



TOURISM AROUND THE WORLD MONTHLY

Founded in 1997

November 2011 Edition

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8th Moscow International
MICE Forum

19 March 2012

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Beijing International Tourism Expo
9th International Exhibition for Business & Leisure Tourism

15-17 June 2012

China National Convention Centre (CNCC)

One Platform; Many Possibilities!

2012北京国际旅游博览会

第九届国际商务、休闲旅游展

2012年6月15至17日

国家会议中心，中国北京

一个平台; 多种商机!

GSAR MARKETING'S NEW WEB GSAR Marketing is celebrating its 30th anniversary in the business of travel and tourism representation, sales, promotion and communication and has produced a new web: www.gsamark.com in both, English and Spanish. The new page is simple, but informative to include several windows, among them: 'Representation' to inform on background and accounts able to represent and where. 'Marketing and PR' outlining specialised promotions such as seminars, workshops, road shows, etc. and 'Trade Fairs' with a link to GSAR's MITM Euromed, MITM Americas and CULTOUR. Under 'Seminars' the web lists past seminars, workshops, road shows, corporate, agents and press, fam tours organised in the last 30 years worldwide. Under 'Our Trade Fairs' there is a link to MITM Euromed, MITM Americas and CULTOUR, produced by GSAR Marketing. GSAR offers its services to national, regional and city Tourism Offices, CVBs, airlines, hotels, etc. throughout all Europe and the Americas.

MITM Americas runs out of space for buyers This month sees the 17th edition of MITM Americas, Meetings and Incentive Travel Market, begins in San Salvador, El Salvador, the registration for buyers had to be closed due to the high demand of international buyers to participate in the event, which is sponsored by CORSATUR.



16-18 November 2011
San Salvador, El Salvador

by MITM, after a strict selection process, to meet with international travel suppliers by individual and pre-established appointments. Besides the up to 20 pre-established individual appointments that each participant has at MITM, there will be several activities for them as part of the social programme, to increase the networking opportunities among the attendees. MITM Americas takes place 16-18 November. www.gsamark.com

MEETINGS AND INCENTIVE BUSINESS FROM RUSSIA CONTINUES TO GROW According to Dmitry Smirnov of Events Magazine Russia, the meetings industry in Russia has experienced substantial growth in the last year

with the leading 12 specialists recording International M.I.C.E. business in excess of EU€70 (UK£60) million and this figure represents only 40% of the total as domestic events, business travel and official delegations to conferences are not included! Turkey remains the leader in Russia whilst Egypt has lost market share with clients now looking for alternative destinations. Recent conferences have been held in many high end destinations including USA with 2 groups in excess of 200 participants, Italy with 3 groups that exceeded 300, Spain with almost monthly events with 50-100, Brazil 2 groups of 200+, Cuba, Emirates, China and Thailand also reporting large movements. One of the greatest challenges for Russian specialists is to find suppliers and destinations able to cater for corporate meetings



for 400-800 delegates. Their main requirements being simple visas, easily accessible, warm climate and good business/resort infrastructure. Smirnov also commented that "The average event planning period in Russia is 4-6 months from the first RFP and bidding to materialisation with most groups taking place in Q3-4, the most effective time for promotion is in March. Therefore we highly recommend the Moscow International M.I.C.E. Forum on March 19th as the ideal time and place to meet with all the leading Russian M.I.C.E. specialists". Unlike other countries around the world, the prognosis for the Russian economy is strong, with Morgan Stanley predicting GDP growth of 4.6%. Inflation is down, employment is up, and industrial production is increasing as are retail sales. With these encouraging forecasts, an increasing number of Russian companies are looking to reward their employees and clients with Incentive travel. In addition as Russian products and services become more competitive, there is a growing demand for participation at conferences and exhibitions around the world. This combination presents an excellent opportunity for International M.I.C.E. suppliers to satisfy this increased demand. Russia's premier Meetings and Incentive event, The Moscow International M.I.C.E. Forum takes place on Monday 19th March offering International suppliers a professional platform to meet with leading Russian M.I.C.E. specialists and Corporate Buyers. Concurrent with other tourism events held in Moscow at this time, the Moscow International M.I.C.E. Forum enables participants to maximise their sales visit. www.M.I.C.E.Forum.ru