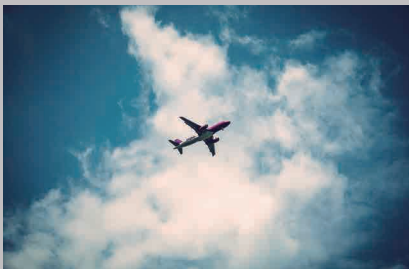


Insight



Holiday in No Man's Land

Databank



IATA Predicts Airline Distribution Revolution by 2021

Leaders in Trade



Melbourne to Attract More MICE Visitors

City



Why You Should Love Jakarta



Best Winter Destinations in Europe

“ Winter season is the perfect time for travellers to explore a different face of Europe. Visit your favorite destinations and enjoy the remarkable atmosphere that comes with winter, snow and cold days. ”

Best Destinations for Winter Holidays

The winter season is here. With Europe experiencing varying weather conditions, travellers are looking for destinations that works for them the best. This is a time when the polar north is in utter snow while the Mediterranean is hit with mild sunshine. What are the best places to visit in the winter?

Rovaniemi, Finland

An old anecdote says that Rovaniemi is the official residence of Santa Claus. The bearded man can be freely visited at the Arctic Circle grotto, but

you may have to spend some few pence for a photo. Snow, reindeer, and the Arktikum Museum characterize the festive spirit. Remember that the weather is likely to be below zero degrees so warm winter clothing is in order.

Abisko, Sweden

For any serious winter lover, Abisko in Lapland is the ultimate choice. It is perhaps the farthest north point in Europe that can be reached by train. Visitors will not see the sun for almost two months from December to January, but



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this is one of the best places in the world to view the grandiose aurora borealis. Skiers can also indulge in cross-country skiing while stopping at the nearby Kiruna to see the famous icehotel.

Athens, Greece

All those who do not want to deal with all the stresses of visiting Athens during summer, winter is the perfect time. Visitors have a chance of exploring the city's rich ancient heritage and local culture free from stresses that characterize summer visits such as overcrowding, high prices, air pollution, and intense heat. Even though most accommodations close during winter, this is the best time to do island hopping.

Copenhagen, Denmark

Copenhagen is the fairy-tale home of Hans Christian Andersen with cozy bars and cafes that enable all travellers to catch glimpses of the trickling snow. At the heart of this amazing city is the 19th century Tivoli amusement park known for its romantic nature, with heartwarming illuminations as well as the body-warming mugs of glogg. Having a meal at Noma, which is arguably the world's best restaurant, is inevitable. However, visitors are advised to book several months in advance as reservations can fill up quickly.

Budapest, Hungary

There is a romantic feel in the air in Budapest during winter as many couples are skating hand in hand on the local ice rink. The picturesque central park Varosligeti Műjégyűző with its gigantic outdoor rink makes the Hungarian capital a place to be. Visitors get rid of the chill in their body by indulging in the famous thermal baths afterwards. Going for a night out for a drink would mean visiting the Ruin Pub, a venue that was artfully created in a once-abandoned building.

Jasna, Slovakia

Jasna offers high-quality skiing at affordable prices. Accommodation and good food are also available at this famous resort. Visitors got to enjoy long and descent alpine slopes flanked by snow-laden spruce trees.

Venice, Italy

Venice's Carnival in February is always a European highlight with enormous yachts and art on show. The channel waters and the colorful way of life that presents itself to all the visitors may be so spectacular, but may cost a lot more. Consider a day trip by train to lower the costs.

Winter Activities for Adventurous Souls

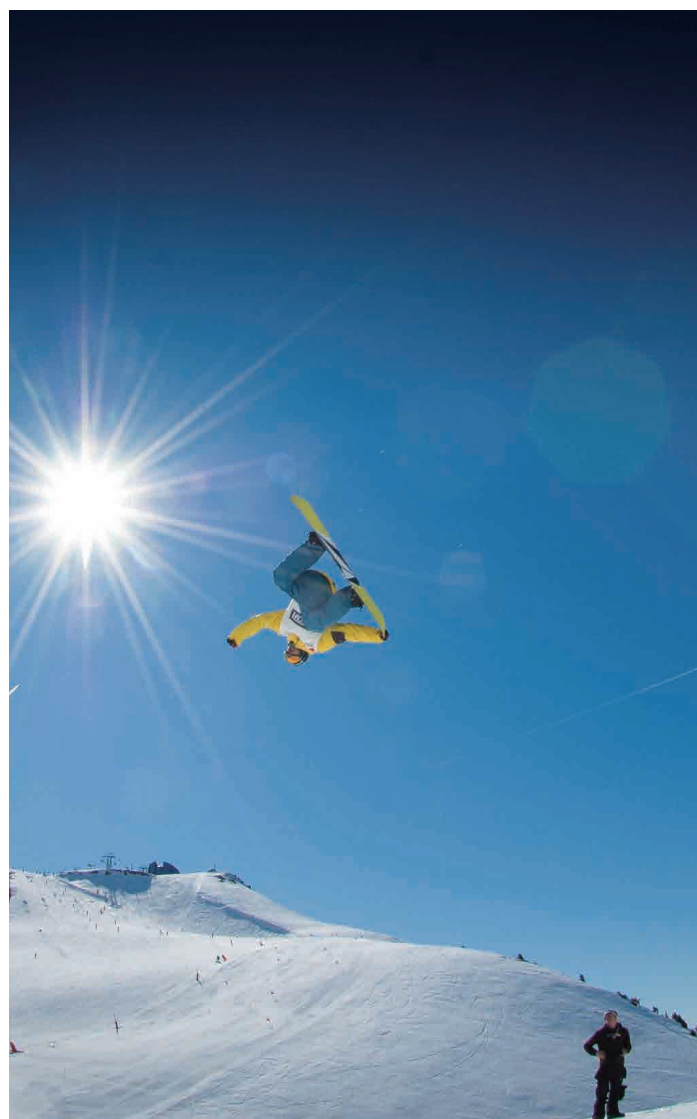
If you are a keen traveller and are looking to knock off a few adventurous winter activities off your bucket list, discover several unique winter activities that you should definitely consider trying!

