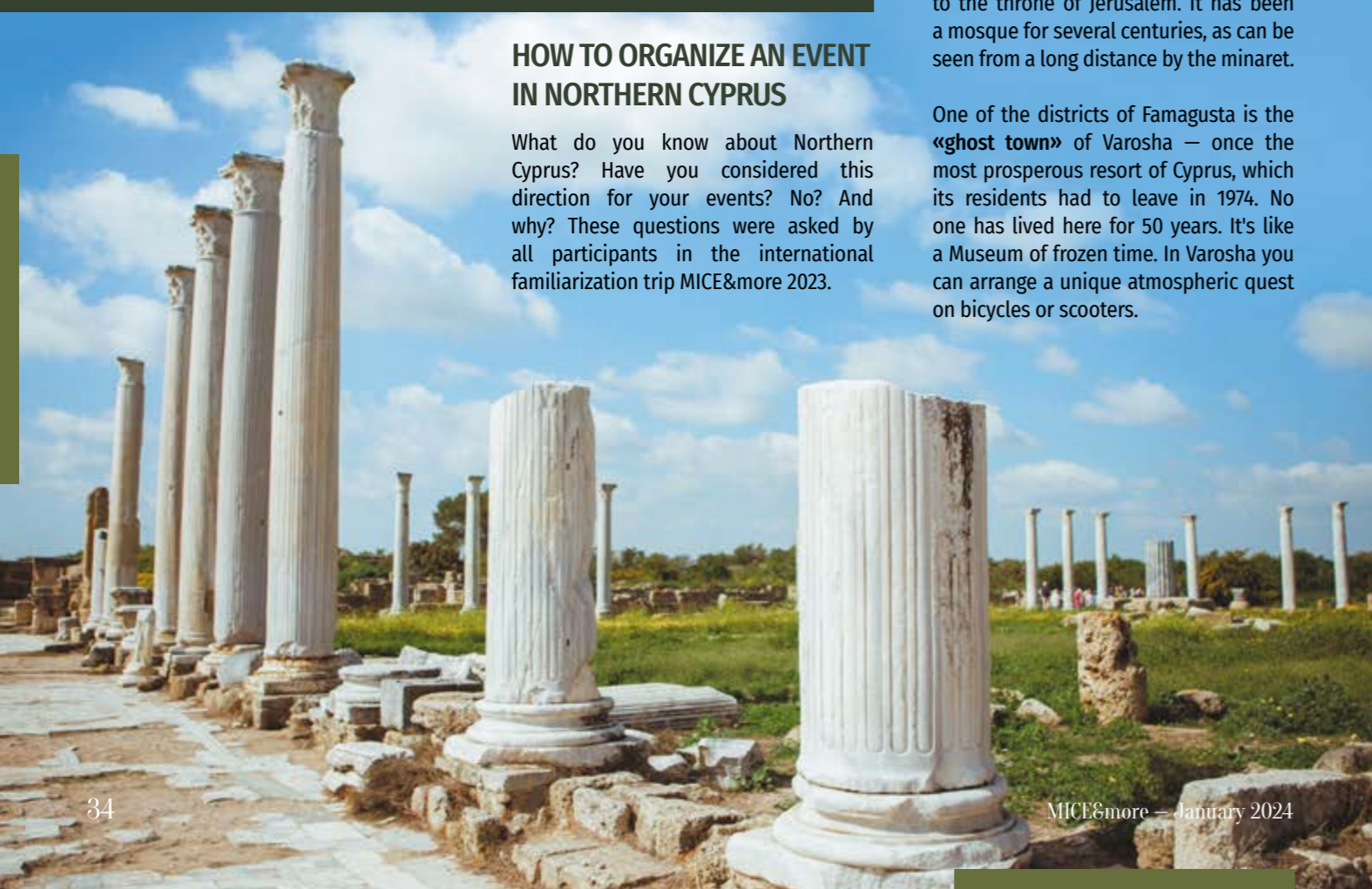
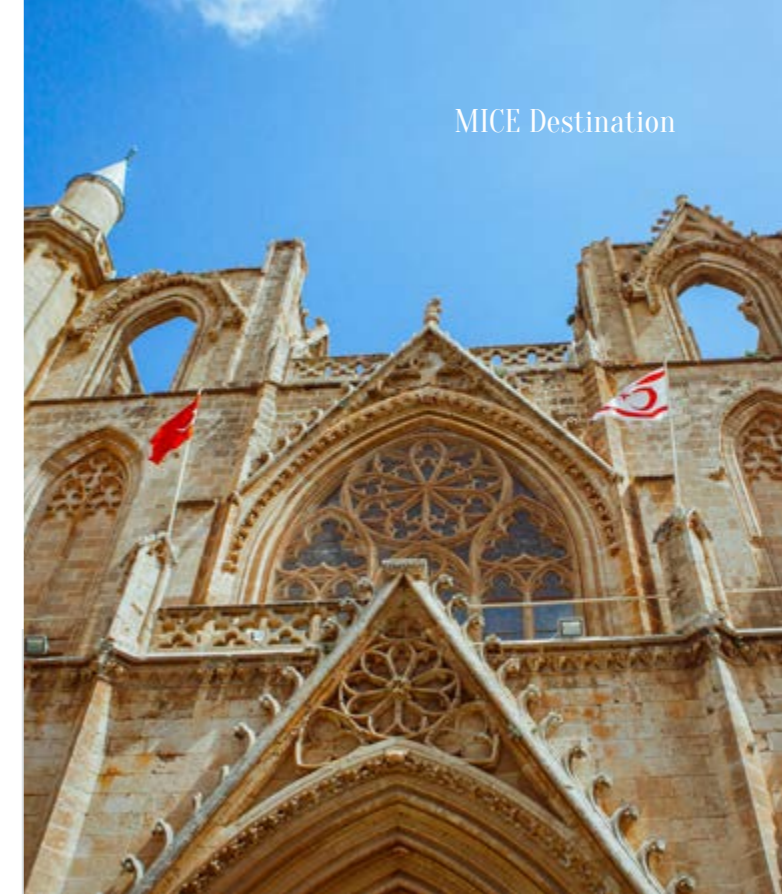
We highly recommend **Bellapais Abbey in Kyrenia** for welcome drinks, an atmospheric dinner and photo sessions. The name goes back to the French de la Paix (Abbey of Peace). It was erected by the French in the 13th century; now it is ruins, but very picturesque, especially at sunset. An ideal romantic place. The royal coat of arms of the Lusignans (rulers of Cyprus) is preserved above the entrance. Every year in May and June, an international music festival takes place here. Next to the monastery there is a Tree of Idleness: if you sit or lie under it, you will stop wasting your life on excessive zeal. We also visited the most eastern point of Cyprus, where there were once islands connecting it with Syria. Here we admired the crazy beautiful views of deserted beaches, stormy seas, and also visited the monastery of the Apostle Andrew the First-Called. According to legend, he was in this place in the 1st century, and after his prayers, a spring with healing water gushed out of the rock. Well, we can't help but mention that along the way in this reserve we fed wild donkeys (they are also a local attraction).

What else needs to be mentioned? About **Gillham Vineyard** and its boutique hotel. We tasted 6 wines, toured the hotel rooms, ideal for relaxation, and the SPA, which offers wine treatments. The place is amazing! A 20-minute drive from Kyrenia, with beautiful views, a view restaurant and a quiet pool. Keep in mind that the winery can organize group activities such as grape picking and pressing.

HOW TO GET TO NORTHERN CYPRUS AND WHAT DETAILS YOU NEED TO KNOW

Flights via Istanbul (1.5 hours) or via Antalya Airport (40 minutes). There are many flights, especially in high season. Transfers to Cyprus hotels take 30–40 minutes, depending on their location. You can also get to Northern Cyprus via Larnaca, but you will need to cross the dividing zone.

Northern Cyprus boasts a level of law and order, security, and is also famous for its best beaches. The All Inclusive system is widespread here, as well as on the Anatolian coast.



WHERE TO ACCOMMODATE THE GROUP

All 5* hotels in Northern Cyprus must have a casino. If you are bringing a group, warn the participants about this and do not lose any of them in the casino halls during the event...

KAYA ARTEMIS RESORT & CASINO 5*

If your guests love the «expensive and rich» style, then this is the place for you. It's as if you're arriving at the temple of Artemis herself: Hellenic splendor is everywhere, marble, statues, huge chandeliers, upholstered furniture. On the territory there are gardens and fountains, 5 swimming pools, restaurants (the main one is Agora) and numerous bars. In the luxurious building of the congress center, which can accommodate more than 4,000 participants, all the halls are named after the Greek gods, and in its beautiful foyer you can serve a buffet for 450 guests. Concept — Ultra All Inclusive.

CONCORDE LUXURY RESORT & CASINO & CONVENTION & SPA 5*

Do you prefer everything new and modern? Choose Concorde in Bafra, opening July 2022. Laconic business style. All details speak of wealth and respectability. Concept — Ultra All Inclusive. Many people are already calling it a favorite of the destination. The conference rooms are equipped with the latest technology, the main ballroom of the hotel has an area of 1,300 m² and can be divided into 4 zones. In addition, the hotel has 11 small conference rooms and a multifunctional area for outdoor events. The Concorde Performance Center is an amphitheater with a stage that transforms events into an unforgettable audiovisual show.

ELEXUS HOTEL RESORT & SPA & CASINO 5*

Resort towards the city of Kyrenia. We would call it the main convention hotel of Northern Cyprus. Numerous forums, congresses and symposiums are held here throughout Turkey. The separate building of the Congress Center and Casino also hosts festivals and concerts that attract large numbers of spectators. The hotel has more than 800 rooms, about 300 of which are twins. The huge modern hall with an escalator that goes down to the sea is very impressive, and then there is a stunning view of the lagoon. We would like to note the presence of several spacious areas on the piers where you can conduct activities and evening cocktails. The separate open space with awnings, stage, swimming pool and sea views for groups of up to 300 people is also memorable.

LIMAK CYPRUS DELUXE HOTEL — ALL INCLUSIVE 5*

Our favorite. Mediterranean style design. The rooms are spacious and bright, all with sea views. I was delighted by the Congress Center, which occupies a separate space in the hotel building. The design of the halls refers to Ancient Babylon. There is a lot of gold in the decor, but all the details are thought out with great taste. A special find is the room for coffee breaks, isolated by glass walls, in the atrium between the halls. The roof opens above it like a wow effect, and in the blink of an eye the business space turns into a cozy patio (note that here, outdoors, you can smoke if it doesn't go against your company's policy).



TO SUMMARIZE

«IS NORTHERN CYPRUS LIKE ANTALYA?»

— No, here you can feel the Turkish approach to running the hotel business, a high-quality level of service for groups, but the overall flavor is different, more European. In Northern Cyprus you can find room slots for corporate clients in the high season, in the summer, when Turkish hotels are occupied by individuals.

«NORTHERN CYPRUS IS LIKE...CYPRUS?»

— No, he has his own face. Local hotels take the best of the Turkish hospitality industry and combine it with a Cypriot flavor (after all, until 1974 it was a single territory of the island).

We would like to thank Akhmet Sahin (Blue MICE DMC) and Turkey&North Cyprus expert Antonina Koroleva for organizing the trip.



