

Abu Dhabi Convention Bureau - Driving MICE and Business Events for the Volvo Ocean Race Hospitality Packages

Abu Dhabi is gearing up to host the race with a festival of water sports, marine heritage promotions and world-class entertainment. Over 200,000 local and international visitors are expected to visit over the year-end and New Year's period. Persuading international visitors with an exclusive range of hospitality packages to come to the UAE's capital and making it their winter holiday destination, and encouraging MICE and business travellers to attend the stop over of the Volvo Ocean race are the key priorities.

Attendees can expect to have front-row access to the yachts, behind-the-scenes boatyard tours, exclusive crew meet-and-greet, live on-screen coverage of all race activities and insider race analysis by sailing experts on race day, as well as guest appearances by the post race team.

Hospitality packages to attract MICE and business travellers to Abu Dhabi for the Volvo Ocean Race.

IT&CM Promoting India to the World and the World to India

The second installment of the show held over a three-day period in Delhi was well received by corporate travellers and professionals in the MICE industry from India and around the world, with more than 100 buyers from seven countries attended the event. Among the exhibitors participating at the show were the Sapporo Convention Bureau, Japan National Tourism Organisation, Busan Metropolitan City, Tourism New Zealand, Dubai Convention and Events Bureau and from India, the ITC Hotels, Taj Group, Creative Travel and Travelite to name a few.

Also this year, the organisers have introduced for the first time, a table-top format and with all related events such as the educational forums, press conferences, luncheons and networking activities held in venues located in one hotel. The association day saw IT&CM collaborating with KW Conferences which opened on the first day itself, to a full house of delegates with a series of education sessions conducted by expert speakers from the fields of medicine and science and the hospitality industry.

A table-top session of business-to-business meeting with buyers at the IT&CM India 2014.