Camp in an Igloo in the French Alps, Southern French Alps

Undiscovered Alps, operates out of Écrins national park, in the south of the French Alps and gives travellers the unique opportunity to build their very own igloo. Better yet, guests can then camp overnight in their igloo before trying their hand at winter activities such as snowshoeing, ice-climbing and snow-scooting.

Spend a Night Inside a Giant Snowball, Jokkmokk, Sweden

If you visit Jokkmokk in February as a part of an Artisan Travel trip to the annual Jokkmokk Winter Market, which celebrates the local Sámi culture, you'll be able to tell all your friends back home that you got to



“ Snow, reindeer, and the Arktikum Museum characterize the festive spirit. Remember that the weather is likely to be below zero degrees so warm winter clothing is in order. ”

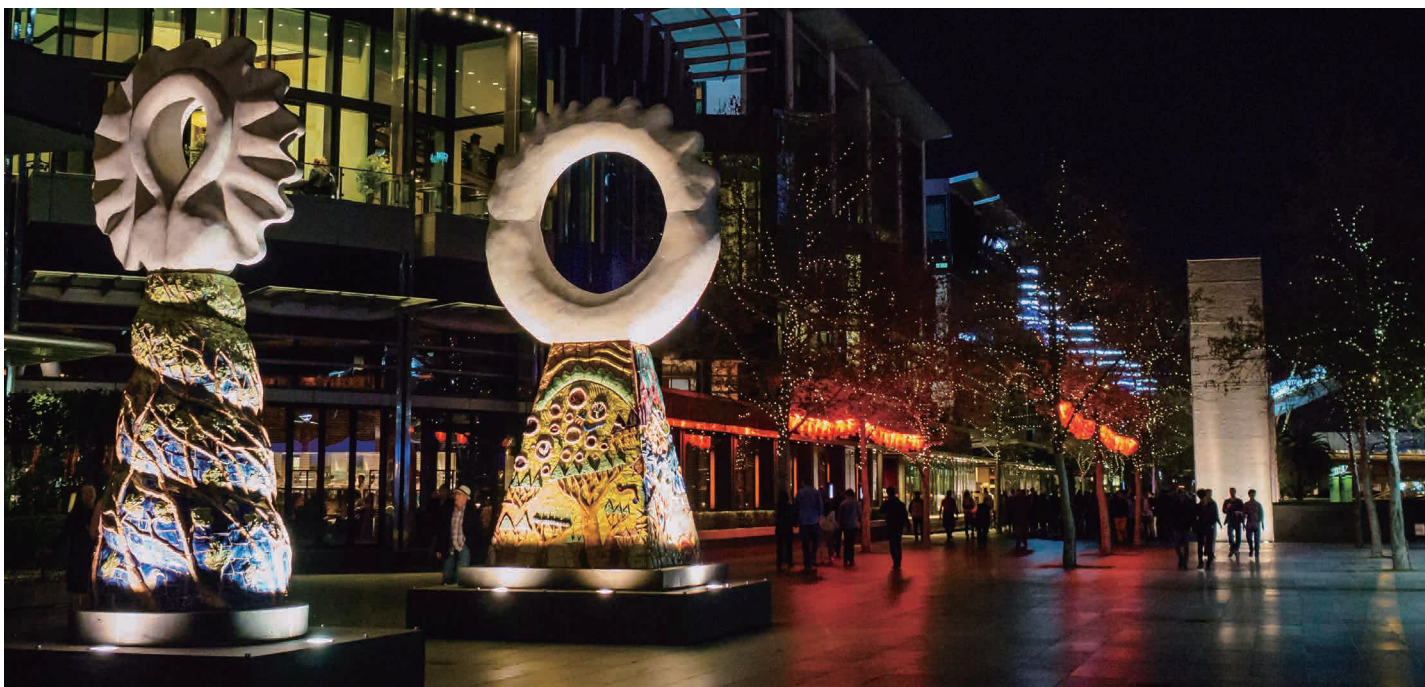
spend the night inside an intricately hollowed out, snowball bedroom. Each of which boasts a warm reindeer skin.