MERIT HOTEL COMPLEX IN KYRENIA

If your group consists of different categories of participants, the hotel complex is ideal for accommodation — from ordinary employees to top executives and business owners. There is a picturesque shuttle between the hotels, decorated like a car from the past.

Merit Crystal Cove Hotel Casino & SPA 5*. Despite its venerable age (since the 80s), thanks to numerous renovations and attentive care, it doesn't have the feeling of being exhausted. This is emphasized by the cheerful design in light colors.

At the Merit Royal Hotel Casino & Spa 5* and Merit Royal Premium Hotel Casino & SPA 5* you can feel the «oriental bliss» at first glance: on the tables in the lobby there are beautifully decorated jugs of water, flowers, dishes with nuts and dried fruits.

MERIT ROYAL DIAMOND HOTEL & SPA 5*

Are you a gourmet in everything? Then love at first sight awaits you. And since we are talking about MICE, I would like to immediately mention the conference opportunities. The congress center is located on two floors with huge halls, large screens for announcements and navigation, and the most modern built-in equipment. Control all functions using touch screen. But for us, the main feature of the hotel was the restaurant. What kind of dishes are there, what quality of products! With its varied buffet, designer food presentation and numerous made-to-order stations, this was a lunch we will never forget.



JORDAN — AN OPEN-AIR MUSEUM

Would you rather relax on the beaches of Aqaba or Tala Bay and explore the colorful reefs of the Red Sea? Should you go to the spa resorts of the healing Dead Sea for rejuvenation? Perhaps you dream of seeing the «Red Rose of the Desert» Petra or exploring the ancient streets and temples of Roman Jerash? Or do you want to feel like the hero of the movie «The Martian» in the «starry» desert of Wadi Rum, and then «come down to earth» for an exciting bungee jump in biosphere reserves with an unimaginably vibrant variety of flora and fauna, waterfalls and rivers? As an option, you can organize an exciting «treasure hunt» or organize a magnificent gala dinner with a white piano among the sand dunes... Jordanian DMC professionals with a solid portfolio of successful cases will implement an original project in any location you choose.

FOR A SUCCESSFUL PROGRAM YOU NEED TO CHOOSE THE RIGHT HOTEL

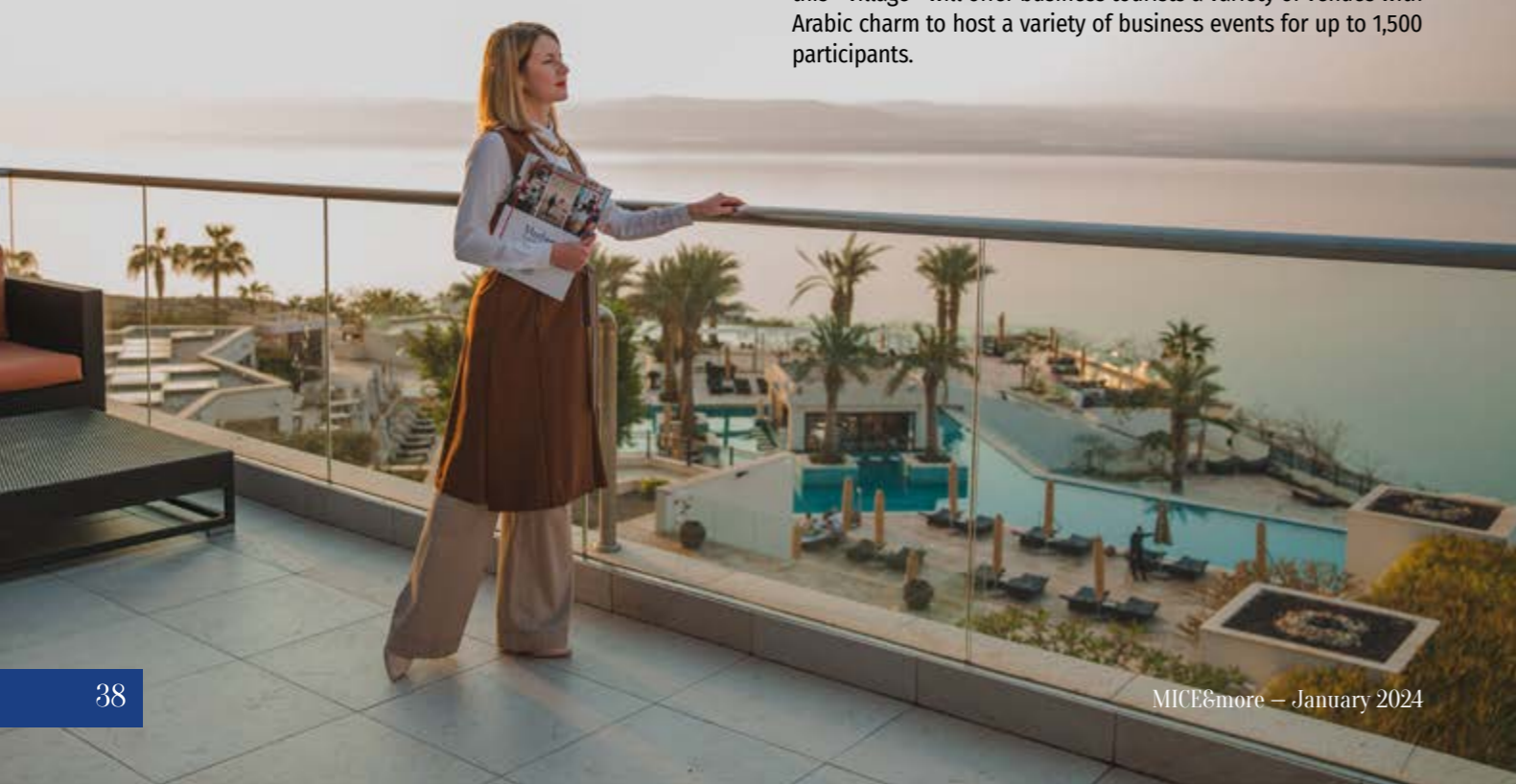
The hotels in Jordan gave us our very first impressions. There are more than five hundred of them in the country. In every place we visited, we saw comfort and coziness, we felt the regional flavor and got acquainted with the culture of the country.

DEAD SEA MARRIOTT RESORT & SPA

This is the essence of what we expect from a world class resort. First of all, the wonderful atmosphere is memorable: all conditions for excellent relaxation and solving any corporate problems are created here. For business meetings, the hotel provides both indoor and outdoor venues with picturesque panoramic views, guaranteeing vivid impressions from the events. For MICE: Grand Vartanii Ballroom for 400 guests, 5 conference rooms from 20 to 80 guests, a two-tier barbecue terrace with sunset views, «408 BELOW» platform for up to 1,800 guests and Fishing Club for up to 1,200 guests (banquet/reception).

MÖVENPICK RESORT & SPA DEAD SEA

Having collected countless awards in various categories, Mövenpick Resort & Spa Dead Sea attracts not only the exclusivity of the service, but also its design concept. Imagine a traditional Arab village nestled in lush gardens, surrounded by desert and sea. It's always a pleasure to find yourself in an atmospheric hotel that will add charisma to your memories of the country. However, this «village» will offer business tourists a variety of venues with Arabic charm to host a variety of business events for up to 1,500 participants.



KING HUSSAIN BING TALAL CONVENTION CENTRE BY HILTON

Jordan's largest convention center, King Hussain Bing Talal Convention Center (KHBTC), has become the main point of attraction for business, politics and culture, not only because of its versatility and super equipment. A pleasant bonus is its location on the shores of the Dead Sea as part of a five-star resort complex. The congress center building is a three-level platform combining 27 large halls, exhibition spaces, spacious lounges, open terraces, meeting rooms, press centers and VIP areas. A well-thought-out infrastructure allows several events of different directions to be held simultaneously.



CROWNE PLAZA JORDAN DEAD SEA RESORT & SPA

An elegant Moroccan-style resort and spa hotel will especially please those who love quality beach holidays, promenades by the sea, excellent gastronomic diversity and prefer to solve corporate problems at venues whose service has been awarded the «Meeting Service Excellence» award. Here is the largest swimming pool in Jordan, «The Lake» (5,000 sq. m.) and the largest sandy beach on the Dead Sea.

KEMPINSKI HOTEL ISHTAR DEAD SEA

If you have an idea to host a significant event in an outdoor area, pay attention to this hotel. Here you will be offered several spaces at once that will remind you of the multi-level hanging gardens of Babylon with their cascading waterfalls, lagoons and landscape luxury. It was this miracle of the ancient world that inspired architects and designers to create the resort. From the main memories: 5 open areas for events with luxurious views and the unique Jordanian dish Mansaf at the Obelisk restaurant.

HILTON DEAD SEA RESORT & SPA

The resort complex is a real «salty» paradise for business travelers. It is called the hallmark MICE card of Jordan. Here, business tourists will be able to appreciate the high technology of the resort congress center. Its multi-tasking infrastructure is aimed at hosting a wide variety of events.





GREEN TRAVELERS CHOICE — AYLA LUXURY CLUSTER

The Ayla cluster is located in a turquoise lagoon on the Red Sea coast — it is paradise on earth incarnate. The source for eco-design is nature itself, above-water solar panels are used to generate clean energy, and the coral nursery preserves one of the most unique marine ecosystems in the world.

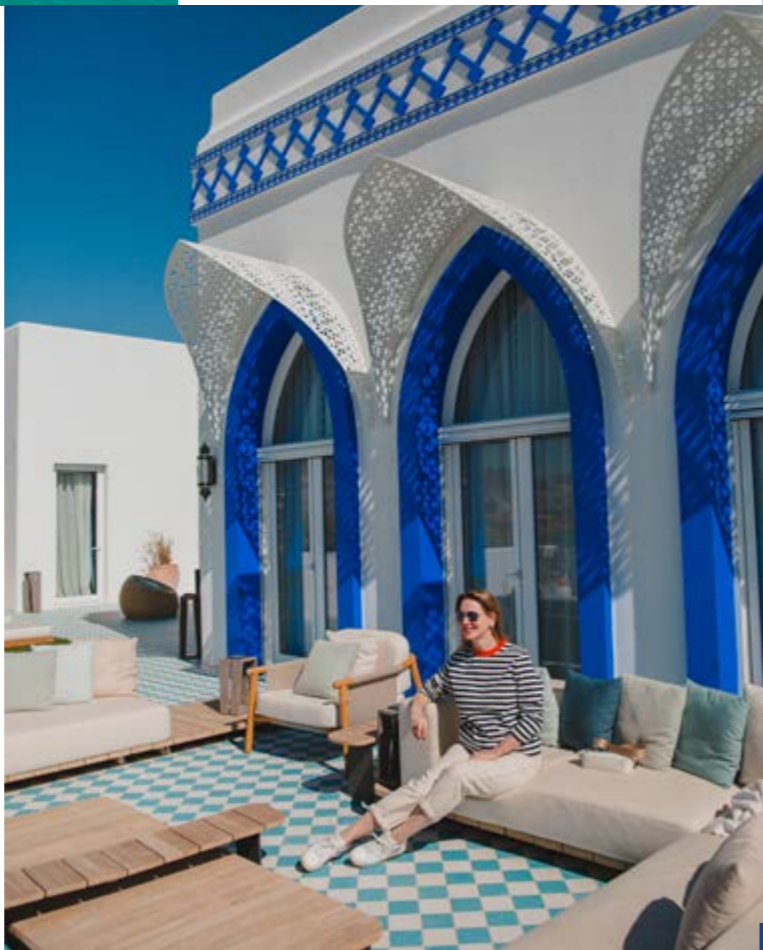
The coastal resort of Aylay is located just five minutes from the center of Aqaba and 10 minutes from the international airport. The cluster owns a gorgeous 17 km long beach and numerous recreational areas. Jordan's best golf courses and yacht club are also located here. In Ayla you can buy your dream home, book a vacation at the luxury premium resort Hyatt Regency Aqaba Ayla Resort 5* or in the stylish luxury apartments Cloud 7 Residence Ayla Akaba 5*.

HAVE YOU EVER HEARD OF AQABA?

Aqaba is Jordan's only seaport and even the only seaside resort with a 27 km coastline. It is located on the northern coast of the Red Sea and is rapidly gaining popularity. The history of Aqaba began 6,000 years ago, as can be seen from its historical sites. The location of Aqaba plays an important strategic role. It's unique! The border with Egypt and Saudi Arabia is half an hour's drive away. Here we get the «Golden Triangle» for leisure and business tourism.

Almost all international hotel chains operating in Jordan are represented in Aqaba (including the all inclusive system), and there are also local brands. Three-star hotels can be compared to good quality hotels in Europe. The number of conference rooms is in the hundreds.

The King of Jordan, His Majesty Abdullah II, has personally expressed his desire for Aqaba to become a major tourist hub. The region is being developed with the support of the Jordanian government, and there are plans to make this destination the gateway to the country.



INCENTIVE TRIPS WITH A WOW EFFECT

ADVENTURE TEAM BUILDING IN WADI MUJIB

This is the lowest nature reserve in the world. The elevation difference between its highest and lowest points is 1,300 meters. There are five main hiking routes available here: three river and two land, including ziplining. All routes are the most picturesque, interesting and driving in the entire Kingdom, so they are perfect for adventure team building.

ACTIVITIES IN WADI RUM NATURE RESERVE

Filming location for world-famous blockbusters with star-themed themes. In the «Moon Valley» you will be captivated by the tall sandstone mountains, cut by canyons — these are where the most exciting hiking routes are located. The reserve can be explored in several ways: by off-road vehicle with a driver-guide (1 day), in a more exotic way — on a camel with a guide (2 days), or in a panoramic bird's eye view — in a hot air balloon (seasonal).

SKYDIVING OVER THE DEAD SEA

If you want to get a wow experience exponentially, you should take part in group skydiving over the «salty pearl». Admiring the incredible views, you will soar in a leisurely free fall at a speed of 200 km/h. Skydiving does not require any special preliminary preparation; it is important to strictly follow the instructions of experienced instructors.

AND A LITTLE ABOUT UNESCO WORLD HERITAGE SITES IN JORDAN

Despite its compact territory, Jordan has collected about 20 monuments in its possessions, either already included in the UNESCO World Heritage List or among the candidates.

THE ANCIENT CITY OF PETRA (made famous in the movie Indiana Jones and the Last Crusade). It is advisable to devote at least two days to getting to know each other. Please note that twilight or the soft light of candles in the night illuminates the color palette of the rocks in a new way and highlights the virtuosity of the carvings of the ancient masters.

THE ANCIENT RESIDENCE OF THE CALIPHS OF QUSEIR AMR. 70 km from Amman. Judging by the external safety of the castle, wars and



invasions for one and a half millennia passed it by. The walls and ceilings of the palace are literally strewn with medieval frescoes. The most valuable in Quseir Amr were the reception hall and the bath complex, reminiscent of Roman baths.

ARCHAEOLOGICAL SITE «BETHANY BEYOND THE JORDAN». 9 km from the Dead Sea. Stunning archaeological finds collected in the area of the Jordan River, which the Bible calls «Bethany beyond the Jordan», confirmed that this was where the meeting of Christ and the future John the Baptist took place. It is best to visit during the flowering period, when the source is full of water and surrounded by rich vegetation. We recommend taking a shirt for ablution.

We would like to thank the Jordan Tourism Board (JTB) and the Aqaba Global Economic Zone Authority for hosting us.



OMAN THROUGH THE EYES OF EVENT PLANNERS

You open the Internet and are surprised to find out that Oman is one of the few remaining sultanates on earth, that it is the birthplace of Sinbad the Sailor, that the Portuguese ruled here for almost 200 years, and after their overthrow, the official territory of the state grew to ... Somalia and Mozambique, and they were to blame real pirates in power. Oman gave the world incense and nutmeg. Oman borders on a great desert, but sheikhs come here to «cool off» in the rain (such are the surprises of the local climate). Fantastic and very expensive Amouage perfumes are produced in Oman... In general, there are a lot of surprises. This is an excellent reason to choose Oman as a destination for the event: after all, people go on trips, first of all, for impressions and sensations. Even if the trip is purely business, a new exotic setting will definitely increase your influence on participants and business processes.



THE MAIN QUESTION IS WHEN?

Oddly enough, this is a priority issue for the groups, because in Oman not only the khat is hot, but also the ilim is very humid. Therefore, come from October to April. At the beginning and end of this period, you may be offered better prices.

MUSCAT FOR BUSINESSMEN

However, if you come to the capital of Oman on a business trip or for a business conference, you will not notice the heat at any time of the year, as the hotels provide all the facilities for work at the most modern level, and, of course, with reliable air conditioning.

OMAN FOR TRAVELLERS

If you are flying to another country, it is strange to limit yourself to the walls of a conference room. Be sure to go on adventures – to the sea, to the mountains, to the desert. Keep in mind that the territory of Oman (unlike the UAE, Qatar or Bahrain) is large, so you need to be prepared for long journeys or even domestic flights if you want to transfer part of the program to southern Salalah, where the Omani «Maldives» and the rainforest are located on the shores of the Indian Ocean.

FOOD AND ALCOHOL

Omani cuisine is very tasty and the composition of dishes is close to Iranian, but all the ingredients are more spicy, that is, you can feel the influence of India, so you need to be careful when choosing a menu. A lot of fruits and sweets, which will definitely please. Be sure to try the signature Omani halva (which is more like jelly) and wash it down with cardamom tea.

The point «alcohol» also needs to be commented on, as it invariably raises questions among the groups. Alcohol is available in licensed hotels and restaurants. It's expensive. If you have an event at the venue without an alcohol license, you can pay for it for one day (the cost of the license is symbolic).

WHAT WAS IN THE PROGRAM OF OUR TRIP

Sunset cruise around the bay on a traditional dhow boat. There are also morning cruise options – «to meet dolphins», but the evening one seemed to us as romantic as possible: when the heat has subsided and twilight has fallen, you want to prolong every moment.

Acquaintance with Muscat. We visited the Grand Mosque of Sultan Qaboos, the Royal Opera House, the Corniche and the old Souq Matrah market. Recommendations:

- » To visit the Mosque, it is necessary to observe a strict dress code (national clothes can be rented here, but you need to leave a personal document as a deposit).
- » It is ideal to come to Souk in the evening, at 8-9 o'clock it is already not hot, trade is brisk, and do not forget to bargain (discount up to 50%).
- » It is highly recommended to include a visit to a performance at the Opera House in the program (from October to April on weekends, see the schedule on the website), it is also possible to rent rooms for events in the theater.

A WHOLE DAY IN THE DESERT

Here you can dash along the dunes in jeeps, ride camels, take part in a workshop on making bread, decorate yourself with a henna drawing. For the evening program, they offer traditional Bedouin dances, a magic fire-eater show, oud playing, belly dancing, cover bands and even watching a movie in the open air.

WADI

Wadis are dried-up riverbeds and reservoirs that fill with water from time to time. Essentially oases: cool emerald lakes surrounded by cliffs and palm trees. If you are invited to a wadi trip, it means that you are going there to swim, dive, look into caves. Be prepared and bring your bathing suits.

HISTORICAL MUSCAT

For those interested in history, ethnography, centuries-old culture, the country has numerous forts, Bedouin villages, and the impressive National Museum of Oman, which opened in 2016.



AND FINALLY, LET'S GET TO KNOW THE HOTELS!

The hotel base of Oman made such a favorable impression on us that I would like to say a few words about each hotel or resort that hosted our group.

IF YOU'RE LOOKING FOR A RESPECTABLE CLASSIC: AL BUSTAN PALACE, AND THE RITZ-CARLTON HOTEL

The hotel is famous for the fact that the 8th floor is the residence of the Sultan. A large beautiful area with swimming pools, fountains, palm trees, green lawns (including for events) and, of course, a beach. A hall of fantastic beauty (like from an oriental fairy tale). Impressive state-of-the-art facilities in numerous meeting rooms.

IF YOU'RE LOOKING FOR A MODERN HOTEL RIGHT OFF THE BAT: JUMEIRAH MUSCAT BAY

The hotel is only one year old. It stretches beautifully along a picturesque bay between bizarre cliffs and the glittering Arabian Sea. A well-thought-out design space, two swimming pools, bars and restaurants. Two stylish meeting rooms and an impressive ballroom «Pearl» with 1000 seats. Guests can dine in the green garden overlooking the sea (up to 100 guests).

IF YOU NEED THE BEST MICE RESORT HOTEL: SHANGRI-LA

This resort complex (located in the same places as Jumeirah) has already become legendary for Oman. A huge area along the bay. It unites 3 hotels.

SHANGRI-LA AL HUSN, MUSCAT 5* – luxury adults-only, it is called The Castle here, as it is located on a high cliff. Groups are not accommodated here, the regime of respectable silence is observed, but the hotel is ideal for settling the tops

LA BARR AL JISSAH RESORT & SPA 5* – with a coastline of half a kilometer occupies two separate wings: Al Waha «Oasis» and Al-Bandar «City». Al Waha is family-friendly, Al Bandar is ideal for MICE. 460 rooms and suites, 15 restaurants and bars, 6 swimming pools, a variety of water sports and the Lazy River attraction (the only one in Oman). It should also be noted the large number of halls on a separate floor, the presence of open areas for up to 1000 people (one by the sea, the other with a view of the garden and an amphitheater).



IF YOU'RE DREAMING OF A NIGHT IN THE DESERT

We recommend Thousand Nights Camp 3* and Desert Nights Camp 5*. A space that combines desert activities, team building, a romantic night show under the stars, a beautiful vacation and even a business part!

Hopefully, after you've read our article, you have the answer to the question «Why Oman?».

We would like to thank DMC Perfect Journeys and Oman Air for arranging the trip.



IF YOU'RE LOOKING FOR A BUSINESS STANDARD IN DOWNTOWN MUSCAT: CROWNE PLAZA MUSCAT

There are many advantages: 15 minutes from the airport and 15 minutes to the city center, the best view of the bay, a private beach in the city, a location close to the walking area with cafes and restaurants, food systems up to Full Board+ (with alcohol). The hotel managers are well versed in the needs of MICE groups.

IF YOU HAVE A REQUEST STRICTLY FOR A BUSINESS EVENT: HORMUZ GRAND MUSCAT, RADISSON COLLECTION HOTEL

The hotel is located next to the airport. The beautiful MICE facilities for which the Radisson Collection is renowned, the designer pool and the restaurants, all modern and sophisticated. The hotel as a business hub that is in high demand among the Omani business community and their guests.