Enjoy a Night in an Ice Hotel, Transylvania, Romania

The Ice Hotel which backs on to Lake Balea is rebuilt on an annual basis and boasts comfortable mattresses as well as fur blankets and top of the line sleeping bags. Better yet the Ice Hotel makes the perfect base to explore Vlad the Impaler's gothic castle in Bran.

Book a Snowshoe Trek With Friendly St Bernards, Switzerland

Icicle Mountaineering offers a two-day snowshoe trek which includes an overnight stay at the first monastery to breed St Bernards – a breed of dog which is known worldwide as being excellent search and rescue dogs. As a bonus, part of the pass that you'll travel through was used by Napoleon to conquer Italy.



Relax in a Thermal Pool in Tatra Mountains, Slovakia

Even in the middle of winter you'll be able to relax in one of the geothermal pools located in Oravice. The Family Slovakian Snow Adventures company which is located in the Tatra Mountains also offers a thermal spa, a wave pool, a waterslide and the opportunities to go sledding and to enjoy a traditional Slovakian style lunch.

Hike through the Scottish Highlands, Scotland

If you're interested in exploring the Scottish Highlands head to the Cairngorms National Park, where you explore the park's Caledonian pine forests as part of a five-day tour offered by Wilderness Scotland. Each night you'll get to relax by a cozy fireplace and will get to sample hearty dinners comprised of local produce.

Book a Husky Safari, Kuusamo, Finland

The Border Inn, which is located in the picturesque Kuusamo region, near Finland's border with Russia, offers dog sled safaris which will give you the opportunity to spot a variety of wildlife including elk, reindeer and snow grouse. Better yet, you'll also have the opportunity to guide your own team of dogs.

Spend a Few Days on a Reindeer Farm, Finnish Lapland

Be sure to visit the Torassieppi Reindeer Farm in Finland, where you'll get to learn about the importance of reindeer in the Lapp culture. You'll also get to take a reindeer safari to the northern lights, during which time you'll travel in a cozy reindeer drawn sleigh.

Sign up for a Mountaineering Course, Wales

Should you visit the region of Snowdonia in Plas y Brenin, you can sign up for a Welsh Winter Mountaineering Course at the National Mountain Sports Center. During your course you'll learn how to competently use ice axes and crampons and will learn essential tips about navigating, predicting avalanches and how to use ropes to travel over adverse terrain such as rocks and ice.

Skid Across an Ice Lake on a Blokart, Nida, Lithuania

If you're a bit of an adrenalin junkie visit the friendly folks at Baltic Adventure in Nida, who'll teach you how to blokart across a frozen

lake at high speed. If you're wondering how a blokart can travel so effortlessly across a frozen lake, don't worry as each blokart boasts ice blades instead of wheels.

Avoid the Crowds and Visit Europe This Winter

Tourists throng Europe during warmer months. This drives up costs of flights and hotels. If you are on a shoe string budget and hate crowds, the best time to visit Europe is during the winter months. The pros of a low-season jaunt are as follows.

Free Ticket Upgrade

When flights are running at full capacity, airlines charge extra fees for even economy seats that offer a little extra room. For Economy Skycouch, Air New Zealand takes \$800 extra over and above the ticket price. During off season, you might get a free upgrade to the Skycouch depending on the capacity utilization in the particular trip.

Traditional Winter Activities

Visiting Europe in winter enables travellers to participate in yuletide celebrations ranging from display of lights to traditional markets. Additionally, you will be able to experience skating on Amsterdam canals, sleep in an igloo in the Swiss Alps, enjoy the scent of burning peat in one of Ireland's country Bed and Breakfast hotel's fireplace and participate in winter sports such as snowshoeing, skiing and dog sledding. Moreover, post-Christmas retail sales, a more modern tradition, could satisfy your shopping urge as the Euro exchange rate will be more favorable.

Experience Familiar Destinations in a Different Light

If you keep returning to a specific spot in Europe, visiting the place during winter helps you to experience it in a totally different way. Probably, you will be able to get a different perspective of your most loved destination. For example, if you have visited Amsterdam only during the peak tourist season, you can have a different experience during winter: frozen canals, the snowmen on the haphazard sidewalk and the afternoon sunsets.

Planning a Trip at the Last Moment Is Easy

During the peak holiday season, the in-demand hotels and vacation rentals at popular European destinations, will be booked in advance. During winter, you will be able to get reasonably priced rooms even at highly rated properties, even if you are booking only a few days ahead of your departure. It is also easy to get tickets for big events, festivals and attractions and seats at popular restaurants.

Get to Know the Local People Better

If getting to know the local people is part of your agenda, then it is better to travel during the off season. During summer, the countless European bars and restaurants will be teeming with people from all over the world. In winter, crowds will be smaller and you can spend time with the locals and get a closer look at their lifestyle.

Enjoy Bubble Baths and Thermal Spas

In several European destinations, there are geysers and they give you a divine feeling during the winter time. They include Iceland's Blue Lagoon, Budapest's Széchenyi thermal bath and Bath's Thermae Bath Spa as well as several numbers of steamy wood-fired saunas in Scandinavian countries and the Nordic spas. During winter months, you should seek out hotels that provide amenities such as heated bathroom floors, deep tubs or Jacuzzis.

Best Time for Photography

If you are a photography buff, then winter time is the best option for you. You will be able to take original shots of iconic and widely photographed attractions. This is because the low-slung winter sun creates a different effect on European cityscapes. Moreover, you will have the attractions, exhibits and monuments all for yourself as you will not have to contend with hoards of people taking perfect shots. Finally, there are the Northern Lights (Norway and Iceland) which you will not be able to see during summer.

Classic European Winter Food

Restaurants change their menu according to the seasons. So, you will be able to taste some of the classic European foods only during winter. They include hot mince pie (London), fondue (Switzerland), stews and mulled wine (Poland).

Comfortable Cafes

You don't have to even worry about missing out on sidewalk-cafe experience during winter. A number of cafes set up cozy spaces with pillows and blankets or tables and chairs with outdoor heaters. For one, Amsterdam's Cafe Wheels located near a canal street offers padded benches piled with warm blankets.

Avoid the Frost

If you are not a person who likes winter and snow, you can head to places that experience the Mediterranean type of climate. Some destinations that you can consider visiting, if you want to avoid icy sidewalks and frigid winds are south of France, Greece, and southern Italy and Spain.

Discover Awesome Skating Rinks

There's something about a skating rink that makes you believe you can defy physics and feel more powerful than your mortal self. The vast expanse of frozen white ground that propels you to build a momentum and glide towards a near flight experience, it's something that really has no equivalent. Of course, there are those moments when you are jolted back to reality, especially when you have a fall and get a chance to get your face in direct contact with the ice, but that's just part of one of the most exhilarating winter experiences. Skate, fall, get up, and skate again

this is the childhood experience you will never want to outlive. Here we go on a quick international sweep of the best skating rinks on the planet that will definitely take that experience to the next level.

Vienna Ice Dream, Vienna, Austria

Europe definitely has its charms and when it comes to ice skating, few rinks around the world can give you the experience of skating at the Vienna Ice Dream in Austria. The 64,000 square foot square that lies in front of the city hall transforms into a fantastic rink during the winter. The amazing light arrangement makes skating at night nothing short of surreal.

Eiffel Tower, Paris, France

Yes, you can actually skate on the Eiffel Tower. The first floor of the tower houses a 2000 square foot skating rink that sits almost 200 feet above the ground and gives you unbelievably amazing views of Paris. The downside is that you can't don your own skates and the upside? No skate rentals. Wearing gloves is compulsory.



“ Better yet, guests can then camp overnight in their igloo before trying their hand at winter activities such as snowshoeing, ice-climbing and snow-scooting. ”

Somerset House, London, UK

Care for some colonial style skating? Picture this – you're flying on the ice on your skates. Suddenly you feel a bit chilly and decide to indulge yourself in some high tea. You can have it. Later on, you find yourself swirling champagne glasses and munching on truffles. Of course, you can't imagine not having a grand dinner before you decide to hang up your skates and head home. All of this comes with the special Skate Extras package at the skating rink at the Somerset House.

City Park, Budapest, Hungary

Your European ice skating tour wouldn't be complete without visiting the largest outdoor skating rink in Europe. Vajdahunyad Castle's lake transforms into one of the most amazing skating rinks on the planet. If you're a true blood skater, you have to come here at least once in your lifetime for the experience. ●

(Source: tourism-review)

Cheng Hong, Executive Deputy Chairperson of WTCF Council and Vice Mayor of Beijing Attends the 5th Global Summit on City Tourism of UNWTO



Cheng Hong, Executive Deputy Chairperson of WTCF Council and Vice Mayor of Beijing, delivered a speech at the summit.



Taleb Rifai, Secretary-General of UNWTO, delivered a speech at the summit.

Cheng Hong, Executive Deputy Chairperson of WTCF Council and Vice Mayor of Beijing Attends the 5th Global Summit on City Tourism of UNWTO.

Recently, the 5th Global Summit on City Tourism of United Nations World Tourism Organization (UNWTO) was held at Luxor, Egypt. Cheng Hong, Executive Deputy Chairperson of WTCF Council and Vice Mayor of Beijing, attended the summit

and delivered a speech to share Beijing and World Tourism Cities Federation's (WTCF) experiences on promoting tourism development and cooperation between cities. Global Summit on City Tourism was founded by UNWTO in 2012 and has been held for 4 years.