IF YOU'RE LOOKING FOR A WOW EFFECT: KEMPINSKI HOTEL MUSCAT

Kempinski is located in the waterfront complex of Al Muj, which has been called the «new heart of Muscat». It offers state-of-the-art 11-room business and meeting facilities, world-class bars and restaurants, an in-house bowling and entertainment centre, a fully equipped fitness centre and an authentic spa. With an area of 1,100 square meters, the Ballroom Muscat is admired, it is shaped like a diamond and has the best projection equipment in the city.

CATHARSIS FROM QATAR: BRIEFLY ABOUT EVERYTHING

Qatar surprises even the most experienced travelers. During the press tour, we made a number of discoveries, got rid of many stereotypes, plunged headlong into a new world of tastes, aromas, impressions and moods, enriched ourselves with new knowledge, found wonderful friends and lived truly unforgettable moments.



HOTELS

THE RITZ-CARLTON DOHA: R – RESPECTABILITY

The hotel's design exudes high artistic taste. Sometimes it seems that you are in the space of a modern gallery. The elegant rooms offer scenic views of the Arabian Gulf and city skyline. For business events, the hotel offers a complex of conference rooms and meeting rooms, which occupy an entire floor and have different entrances to the pre-function area. Sports are highly valued at the hotel. It offers a swimming pool and SPA, squash and the largest indoor tennis court, which is why tennis stars like to stay here. There is also a comfortable beach and an outdoor pool in a small landscaped garden, which is why The Ritz-Carlton Doha is often called a resort in brochures.

THE WHIMSICAL WORLD OF MONDRIAN

The Mondrian Hotel in Doha is included in our TOP of the most amazing hotels in the world. We felt like Alice through the looking glass. A snow-white hall with huge lamps resembling mushrooms, a twisted black staircase leading to nowhere, a ceiling painted with bright colors... The hotel is impressive not only from the inside, but even from afar, because the facade of the building resembles the head of a falcon. Mondrian Doha features 211 rooms and 59 suites spread over 24 floors, each individually designed and furnished by designer Marcel Wanders. The indoor pool overlooking Doha, resembles sunglasses and looks like it came straight out of a Lewis Carroll book, is absolutely stunning.

HOTEL WITH AN ARISTOCRATIC NAME

Imagine the most romantic setting. You climb to the top of a high-rise building,

take a step towards the sky and enjoy a light aperitif, as if floating above the city. However, you can fly here by helicopter, because this is exactly what this site is intended for. Both during the day and at night, and especially at sunset, the photo session here will be magnificent. The 50-storey JW Marriott Marquis City Center Doha, connected to the Doha City Center shopping complex, towers over the fashionable West Bay area but has the feel of a resort. There is a large pool in the shape of an emerald lagoon with green lawns, elegant sun loungers, and a bar.

A JEWEL IN THE HOSPITALITY INDUSTRY

Marsa Malaz Kempinski – Doha is located on the artificial island of The Pearl. The family that owns it was once famous for its pearl divers. Everything about the hotel is imbued with a sincere love for the culture and art of the Middle East. The hotel gives you the opportunity to fully relax by the water. There is a private beach, outdoor pools and Spa by Clarins. All 280 rooms are decorated in a refined European style with traditional Arabic decor. Guests have at their disposal a complex of conference rooms and meeting rooms, including 6 halls with a separate entrance and two Ballrooms – Palazzo and Venezia. The Venetian theme is very popular on Pearl Island. For non-standard activities, we recommend an evening or even a night trip around Pearl Island on inflatable boats.



DOHA'S ICONIC HOTEL

Sheraton Grand Doha Resort & Convention Hotel: the history of coastal development in tourist Qatar began with this hotel back in 1982. The hotel has been completely renovated, however, we can note that the style of its rooms has retained the atmosphere of the resorts of the end of the last century, and this has its own charm. The central hall of the hotel amazes with its size and splendor. Suffice it to say that the giant crystal candelabra was even included in the Guinness Book. For events of all formats, Sheraton Grand Doha Resort & Convention Hotel offers 25 impeccably equipped conference rooms. The largest of these, Al Dafna, easily accommodates up to 3,000 guests in theater style seating.

VENUES

A MUSEUM WHERE YOU WILL FEEL THE LIVING SOUL OF QATAR

Have you ever seen the Desert Rose? This is a beautiful crystal that grows from sand, water and wind. It was in the form of such a «sand flower» that the legendary French architect Jean Nouvel designed the building of the National Museum of Qatar. It's not just the appearance of the museum complex, assembled from huge disks, that is fascinating. When you find yourself in its halls, you will have the thought that you have never been to such museums in your life. Time magazine named it one of the world's greatest places to integrate «immersive video screens and dioramas».

THE WIDEST SELECTION OF HALLS UNDER ONE CROWN

The Qatari Sidra tree is a symbol of a comfortable and safe place in the desert, a paradise for poets and scientists who gathered under its crown to exchange knowledge. It was this image that the famous Japanese architect Arata Isozaki chose for the overall

design of the Qatar National Convention Center (QNCC) building. At your service is a large Conference Hall for 3,800 guests, decorated with unique chandeliers made of Swarovski crystals, an elegant theater hall with 2,300 seats, auditoriums for 295/407 and 474 participants, 52 (!) meeting rooms for groups from 20 to 260 participants, 6 VIP lounges, 7 lounges and 2 spacious lounges that can be used for different purposes.

A CENTER WHERE NEW OPPORTUNITIES ARE BORN

The Doha Exhibition & Convention Center DECC is impressive in size. Its interior space is considered the highest and widest among all exhibition spaces in the Arab Gulf countries. This is 50,000 sq. meters of total area, 18 meeting rooms, 4 conference rooms that overlook the internal exhibition space, and 2 VIP lounges for comfortable relaxation. The center is located in the heart of the business district, near a metro.



ACTIVITIES

AN ARABIAN HORSE THAT CAN FLY WITHOUT WINGS...

If you're doing an event in Doha, be sure to include a visit to Al Shaqab. Here you will immerse yourself in the fascinating world of horses. Al Shaqab is a modern equestrian center that occupies an entire city area. A guide in an electric car will invite you to drive around the territory and see how beautiful horses live in Qatar. You can also book riding lessons, watch training sessions and competitions. The business part can also be organized in conference rooms with panoramic windows onto the stands of the world's largest indoor arena.

AN UNFORGETTABLE DHOW BOAT CRUISE

Many people associate Qatar with a desert, but it is a peninsula. The territory of the state is small, so wherever you go, you will come to water. And the capital Doha is also located on the coast of the Arabian Gulf. These places have long been famous for pearl divers. If you want to experience the romance of this place, be sure to book a dhow boat cruise.

DESERT SAFARI AND LUXURY CAMPING

Surely, many readers have taken part in a desert safari, but... you didn't do it in Qatar! Believe me, there is a difference. And the main difference is that after riding along the rolling dunes, you suddenly come out to the blue surface of the «inland sea»,

and this view, this stunning combination of sand and water, will take your breath away. Khor Al Adaid is a nature reserve that is protected by UNESCO. It is a rare example of how the sea penetrates deep into the heart of the desert. Your guests can spend the night in luxurious, spacious tents right in the desert, gazing at the stars for a long time.

MARKET AS THE QUINTESSENCE OF THE EAST

Everyone who comes to Doha asks about Souq Waqif, which is located in the center of Doha. This is an incredibly colorful oriental bazaar. Experienced organizers will offer you a variety of activities to immerse yourself in the local culture. There are many cafes and restaurants in the market. Book dinner for your group in the Golden Room of the legendary Parisa restaurant. The splendor of the interior will take your guests into the world of Scheherazade's fairy tales.

GREEN GOLF COURSES ON WHITE STONES

Education City Golf Club. These green golf courses, which have grown on white rocks in record time, are a landmark project for Qatar. If you bring a group here, then after the excursion you can practice basic positions and strikes on the most modern simulators, and then go to the training fields and play a mini-tournament. Experienced trainers from around the world will help you with this.

Truly, it is better to see once than to read a hundred times. We assure you that there are still many details not covered that we are happy to share. Especially after the FIFA World Cup Qatar 2022.

We would like to thank Visit Qatar for arranging this press-tour.



5 REASONS TO HOST AN EVENT IN THE MALDIVES

First of all, it's beautiful... We can stop at this point, but we want to talk about the advantages of the Maldives in the context of MICE. During the press tour we visited three islands and together with Visit Maldives we rethought our approach to organizing events. We share these insights with our readers.

REASON 1. THE CONCEPT OF «ONE ISLAND — ONE RESORT»

There are not many places on earth where one hotel occupies the entire island. The Maldives includes more than 1,190 islands, only 200 of them are inhabited, while several dozen — selected on each atoll — are resorts. This is a lot, so the choice is wide: it depends on the goals of the trip organizer and financial capabilities. The main thing is to find your island.

Why is «one island — one resort» good? When going on corporate travel (especially with a serious budget), participants expect something exclusive. If the entire island in the Indian Ocean «belongs» to you, it is definitely exclusive. But even if you live

next to other tourists, the «one island, one resort» concept gives you a feeling of surprising detachment from the big world. You are surrounded by the azure waters of the ocean, everything you need is within walking distance. There is no hurry for you. There is no transport here. You can dissolve in nature from morning to evening. Well-trained staff will provide your group with a real paradise life. When choosing an island resort, you need to determine for yourself what size it should be: tiny, where your group will have absolute privacy, or large enough, because your people love activities and entertainment.

Next, you need to decide on the nutrition formula: if your participants prefer All Inclusive, it is not cheap in the Maldives, but you can seriously save on alcohol, which is important, considering that it is prohibited to transport alcoholic beverages to this country. The Maldives is located on coral reefs, so the vast majority of tourists go to the islands to snorkel or dive into the depths. If this activity is important to your group, check to see if the hotel has its own reef. However, if you like the island, but it doesn't have a reef, don't worry: your host will organize an exciting boat trip with a dive into the wonderful underwater world especially for your group.

And another important aspect for choosing «your» island is how long are you willing to take to get to it?



REASON 3. RELAX / RETREAT / RESTART

Even if you have never been to the Maldives, you will probably use the word «paradise» when describing it. Accommodation on the islands is ideally designed for relaxation. Villas and bungalows are adjacent to each other, but at the same time, the effect of complete privacy is achieved inside your home and on its territory. If you live in an overwater villa, the sound of the incoming wave will lull you to sleep and give you peace.

As a rule, the famous Maldivian SPA is located at a distance and most of the services for the guest will be provided in privacy in the open air.

Every day in the Maldives can begin with a yoga class and meditation, and your group can also be offered a special detox menu that will help restore the body's strength. Along with you on this trip, you can invite a specialist in spiritual practices who will work with each member of your team and conduct collective classes.

Down with on-line! The Maldives gives you the opportunity to «fall out of time», restore strength, completely switch gears and, if necessary, make a restart.



REASON 2. CONVENIENT LOGISTICS

The Maldives is a visa-free country for tourists from most countries. From a logistics point of view, the Maldives is the largest hub; you can fly here quite comfortably from almost anywhere in the world, which is especially convenient for groups with an international composition. So you've arrived at Male — Velana International Airport — what's next? The nearest islands can be reached by speedboats. This will take from 15 minutes to an hour. For longer distances you will need to use seaplanes or local airlines. Note that a short flight over the islands (from 45 minutes to an hour and a half) will give you unforgettable impressions and photographs of extraordinary beauty.