The theme of this year's summit is "Cities: Local Culture for Global Travelers," which aims to discover world tourism cities'

new opportunities, challenges, and current trends through a series of discussions and management experience exchanges.

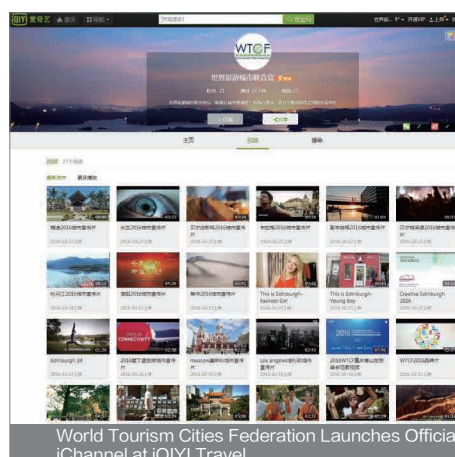
On behalf of Beijing, Cheng Hong shared Beijing's best practice on promoting tourist industry development in recent years. As the Executive Deputy Chairperson of WTCF Council, she explained WTCF's efforts on promoting better services to its city and institutional members. She introduced WTCF's regular work including hosting tourist investment fairs, tourism related research meetings, and other related works to establish an exchange platform for members. Cheng Hong's introduction received much attention at the summit.

During the summit, a series of working talks between Cheng Hong and other officials including, Taleb Rifai, Secretary-General of UNWTO, were held. They exchanged opinions and reached a consensus on strengthening the comprehensive strategic cooperative partnership.

World Tourism Cities Federation Launches Official iChannel at iQIYI Travel

At the press conference of World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016, WTCF signed a strategic partnership agreement with iQIYI. On October 1st, WTCF iChannel was officially launched. At present, a total of 27 city member tourism promotion videos, including Belfast, Edinburgh, Penang, and Moscow, as well as WTCF promotion videos, are available through the channel. The iChannel will become a part of WTCF media matrix promotion platform to better serve WTCF's members.

iQIYI Travel Channel was formally launched on April 22th, 2010. The channel has more than 100 tourism programs which meet the demand for audiences watching tourism videos. Total accumulative views amounts to over 1 billion. As the leader of China's internet travel channel, iQIYI



Travel Channel has always been a platform with the most abundant tourism videos in China. So far, the channel offers hundreds of programs, which when combined, have a daily worldwide viewership of 4,000,000.

The homemade or exclusive programs have formed its own strong intellectual property and have become the benchmark and model in the industry. iQIYI Travel Channel not only provides video contents for users, but it also acts as a travel guide and is a reliable source for recommendations.

The launching of the WTCF iChannel will help WTCF better serve city and institutional members to promote their tourism resources and products to Chinese travelers. At the same time, WTCF will also deepen cooperation with other influential media partners, such as Travel Channel, Tencent, Sina and Tourism Geography, to provide an integrative promotional channel to members. The channels will integrate Television, website, social media and print media, to further enhance tourism cities' influence and popularity in China.

WTCF Secretariat Attends WTM 2016 to Serve Members with Every Effort through Reports Releasing, Joint Exhibiting and Arranging Meetings



Delegates of WTCF European Brunch

On Nov. 7th-9th, the World Travel Market (WTM 2016) was held at ExCeL London. World Tourism Cities Federation (WTCF) organized many city members to attend this exhibition, including Riga, Saint Petersburg, Beijing, Tanjung Pandan, and Plovdiv. During the exhibition, WTCF hosted the Chinese Tourism Market Development Forum and WTCF Members Europe Meeting. 19 WTCF member representatives attended the forum and the meeting, including London, Milan, Belfast, and Innova TaxFree. Other attendees include delegates from British tourist businesses and news media such as BBC, CCTV and Nouvelles d'Europe.

During the forum, Yan Han, Deputy Secretary-General of WTCF, announced results of the Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016). He analyzed Chinese outbound tourist market's features, current situation, demands, and developmental trend to attendees. He also proposed constructive and practical advice to city members on how to attract and serve Chinese outbound tourists. Doctor Jiang Yiyi, Director of Institute of International Tourism Development of China Tourism Academy, announced results of the Annual Report on Development of World Tourist Cities (2016). It is the third year WTCF released the annual report to the world and provides theoretical reference for the development of world tourism cities. As a member representative, Chief Marketing and Communications Officer at

London & Partners, Chris Gottlieb, introduced London's practice on how to receive Chinese tourists and Chinese tourist market developmental demands.

At the WTCF Regional Meeting for Europe, WTCF Secretariat introduced preparations for the 2017 World Tourism Cities Federation Los Angeles Fragrant Hills Tourism Summit, and sought attendee's advice on summit arrangement, topics and others. Most of the members said they would be delighted to attend the 2017 Summit and related activities, and submitted their suggestions for the summit to the Secretariat via email. During the meeting, WTCF Secretariat also sought advice on the Urban Tourism City Performance Research Project, a joint research project initiated by WTCF and UNWTO, as well as setting up membership dues. One of the representatives said that setting up membership dues is an international practice and would help WTCF improve its organization development to provide better services to members. It will also promote a more active involvement for city and institutional members to the development of WTCF. On the other side, membership dues should be listed in an annual city financial plan.

After the meeting, Deputy Secretary-General, Yan Han, met with Chiara Appendino, newly elected Mayor of Turin. They exchange opinions on WTCF development and WTCF providing services to members. At last, Mr. Yan invited Appendino to attend the 2017 World

Tourism Cities Federation Los Angeles Fragrant Hills Tourism Summit.

During WTM 2016, Deputy Secretary-General, Yan Han, said during an interview with the Chinese Department of BBC, "City is the final destination for tourists. They usually fly from one city to another. A city bears the whole tourist industry chains including aviation, car-renting, hotel, restaurant, scenic spot, shopping, entertainment and so on. As a public resource platform for city and institutional members, WTCF provides all-around multimedia promotion services for members via its official website, Weibo, WeChat, App, training, seminars, exhibition, promotion conferences, trade fairs and so on."



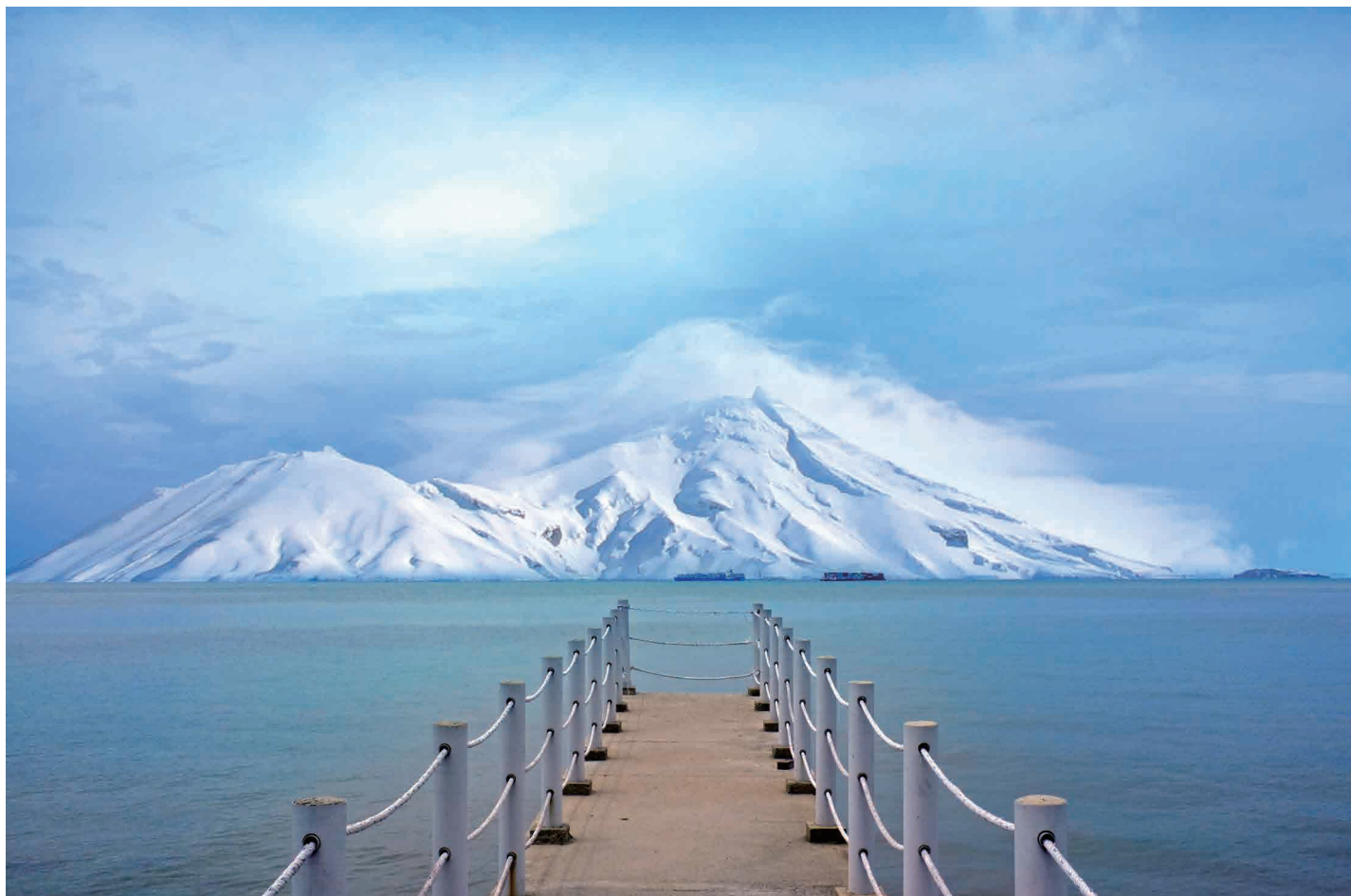
CCTV interviews Yan Han, Deputy Secretary-General of WTCF