If the group is large, we recommend considering islands in the immediate vicinity with a quick transfer, also because some of them have a large territory and various MICE opportunities are provided on them.



REASON 4. ORIGINAL SOLUTIONS FOR THE BUSINESS PART

The paradise Maldives is a great location for your conferences, business meetings, exhibitions, various events and, of course, incentive trips. The Maldives boasts classic convention centers with quality technical facilities, but the archipelago is looking to redefine MICE events by inviting business travelers to move beyond the convention halls. Small meetings can be held on scenic boats, strategy sessions can be set up right on the beach, large-scale conferences can be enjoyed on private islands, where everything will be thought out in terms of comfort and safety.



REASON 5. INCENTIVE IDEAS

In addition to an impeccable beach holiday, the Maldives can delight you with a variety of formats of an unforgettable experience, and this is what incentive trips are usually designed for. Focus on your group!

A mini-cruise with diving and spa services, exciting fishing, a day on a desert island, a variety of cooking classes in a stunning natural setting, a palm leaf origami course and other activities related to the local culture (for example, lessons in picking coconuts on a palm tree).

The most memorable part of an incentive trip is the themed parties: in a local restaurant, or on the beach, or over the water, or on a yacht, or on a desert island... and even underwater.

SHERATON MALDIVES FULL MOON RESORT & SPA 5*

Let us immediately note the main advantages of this resort for hosting corporate groups. First of all, the location. Due to its proximity to the airport, the transfer will be as fast and comfortable as possible. The second advantage is the size of the island: the coastline here is very long, there is a lot of space for walking, etc. The third advantage is nature. The island is of natural origin and therefore the unique Maldivian nature is presented here, which is carefully protected. Fourthly, the big island has a wide variety of restaurants and outlets. Sheraton Maldives Full Moon has conference facilities that can be booked also for stays on other islands. The total area of Jalsaa's dedicated event space is 1,500 sq.m.

VILLA PARK (EX. SUN ISLAND RESORT & SPA 5*)

The award-winning Villa Park Sun Island Resort is set to open fully renovated in 2023 and is located on one of the largest islands in the Maldives at 1,600 meters in length. It can be reached in 17 minutes by domestic flight from Velana International Airport. The resort offers not only privacy in the serene atmosphere of the bioserve, but also a wide range of opportunities for active recreation. And a real gastronomic adventure is ready for guests – the ZERO restaurant in the tropical forest, in the treetops. The chef will help you select ingredients from a variety of produce grown right on the island.

SAIL LAGOON MALDIVES 5*

The resort seems to have been designed specifically for MICE. Located in Emboodhu Lagoon, just 15 minutes by speedboat from the international airport, it is part of the upscale Curio Collection by Hilton hotel brand. The hotel is connected by a pedestrian bridge to CROSSROADS Maldives and its marina. Guests can enjoy water sports, a PADI diving center or the Marine Discovery Center. CROSSROADS Event Hall is a multifunctional venue with an area of 463 square meters with high ceilings and three conference rooms, ideal for meetings or seminars for up to 300 people.



P.S. About sustainable development. It is important to note that while staying at the Sheraton Maldives Full Moon Resort & Spa, we learned about the coral reef restoration program with Reefscaper. Our team threaded the corals onto a special frame and lowered it into the water during a guided underwater excursion. It is noteworthy that the dynamics of coral growth can be monitored both online (using photo reports) and offline. No one is left behind here, as each new frame comes with its own name, number and certificate. We dedicated ours, with the name MICE Industry, to our industry, wishing it, like corals, continuous dynamic development.

We would like to thank Visit Maldives for arranging this press-tour.

A SHORT TOUR OF NEOM

Just five years ago, few people believed in the Neom project; respected publications and experts added the remark «of course, it's unlikely to ever become a reality» to news and reviews. Today, in 2024, the construction of «the city of the future» in Saudi Arabia is going according to plan and will be one-fifth completed in February. Let's figure out what Neom is and what it means for the progress of all mankind. Since the process is ongoing and the information is constantly updated, we will try to touch on the basic aspects and the most current news.

The Neom pilot project was announced in 2017 by Saudi Crown Prince Mohammed bin Salman at the Future Investment Initiative conference in Riyadh. The construction of an entire futuristic space that brings together tourism, business, industry, culture and environmental initiatives, is part of the Saudi Vision 2030 program, within which it is planned to accomplish several tasks at once, and not only within the borders of the region.

Neom — is a global initiative that ideally aims to change the entire world.

The authors of the project want to realize the dream of a post-oil era of high technology, where innovation exists in harmony with nature, without destroying it. Therefore, when constructing their facilities, Neom engineers first of all try to integrate them into the landscape and use safe materials, in accordance with the principles of sustainable development.

«Powered by 100% renewable energy and working in harmony with nature, our properties will respect the principles of environmental responsibility, with sustainable and regenerative practices guiding how we both build and operate the hotel ecosystem. With 95% of the land protected for nature, NEOM offers incredible biodiversity and unique nature-based experiences. We are at a critical moment in time as the world faces up to the challenges of climate change and we have a unique opportunity to redesign how we think about contributing to this global goal. We put this responsibility at the forefront of our daily decision-making as we work towards realizing NEOM's sustainability targets.»

*Chris Newman, Executive Director,
NEOM Hotel Development*

Active tourist flows are planned to be launched in Neom as early as 2024. At the moment, regions and locations have been announced, each with a unique concept.

GULF OF AQABA

A tourist cluster in the Gulf of Aqaba, where examples of impressive eco-friendly architecture built into the natural landscape will be collected, as well as other locations for recreation, various activities and cultural events. It consists of hotels and resort complexes, each of which performs its own task.

LEYJA

The entire region is a natural valley in the mountains. Positioned as an ecotourism center. So far, three hotels have been announced with a total of 120 rooms. The Adventure hotel, designed by van Duijn with its original avant-garde forms, is organically built directly into the rock, taking into account its relief. The other, the Oasis hotel, designed by Italian architect Cucinella, grows upward from the rock. The observation deck will offer an incredible view of the entire valley. Also, Shaun Killa's Wellness hotel is an entire architectural ensemble consisting of two mirrored parts with swimming pools on the roof.





EPICON

A resort complex built in the name of luxury. Luxury life will be in full swing here in accordance with the latest hospitality standards. In the desert stands a structure of two high-rise buildings, impressive in its architectural complexity and originality. Inside is everything you need for the most luxurious holiday in apartments and suites. Also nearby is a resort area where guests can enjoy 45 beach villas and 120 comfortable rooms.

SIRANNA

A project focused on organic fusion with nature. A fantastic hotel shines in the rock massif. Guests can enjoy 65 rooms, 35 residences, wellness centers and spas, and, of course, endless opportunities to explore the carefully preserved landscape, which can be explored on foot and horseback riding.

UTAMO

The kingdom of tourism and hospitality is not complete without a cultural center — this is Utamo, a unique theater of the future where multisensory performances will reach a whole new level. Reality and the digital universe merge thanks to the latest equipment and audiovisual systems. The main multifunctional space, VIP rooms and restaurants are fully equipped to host exhibitions, artistic performances, corporate events and other public cultural events.



NORLANA

An entire community and residential complex on the coast of the Gulf of Aqaba. Villas, mansions, apartments — a total of 711 real estate properties. Hidden in the mountains is a huge 18-hole golf course and an equestrian center nearby.

However, the very heart of Norlana and its main focus is the infrastructure for yachting and water sports enthusiasts from all over the world. Yacht owners will have access to a 120-berth bay and a luxury yacht club, plus various activities such as sailing and diving.

AQUELLUM

A unique futuristic object hidden inside a mountain range — you can get there through a hidden underground channel. The complex is a multi-story digital ecosystem with hotels, restaurants, recreation and entertainment areas, as well as innovative research laboratories. Moving between floors is easy thanks to the developed internal transport system.

OXAGON

An octagonal port city based on the principles of clean industry. This will be a space of science and innovation, well-thought-out infrastructure and developed logistics, connecting Neom with global trade routes.

Business projects, scientific initiatives and, of course, a creative and conscious community will develop in the city.

THE LINE

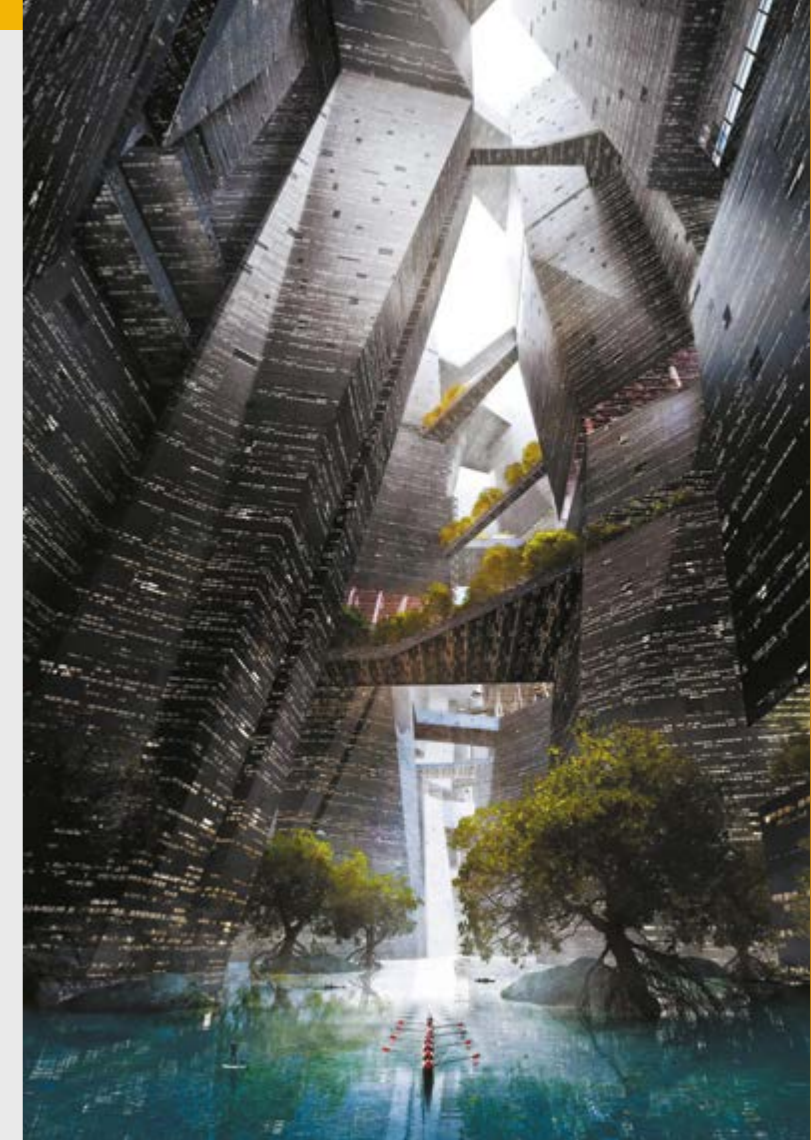
A unique project that has no analogues — a linear city in the desert 170 kilometers long, 250 meters wide and 500 meters high above sea level. The concept is based on working on the mistakes of our usual urban design, focusing on the conservation of natural resources and renewable energy sources, and living without harmful emissions and pollution. City services will be largely managed by artificial intelligence, and movement between locations will be provided by a network of modern high-speed and environmentally friendly transport.