Visitors at WTCF's booth

Deputy Secretary-General, Yan Han, introduced WTCF's advantages on organizing global top-class tourism enterprises to promote city member's tourism development to the CCTV reporter in London. He said cooperation on a city-base is more flexible and direct. Decision-making and implementation will also be more efficient. WTCF provides an integrated communication platform for cities and institutions.

During the three-day exhibition, the booth of WTCF and members received hundreds of tourist related visitors and provided highly efficient brand and tourism resource promotion for city members.



Holiday in No Man's Land

“ Remote beaches, desert island, unknown destinations - modern travelers are often yearning for holidays with not many people, relaxing environment and beautiful nature. Explore the some of the sites undiscovered by mass tourism and get ready for peaceful vacations. ”

Desert Islands for Relaxing Holidays

Looking forward to taking a break from your busy schedules? Does a desert island appeal to you as a holiday destination? Here are the best places to stay on the most spectacular islands around the world.

Ireland: Collanmore Lodge in Collanmore Island

Clew Bay offers an island for each of the 365 days in a year. Collanmore Island at its heart is renowned for its scenic settings and panoramic bay views. The best way to enjoy them is by staying in Collanmore Lodge. The lodge with its landscaped gardens offers a private bar, sauna and hot tub. It is great place for relaxation after a grueling day of exploring the island.

You can go on a cycling trip on the island, which is just a minute away from the mainland and 12 minutes away from the Westport town. Other things to do on the island include climbing the iconic pilgrimage mountain Croagh Patrick and walking to one of the favorite tourist attractions in Ireland, the Westport House and Country Estate.

Philippines: Apurawan Villa in Puerto Princesa Island

Staying at Apurawan Villa in the Puerto Princesa Island allows you to watch the South China Sea sitting on the beach with white sands. You can learn to make coconut oil and also to use it to prepare local fish dishes, plant tropical hardwood trees or fruits in the Villa's garden and fall asleep at night listening to the soothing sounds of waves and tropical forests.

If you happen to travel to Philippines, then the Subterranean River National Park is a must-see destination. It is the world's longest and most beautiful navigable underground river and it passes through a winding 8.2-kilometer-long cave before draining into the sea.

Thailand: Coconut Villa in Koh Mak Island

The luxury villa with its tropical gardens provides stunning views of the sea and the Marine National Park islands. The villa also offers a swimming pool, sunbathing areas and traditional Thai massage.

You can visit local temple, fishing villages, uninhabited villages, rubber plantations, a market and diving schools among 10,000 palm

trees in the island. Furthermore, you can go snorkeling or kayaking to nearby small islands.

Seychelles: Citronelle in Eden Island

Citronelle offers one of the most exclusive residential marinas in the world. You can sit on the apartment deck to enjoy the stunning views of the island. You can go on a boat trip or island-hopping to Cerf, La Digue and Praslin.

It is the best place for watching giant birds and tortoises in their natural habitat and dive among reefs, canyons and wrecks that teem with exotic marine life. Other things to do on the island include trekking on jungle trails, eating at great local restaurants and enjoying the island's gentle pace of life.

Fiji: Sekawa Beach Cottage in Savusavu Island

You can wake up listening to the sounds of tropical birds, wander along the private beach and collect shells, take to the water or just enjoy the characteristic Fijian villages, picturesque fishing boats and immaculate coral reefs.

Savusavu, a charmingly quaint South Pacific port that is surrounded by verdant hills, is tucked away into a wide bay. The other activities in



“ You can visit local temple, fishing villages, uninhabited villages, rubber plantations, a market and diving schools among 10,000 palm trees in the island. Furthermore, you can go snorkeling or kayaking to nearby small islands. ”



the island filled with hibiscus include visiting waterfalls, watching rugby and relaxing in a hammock.

Best Hidden Beaches Around Europe

Beaches are one of the most popular vacation spots for most people, where they can enjoy the warmth of the sun, the soft feel of sand under their feet and the relaxing waters of the sea.

Europe, being one of the top travel destinations in the world, boasts of several beaches that range from bay sheltered between cliffs to long stretches of open sandy beaches. However, most of these beaches are found near tall buildings and tend to receive a lot of tourists, which spoils their tranquility.

Fortunately, there are still a few hidden gems that are yet to be spoiled. Below is a look at some of the top beaches in Europe where you can enjoy a quiet and relaxing vacation.