TROJENA

A region for lovers of active recreation and skiing. The infrastructure, fully equipped with everything necessary for extreme sports, is planned to be built by 2026. The project has more than 3,500 thousand accommodation spaces, including hotel rooms and apartments, 36 kilometers of ski slopes, an amphitheater on the mountainside with 3,000 seats, and of course a huge complex of restaurants and retail space.

SINDALAH

A modern high-tech resort on a beautiful natural island in blue waters, where everything is designed for a luxurious holiday: a yacht club and a bay for 86 yachts. The Suez Canal provides easy access to popular routes to the Mediterranean Sea, so the location promises to be a hit with yachtsmen from all over the world. The architecture of residential and hotel complexes fits harmoniously into the island landscape, and environmentally friendly and safe natural materials are used for construction. In addition to infrastructure for yachtsmen, the resort plans to open a spa center, a beach club and premium hotels. This is where the first Marriott Autograph Collection Hotels in Saudi Arabia will begin its operations.



«As with all of NEOM's projects, our commitment to redefine conservation and environmental preservation comes first. NEOM is developing Sindalah to be a premium destination that co-exists in harmony with the environment that surrounds it.»

Antoni Vives, head of urban planning at NEOM.

WHAT ELSE INCREDIBLE WILL NEOM OFFER?

The plans of the creators include a real revolution in planning the conscious future of humanity. Scientists are already working on rationalizing the use of water resources, creating artificial reservoirs, a large coral reef and a new food program to produce food without harming the planet's ecosystems.

Neom's ambitious plans cover a huge number of areas: from technical innovation to design and creativity, and are already allowing us to rethink humanity's experience in building a healthy and conscious society.



DIAGILEV MICE: TALENT KNOWS NO BOUNDS

For almost twenty years, the Diaghilev International Cultural Center, which was created in St. Petersburg, has been implementing unique projects both in Russia and in various countries of the world. This event company creates original programs enriched with an innovative approach, special effects, original audio and video content and other delights marked by high taste. The Center builds bilateral relations, accepting cultural projects in Russia and exporting them abroad, and it is headed by Natalya Toriashvili, an elegant beauty with a flying gait and a strong character.

MICE&MORE. Natalia, you have your own niche in the event. She inspires you to do some incredibly creative things that no one has created before. How did it all begin? Why did you move from the world of high ballet to a very specific business field?

NATALYA TORIASHVILI. Yes, the beginning was interesting... 30 years in ballet, 19 years in the theater. I left at the very peak of my career. They say this is correct, and I absolutely agree with it. And the company in my thoughts was born when I was invited to an event as a ballerina, along with other classical artists, and I realized that the organizer could not correctly assess our potential. To do this you need to have the appropriate education.

In general, I transferred the values that I was taught and followed as a ballet dancer to the event. When communicating with customers, we very delicately try to explain that classics are not boring, that with opera and ballet soloists you can create incredibly beautiful and original numbers. They love to experiment and try themselves in new qualities. And they always do it efficiently. For example, only here we have an opera singer who sings to beat boxing. This is unrealistically cool!

In general, everything talented and professional is ours. Circus art, musicals, illusion shows... We love to surprise with a variety of genres and combine incompatible things.

When we create our events, I like to come up with something new. For example, we organized an evening for customers from India. They asked for a belly dance. I remembered the amazing ballet numbers. Oriental dance in Don Quixote or The Nutcracker. And when the prima of the Mariinsky Theater performs this... believe me, one look at her can leave you speechless!

MICE&MORE. Why is the name of Sergei Diaghilev in the company name?

NATALYA TORIASHVILI. We have known our modern Sergei Diaghilev for a long time and together with him we once began our activities. He is a conductor, composer and descendant of Sergei Pavlovich Diaghilev, the great impresario who introduced Russian art to the world. Thanks to his famous ancestor, fans in different countries recognized Chaliapin, Pavlova, Nezhinsky, and many Russian artists, painters and musicians of the early 20th century. We decided that our company will also popularize Russian art throughout the world.

MICE&MORE. How long ago did you start working not only in Russia, but also in other countries?

NATALYA TORIASHVILI. From the very beginning, since we were actively involved in touring activities. They traveled all over the world with gala programs and entertainment performances — from Canada and the USA to Japan and Australia. Later, our original performance «The Great World of Anna Pavlova's Ballet» appeared.

MICE&MORE. Can you tell us more about it?

NATALYA TORIASHVILI. The production is dedicated to the great Russian ballerina Anna Pavlova. She had fantastic range. Not a single ballerina can dance the entire repertoire that Pavlova danced, she is so multifaceted. And in the performance of the Diaghilev Center, 8 ballerinas dance her different parts. The performance is unusual, it includes different types of art: music, dance, vocals, drama theater and painting. The plot of



the play is accompanied by a display of rare photographs and newsreels depicting Prima on stage, in the dressing room and in everyday life. The uniqueness of the project lies in the fact that specially for it, author's numbers choreographed by Alexander Gorsky, Mikhail Fokin and Anna Pavlova herself were recreated from surviving photo and film documents, as well as from the diaries of the ballerina.

MICE&MORE. A few years ago you opened an office in Dubai. It would be interesting to know why the Diaghilev Center is presented there?

NATALYA TORIASHVILI. Because we have a congenial partner there. We met him at our events in St. Petersburg. Classic art is like a diamond for the United Arab Emirates. As soon as we announced ourselves, intense interest immediately manifested itself. Moreover, both among Arab customers and among Russian entrepreneurs who have their own financial interests in the UAE. We opened an office here because we saw how much we were valued for what we do. Even during the pandemic, when strict restrictions were lifted, we continued to make projects in this country.



MICE&MORE. Is there anything new and unusual?

NATALYA TORIASHVILI. Yes, requests from Southeast Asia and India for weddings in St. Petersburg. This is a completely new niche for us, but we plunged into it headlong. I understand why they turn to us: we know all the palaces of our city and its environs well, we can rent them on a turnkey basis, and we can create the most amazing program in these palaces and parks that you can imagine. Typically, guests charter multiple planes to get to these events. I really hope that our negotiations with customers will end in success and very soon we will welcome these guests in St. Petersburg.

MICE&MORE. Natasha, throughout the interview we talk to you about events, but why do clients trust you with business events?

NATALYA TORIASHVILI. Experience has proven that we can implement anything, and with characteristic demands on ourselves – be it an evening show or a protocol event at the state level. We put our heart and soul into business events as well as into the gala program, taking into account the peculiarities of these different areas. Clients feel our sincere attitude towards the work we devote ourselves to and appreciate it.

When we started our activities back in 2006, we positioned ourselves as «high

art». But since then we have grown, gained experience, and tried ourselves in completely different formats. Art is our strength. Art includes such qualities as high demands, manic focus on results, perfectionism, and wild ability to work. All these qualities, of course, underlie our current positioning. But we are already much higher, wider, deeper than we were ten years ago. Diaghilev MICE holds events of different types for different needs, and we want to be perceived that way – as versatile professionals.

www.art-diaghilev.com
Natalia Toriashvili +7 905 278-45-47



Now the market in the United Arab Emirates is oversaturated with artists of various genres from Russia, so we switched to incentives (for 2-3 days), but I am sure that the need for high art will not disappear, and after some time it will be in demand again.

MICE&MORE. Share Diaghilev MICE plans for 2024 in the context of foreign projects.

NATALYA TORIASHVILI. We have a lot of requests in our work – in Georgia, Armenia, Turkey, we continue to cooperate with the Emirates, and interest from China is actively growing. We had a plan to open an office in Iran and master this area, but everything has its time.



HOW CONGRESSES AND EXHIBITIONS HELP CONDUCT BUSINESS

Since 2014, in St. Petersburg, one of the most high-tech and modern convention and exhibition centers in the world, ExpoForum, annually attracts more than a million visitors to 120 events. The General Director of ExpoForum-International, President of the Russian Union of Exhibitions and Fairs, Honorary Consul of the Republic of Ecuador in St. Petersburg, Sergei Voronkov, tells why forums and exhibitions are the key to The Russian market for foreign companies.



IN NEED OF MORE INTERNATIONAL EVENTS

An unstable geopolitical situation is a new reality in which the Russian economy is learning to live. The mechanisms used by the global business community have proven to be resilient and resilient. We not only are adapted to all the challenges, but have found reserves for development. New vectors of international cooperation open up great prospects.

The convention and exhibition industry is at the forefront of the formation of cooperation. Before the well-known geopolitical events, the number of European and American companies at each exhibition at ExpoForum reached 15%. Moreover, each company spent on average of more than 2 million rubles. Therefore, the departure of Western partners from the Russian market is a serious blow.

However, now, the international representation is constantly expanding to include countries in Asia, Africa, and Latin America. This process is difficult and takes many years. To speed it up, many events of different formats and topics are needed, including the global ones with the participation of top officials, such as The Russia-Africa Summit. It was held at The ExpoForum in July 2023 and brought together delegations from 53 African countries, where 23 countries were represented by heads of state).

One of the competitive advantages of the West is high organization and well-established connections. In fact, a single neural network has been built there, which allows you to make consolidated decisions in the shortest possible time. The task of the SCO, BRICS, and EAEU states is to build a similar structure. For its creation and the emergence of collective consciousness, personal meetings are necessary. As a business community, we communicate with approximately 1% of the population of the SCO and BRICS countries — representatives of the authorities, scientific and business elite. This is approximately 70 million people. Everyone must have at least 1,000 connections to form a collective consciousness. At a major event on the level of the St. Petersburg International Economic Forum (SPIEF), about 150 thousand meetings take place. This means that the SCO and BRICS countries need to hold 700 thousand events a year, and now there are only 40 thousand of them.

WE UNITE THE GLOBAL MICE INDUSTRY

ExpoForum and The Russian Union of Exhibitions and Fairs are actively working to form these ties. We are developing an international consortium of The MICE Industry, which already includes representatives of 15 states. In the future, this union will make it possible to create industry associations within the SCO and BRICS. Then, we will have major international events targeting the global South, which already accounts for two-thirds of the world's population and GDP.

There are already successful examples. In November 2023, the final of the «Professionals» championship was held at ExpoForum. It became an alternative to the canceled EuroSkills. Representatives from 11 countries attended the competition.

Together with the Convention and Exhibition Bureau of St. Petersburg, ExpoForum regularly organizes business missions to friendly countries and receives foreign guests in The Northern Capital on a return visit.

In China, we opened our representative office — the office of «The China Business Center» in Shanghai. Its main areas of work are attracting Chinese companies to congress, exhibition and tourism activities in Russia, promoting trade investments, organizing legal support and advice for trade transactions, developing tourism between countries, as well as intensifying contacts in culture and art. The first results are already visible. Companies from China took part in large numbers in many of our projects — The St. Petersburg International Gas Forum («Gas Forum»), The International Agro-Industrial Exhibition «Agrorus», The St. Petersburg International Health Forum, The International Forum-Exhibition «Russian Industrialist», etc.

China, India, Turkey, Iran, and the UAE are the key foreign partners as the most populous and economically developed countries of the non-Western bloc, but geography is not limited to them. During the year, ExpoForum was visited by representatives of more than 100 countries, which also includes Europeans among them. For our part, we have never severed economic ties with the West. We are always glad to see companies ready for

equal and mutually respectful cooperation. In many industries, such as nuclear energy, oil and gas, defense industry, Russia is a recognized world leader and center of competence. Therefore, those who are involved in business and not politics cannot miss, for example, The Gas Forum, the key industry event in the world.

All major ExpoForum events — SPIEF, Gas Forum, Neva International Shipbuilding Exhibition, Russian Industrialist International Forum and Exhibition, etc. — are demonstrating active growth. All events are attended by top industry officials, heads of companies, government agencies, and decision makers.

Therefore, congress and exhibition events in our country are the key to entering the Russian market. The most effective tool for building brand reputation, finding new partners, and establishing economic and logistics connections.

For example, a well-known Indian snack manufacturer is preparing to appear in Russia. The basis of their marketing strategy was participation in the International Municipal Forum of the BRICS+ countries. The event was successfully held at ExpoForum in November. A month earlier, the owners of the holding personally visited the site and outlined the contours of future cooperation with other projects.

The Russian market is one of the most attractive areas for investment. Many niches remain unoccupied, and its demand is constantly growing.

SO COME AND SEE EVERYTHING WITH YOUR OWN EYES. IT'S BETTER TO SEE ONCE THAN TO HEAR 100 TIMES. SEE YOU AT EXPOFORUM IN 2024!



YOUR EVENT IN RUSSIAN RIVER CRUISE

Explore Russia from the water and take a river cruise along the famous Volga River, Siberian Yenisei or ancient Baikal. During the river journey, you will be able to enjoy both the austere beauty of the Russian North, and the bright colors of the southern ports. The Vodohod company has been organizing river cruises along Russian waterways since 2004, and offers an original format of corporate recreation in cruises around Russia on its own ships.

An all-inclusive corporate cruise will surprise and delight colleagues and partners, and the event organizers will be spared numerous approvals from a large number of contractors.

ON BOARD THE SHIP THERE IS EVERYTHING FOR A BRIGHT CORPORATE HOLIDAY

A river cruise ship is a comfortable, «hotel on the water», that combines an accommodation facility and a means of transportation. Cozy staterooms, stylish and spacious interiors of public recreation areas, food and restaurant service in any format, a wide geography of routes with a shore excursion program

developed for you, themed events and creative master classes on board – all services and events will be fully prepared by our team of professionals.

INDIVIDUAL ROUTE AND THE MOST INTERESTING STOPS OF YOUR CHOICE

The Vodohod company has a wide geography of cruise travel, uniting 90 cities in different regions of Russia. This allows you to create a unique route based on your interests. Choose a convenient city of departure and arrival, and we will help you to develop the most interesting and convenient route options.



FROM
 MOSCOW
 SAINT-PETERSBURG
 NIZHNY NOVGOROD
 KAZAN
 YAROSLAVL



FROM 3 DAYS



RIVERS: VOLGA, DON, KAMA, YENISEY, NEVA
 LAKES: BAIKAL, LADOGA, ONEGA, BELOYE
 SEAS: WHITE, BLACK, AZOV, BALTIC, CASPIAN

You can travel along the Volga, Kama, Don, go to the cities of the Golden Ring or to the holy land of Valaam, you can get acquainted with the beauty of the northern Karelia, or visit the colorful cities of Tatarstan.

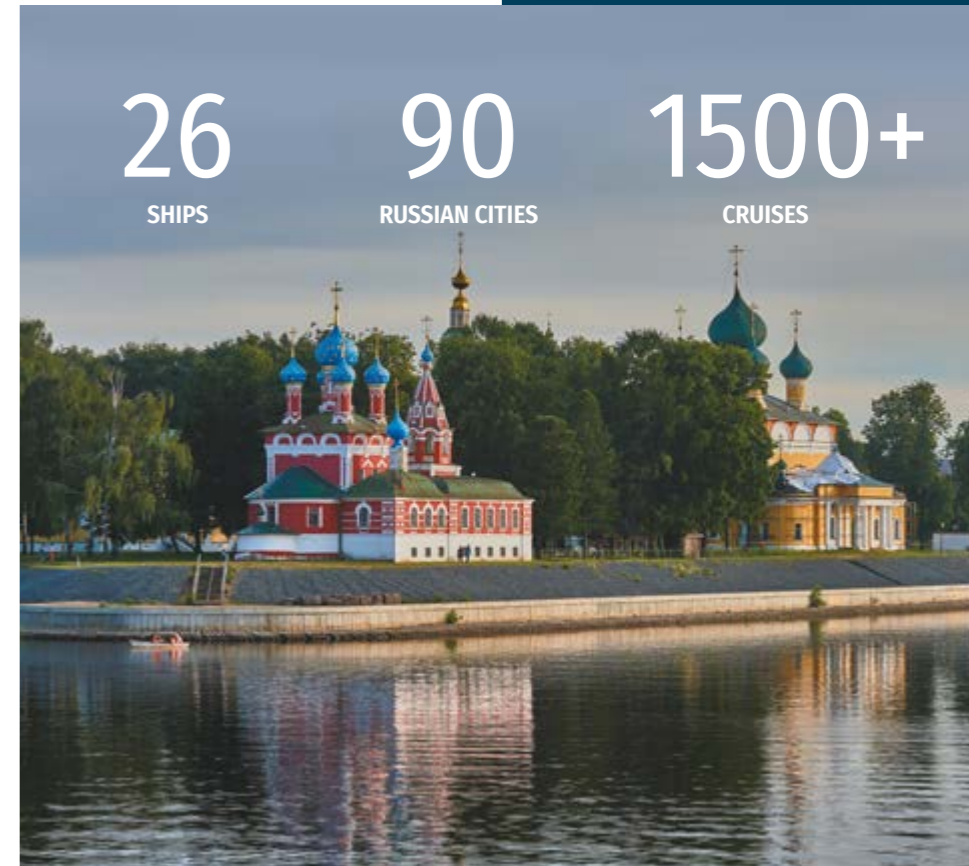
You can go to Baikal both in winter and summer. In winter, the hovercraft «Biryusa» will smoothly and easily transport the expedition team across ice and snow to ice caves and healing thermal springs, and in summer, it will comfortably reach protected areas and remote picturesque bays by water.

After agreeing on the route, the Vodohod team will create an individual excursion program, which may include: visiting natural complexes or trekking along protected trails, getting acquainted with the architectural ensembles of the city or the region's industries, visiting museums and premises of famous people, tasting local dishes and drinks in the countryside farms or in authentic restaurants along the route.

ORIGINAL GASTRONOMIC CONCEPT ON BOARD

On board the ships, guests will be offered a special gastronomic concept – «Native Shores». The chef will prepare dishes based on interesting recipes from various peoples of Russia, which will allow you to get a deeper understanding of the culture and traditions of the Russian regions you visit.

Special meal options are available, such as gluten-free or vegetarian. A team of chefs and bartenders will conduct culinary master classes and wine tastings during the corporate cruise, and the cooperation of Vodohod with professional nutritionists will allow organizing useful lectures on board.



26

SHIPS

90

RUSSIAN CITIES

1500+

CRUISES

CORPORATE CRUISE IN YOUR STYLE

The animation team of the ship is able to offer a ready-made proven amusement program, or create a new, individual one for the desired theme or event. The program may include classical music concerts, performances by jazz bands or pop musicians, captivating theatrical plays, creative master classes, intellectual quizzes, lectures with guest speakers, and sports training: yoga, Pilates etc. We guarantee privacy, a harmonious combination of a rich program and complete relaxation, round-the-clock care for your guests, and a high level of service on board.

BOOK YOUR UNFORGETTABLE CORPORATE EVENT WITH VODOHOD RIGHT NOW!

ON BOARD THE SHIP WE CAN ARRANGE

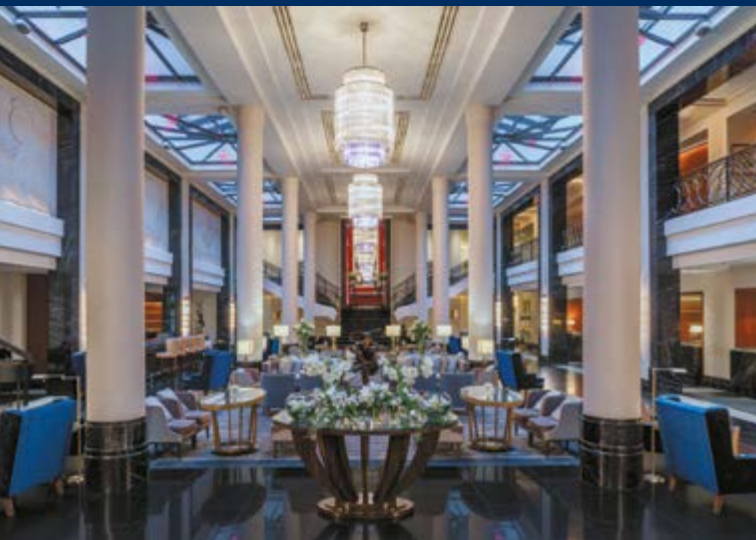
- » Corporate events
- » Business meetings
- » Conferences
- » Presentations
- » Seminars
- » Banquets and buffets
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CORINTHIA ST PETERSBURG: IN THE HISTORIC HEART OF RUSSIA'S NORTHERN CAPITAL

The lion's share of the Russian and international awards garnered by Corinthia St Petersburg, over the past decade, have been won in the nominating categories «Russia's Leading Conference Hotel», «Russia's Leading Business Hotel», and «Russia's Best MICE Hotel». You have to admit that's impressive, especially when you consider that the Corinthia is a five-star hotel located in the historic downtown of St. Petersburg. Worthily representing the exclusive Corinthia Hotels collection, the gem is a fitting tribute to the world art of hospitality as well as to local cultural traditions. So, what's the secret to the striking success of the hotel's business life?



Two opulent historic buildings of the 19th century majestically situated right in the heart of Nevsky Prospekt, harmoniously combining both history and vibrant modernity within their stately walls. An exceptional level of service, strict adherence to the brand's unique value system, contemporary luxury, and abundant infrastructure capable of handling the most ambitious tasks

associated with the organization of seminal events — these are the hotel's main pillars which form the foundation of its successful operations.

Corinthia St Petersburg, renowned and modern, business-minded yet stylish, was named «Russia's Leading Conference Hotel» seven times, and four times «Russia's Leading Business Hotel» by the prestigious international World Travel Awards. According to the hotel's Executive Assistant Manager Ekaterina Soboleva, «Over the course of more than 20 years, this resounding success has been made possible due to the exceptional professionalism of the hotel's team as well as to the mastery of world-class service, delivered with passion and a deep understanding of hospitality business.»

Today, Corinthia St Petersburg is the largest and the only five-star hotel in the historical city center, offering such a high number of rooms and conference venues. The total capacity of all of the hotel's 17 modular meeting rooms is up to 1,000 people. Every day, the hotel accommodates events of varying formats and sizes: from international conferences and official banquets, to private weddings and posh social events.

The entire key count of Corinthia St Petersburg, which consists of 388 rooms and luxury suites, is befitting of the facility's grand-hotel status. Travelers from all over the world have already embraced the new design and functional upgrades made to the hotel's spacious and elegant rooms. The hotel's guests traditionally look forward to the comfortable «Corinthia» beds designed for a relaxing sleep, free Wi-Fi, St. Petersburg's only Executive Club Lounge, and many other special benefits.

Today's modern grand-hotel Corinthia St Petersburg combines sumptuous pleasure of guest staying experience, with unique opportunities to hold high-profile events at the highest international level, including all of the most ambitious MICE projects.



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NEWS FROM ACCOR

Across all segments and categories, Accor is opening the doors to an impressive collection of exciting new hospitality options across its spectrum of 40+ brands around the world. The following is a glimpse into what Accor has in store for 2024.

PREMIUM

Pullman Taizhou Xianju is surrounded by the lush, natural beauty of Xianju County in Zhejiang Province, China. With quick access to the new Xianju High Speed Railway Station, travelers will find swift connections to Hangzhou or Shanghai.

Mövenpick Wrocław, Poland will be the first Mövenpick property in Poland. The grand heritage hotel (from 1903) is one of the first places passengers catch a glimpse of when exiting the Main Railway Station and setting out to discover the city.

Mövenpick Hotel Jakarta City Centre is just moments from major landmarks, including the Merdeka Presidential Palace and National Monument.

Swissôtel Marianske Lazne Resort & Spa, Czech Republic is a new property in Marianske Lazne, known as a famous spa and leisure destination.

Swissôtel Tbilisi, Georgia will be located in the heart of the Tbilisi Old Town. The interior design by the Sundukovy Sisters is distinguished by floral motifs and decorative elements.

MIDSCALE & ECONOMY

Hotel & Spa Fort Saint Laurent Lyon, France – Handwritten Collection is located in the heart of the Croix-Rousse neighborhood of Lyon, Fort Saint Laurent, a UNESCO World Heritage site.

Handwritten Collection will also fly its flag in **Paris, France in 2024**, with the charming new hotel becoming the brand's first.

Novotel Nara, Japan invites guests to immerse themselves in the multi-sensory experience of Japan.

Novotel Valencia, Spain will be a new flagship hotel in the Turia Garden, a popular area of the city between the historic center and the Palacio de Congresos.

Novotel Tbilisi Center, Georgia will be a newly built hotel in the neighborhood of Old Town.

Novotel & ibis Styles Hamburg Hafencity, Germany will open as part of the newly developed Überseequartier in Hamburg.

Mercure Portile de Fier Riviera, Romania rests on the left bank of the Danube River, near the Serbian border, in the middle of Iron Gates Natural Park.

TRIBE Düsseldorf, Germany is set to open with 146 rooms in Düsseldorf's centrally located district of Friedrichstadt.

TRIBE Milano Malpensa will be the first TRIBE hotel in Italy, and the perfect spot for those needing easy access to the Malpensa airport.

ibis Styles Resort Maragogi is in the paradise of Maragogi, Brazil, in the Alagoas region. The first ibis Styles Resort in Brazil.

ibis Styles Batumi will mark the Accor's first opening on the Black Sea coast in Georgia.





NEWS FROM MINOR HOTELS

2024 starts with the opening of two hotels in the UAE. **Anantara Santorini Abu Dhabi Retreat** is located in Ghantoot, a nature reserve between Dubai and Abu Dhabi. Low-rise white houses are reminiscent of the Aegean coast. **Anantara Mina Al Arab Hotel** is located on the Arabian Gulf coast on Mina Al Arab Island in Ras Al Khaimah. The resort is surrounded by a nature reserve with mangroves and lagoons, and its western side overlooks the majestic Al Hajar Mountains.

Minor Hotels has announced the participation in the NEOM project at the year-round ski resort Trojena in Saudi Arabia, where a new **Anantara Trojena Resort** is scheduled to open in 2026. Trojena is located in the heart of the NEOM project, 50 km from the coast of the Gulf of Aqaba, at an altitude of 2,600 meters above sea level. Trojena will be the first open ski resort in the Arabian Gulf region, where a complete infrastructure will be created with slopes and entertainment areas for cultural and concert events, festivals, and art exhibitions.

The Avani Hotels & Resorts group (under the portfolio of the Minor Hotels group) has announced the debut in Germany with the opening of the **Avani Frankfurt City hotel in Frankfurt am Main**. The new hotel is located in the city's central business district, combining design, convenience and at the same time the vibrant atmosphere of Frankfurt's electronic music scene.

Ahead of the 2024 Olympic Games, Minor Hotels has announced the debut in Paris! In the first quarter of 2024, three **NH Hotels** will open their doors in the French capital, and in 2025 one of them will become part of the **NH Collection brand portfolio**.



NEWS FROM KEMPINSKI

Kempinski the Boulevard Dubai and Kempinski Central Avenue Dubai, formerly Address Boulevard and Address Dubai Mall respectively. The addition of these two landmark properties to the Kempinski portfolio significantly expands the brand's presence in Dubai. In addition to the two new properties, **Kempinski Residences The Creek Dubai** will open in 2025 as the first standalone Kempinski private residence.

Kempinski Bahrain Harbour and The Residences at Kempinski Bahrain Harbour, will occupy one of three signature towers that are part of the mixed-use Bahrain Harbour development. The property is expected to open doors by the end of 2025. Bahrain International Airport and the King Fahd Causeway connecting Bahrain to Al Khobar in the Kingdom of Saudi Arabia are just a 15-minute drive away.

Kempinski Poiana Brasov Mountain resort will be the first five-star hotel in the Transylvania region and the debut Kempinski address in Romania. Guests staying at this chic ski resort will have direct access to almost 24 km of ski slopes on the flanks. In less than 45 minutes, guests can reach Bran Castle, home of Count Dracula.

When it opens in 2027, **The Apurva Kempinski Ubud** will become the second Kempinski resort in Bali. Accommodation includes spacious rooms and suites, panoramic Cliff Villas complete with outdoor decks and private pools seamlessly integrated into the natural surroundings.



NEWS FROM MANDARIN ORIENTAL

Mandarin Oriental has announced a new resort and signature residences in Muscat, the capital of Oman, for this spring. **Mandarin Oriental, Muscat** is an urban oasis located in the heart of Shatti Al-Qurum, the capital's most prominent address. A variety of banqueting and meeting spaces will accommodate social and business events. You can book right now.

Opening Spring 2024, **Mandarin Oriental Mayfair, London** is the latest hotel to join the Group's acclaimed collection of award-winning properties and will offer a unique taste of urban luxury in the heart of London. Situated on Hanover Square, Mayfair's oldest square, recently re-born, a crossroads for the world of fashion, media, art and business.

The historic Hotel Cristallo in Cortina d'Ampezzo (from 1901), Italy, will re-open as a Mandarin Oriental resort in the summer of 2025, ahead of the Milano-Cortina Winter Olympics. **Mandarin Oriental Cristallo, Cortina** will be the Group's first alpine resort. The Dolomites are among the few Alpine resorts with guaranteed snow throughout the season and feature 1,200 kilometers of interconnected slopes.

Mandarin Oriental will manage a new resort on a private island in **The Maldives** that is scheduled to open in 2025. The resort is currently under development on a pristine Indian Ocean site and will stretch across three private islands on Bolidhuffaru Reef.

The new luxury resort, scheduled to open during the second half of 2024, comprises a significant reconstruction and redesign of the former H10 Punta Negra hotel which occupies an iconic peninsula on the Costa d'en Blanes. After the renovation, the hotel will be named **Mandarin Oriental Punta Negra, Mallorca**.

Set to open its doors in mid-2026, perched on a hillside overlooking the Gulf of Pevero, **Mandarin Oriental, Porto Cervo** will offer a perfect blend of accessibility and seclusion. The private beach will be accessible via a 350-meter picturesque trail.

NEWS FROM ROTANA HOTELS & RESORTS

International hotel operator Rotana has announced the opening of hotels in Sochi, Russia in 2026. One hotel will open in the restored building of the historical Primorskaya Hotel, the other two hotels will be located in new modern towers on the territory of the hotel complex.



2024: AROUND THE WORLD WITH MICE&MORE

Dear colleagues, It has been shown many times that a business can develop through its participation in professional trade exhibitions and conventions. Especially for you, we have, therefore, compiled a calendar of international events in the MICE and business travel sector which are scheduled to take place in 2024, and which we recommend that you take part in. We plan to be involved in many of these events ourselves, as their organisers are partners of MICE&more. We look forward to seeing you soon in cities and countries around the world!

IMEX AMERICA
USA – Las-Vegas – 08.10

GBTA CONVENTION 2024
USA – Atlanta – 22-24.06

GBTA MEXICO CONFERENCE 2024
Mexico – Mexico City – 03-04.04

IBTM AMERICAS
Mexico – Mexico City – 21-22.08

WTM LATIN AMERICA 2024
Brasil – São Paulo – 15-17.04

WTM LONDON
UK – London – 5-7.11

MCE NORTH & WEST EUROPE 2024
Finland – Helsinki & Espoo – 21-23.04

AZERBAIJAN INTERNATIONAL TRAVEL AND TOURISM FAIR
Azerbaijan – Baku – 3-5.04

SATTE
India – Delhi – 22-24.02

ITB BERLIN
Germany – Berlin – 5-7.03

MCE SOUTH EUROPE 2024
Spain – Palma de Mallorca – 10-12.11

WTM AFRICA 2024
South Africa – Cape Town – 10-12.04

IBTM WORLD
Spain – Barcelona – 19-21.11

ARABIAN TRAVEL MARKET 2024
UAE – Dubai – 6-9.05

ARABIAN TRAVEL WEEK
UAE – Dubai – 6-12.05

IMEX FRANKFURT 2024

Germany – Frankfurt – 14-16.05



ITF 2024

Turkey – Istanbul – 9-10.10



EMITT ISTANBUL 2024

Turkey – Istanbul – 6-9.02



TTF

India – Chennai – 15-17.03

TTF

India – Bengaluru – 16-18.02



OTM

India – Mumbai – 8-10.02



IITM CHENNAI

India – Chennai – 26-28.07

IITM DELHI

India – Delhi – 20-22.09

IITM AHMEDABAD

India – Ahmedabad – 15-17.03

IITM KOLKATA

India – Kolkata – 1-3.03

IITM BANGALORE

India – Bangalore – 2-4.08

IITM MUMBAI

India – Mumbai – 18-20.10

IITM PUNE

India – Pune – 29-1.11

IITM HYDERABAD

India – Hyderabad – 6-8.12



ITB CHINA

China – Shanghai – 27-29.05



EVENTS CLUB ASSOCIATIONS

FORUM 2024

Spain – Valencia – 7-9.04



MITT 2024

Russia – Moscow – 19-21.03



MATTA FAIR 2024

Malaysia – Kuala Lumpur – 9-10.05

MATTA FAIR 2024

Malaysia – Kuala Lumpur – 24-25.05



ASIA-PACIFIC INCENTIVES AND MEETINGS EVENT (AIME)

Australia – Melbourne – 19-21.02



MCE CENTRAL & EASTERN EUROPE 2024

Austria – Salzburg – 4-6.02



EVENTS CLUB FORUM 2024

Czech – Prague – 16-19.06



ITB INDIA

India – Mumbai – 11-13.09



ITB ASIA 2024

Singapore – Singapore – 23-25.10



QATAR TRAVEL MART (QTM) 2024

Qatar – Doha – 25-27.11



BLTM

India – Delhi – 29-31.08



GBTA APAC CONFERENCE 2024

Singapore – Singapore – 14-15.05



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