Pori Beach on Koufonisia Island

Pori is located on Koufonisia, a Greek island that is part of the famous Cyclades group of islands. It is one of the least inhabited islands in Greece, with the upper part of the island having no settlement at all, and the lower part having just a small population that is settled in small whitewashed cottages in various fishing villages along the coastline.

While the island has several beaches that have remained unpolluted by the outside world, Pori Beach is by far the best beach on the island. Located just a few kilometers from the fishing village of Chora, Pori is a secluded beach that boasts of crystal clear blue waters and very soft sand. The hidden nature of the beach allows you to enjoy your vacation without being disturbed by the hassles of the modern world.

Playa de Rodas Beach in Spain

Playa de Rodas is a little piece of heaven that is hidden away from the eyes of the world. Located on Ces Island in Spain, it is one of the top secluded beaches in the world, and it is characterized by crystal clear blue waters and sparkling white sand, just like most of the beaches on the island.

With the island being part of the Galician Island National Park, Rodas beach offers a very natural feel; there are very few people, the surrounding area is undeveloped, and there are no cars or bikes on the beach. However, there are a few facilities on the beach, a campsite and restaurants, which ensures that you enjoy a quiet, relaxing, but a very comfortable vacation.

Notre Dame Beach in Porquerolles, France

Plage de Notre Dame is one of the finest beaches in Europe that is preferred by tourist due to its serenity. The beach is located in the



island of Porquerolles, which is owned mostly by the French state and thus protected from over-development. The Notre Dame beach is also located about 40 minutes away from the nearest village, and with the only means of transport being a bike, this puts it beyond the range of most people. In addition to having very few people, the beach features a crescent shaped bay filled with soft, white sand, and crystal clear, peacock blue and green waters. In addition, it is surrounded by eucalyptus and pine trees, which give off a very relaxing scent.

Unknown Australian Islands for Adventurous Souls

Island vacations are some of the most enticing packages available out there for tourists to enjoy. However, vacationing in a remote, less explored area is much different than holidaying at a five-star resort. Taking a trip to a remote island brings a lot of unexpected opportunities, particularly for those who are wild at heart and enjoy adventures while travelling the world.

Thankfully for those adventurous tourists, Australia has plenty of remote islands for them to visit and explore. There's a little bit of everything, from exotic nature-watching, to outdoor activities, to volunteering for the environment and even soul searching opportunities. Explore the less known Australian islands for a perfect vacation.

Bare Sand Island, Northern Territory

Bare Sand might not be an appealing name, and the fact is that the crocodiles and unexploded bombs left behind by the RAAF aren't very compelling arguments in favor of this location either.

However, it is paradise for those who enjoy nature, as you can watch flatback turtles wash ashore and nesting, as well as the hatchlings that seem to burst from the sand. The cruise that goes from Darwin to the Timor Sea provides an ideal opportunity for watching nature at its best here.

Dirk Hartog Island, Western Australia

This island got its name from a Dutchman who, 400 years ago, left his mark there in spite of not staying long. Nowadays there's a lot to do on the island, which you can cruise or fly into from Denham. Turtle

watching is once again one of the main attractions, but tourists can also visit a fossilized reef, enjoy the Shark Bay World Heritage area, have a look around Cape Inscription or even enjoy the company of dugongs while in the water.

Haggerstone Island, Queensland

There is also resort life in remote islands, and this Great Barrier Reef Island is proof of that. Haggerstone is so remote and exclusive that tourists such as celebrities need to charter a flight from Cairns or Weipa in order to reach it. The resort itself is tiny and simplistic, but it offers peace and fresh food that can be found nowhere else. Activities are aplenty, but more of the relaxing kind. They include skin diving, snorkeling, bird watching and beachcombing. It is one of the Australian islands where you can enjoy the wilderness at its best.

Woody Island, Western Australia

Woody Island, which got its name because of the abundance of trees to be found there, provides tourists with the unique opportunity of spending time inside a nature reserve. Tourists can reach the natural paradise by boat from Esperance, and they can spend the day or night at the Woody Island Ecostays' safari huts, which are the only accommodation available. Local activities include walking to the Twiggy's landing, which was named after a heroic dog, as well as the customary fishing, snorkeling and bird watching.

Montague Island, New South Wales

Located in the south coast of New South Wales, near Narooma, the Montague Island Nature Reserve is a paradise for winter creatures and their biggest fans. 6000 pairs of penguins inhabit the reserve, as do other incredible species like the Australian fur seals, shearwaters and silver gulls. On specific times of the year, dolphins, humpback whales and green turtles are also a permanent feature in the surrounding waters, which is only one more reason why Montague Island, one of the remotest Australian islands, is worth visiting. The real attractions are, however, to spend the night in the renovated lighthouse keeper's room or sign on for a weekend of volunteering for the preservation of wild life, which is sure to be unforgettable.



“Beaches are one of the most popular vacation spots for most people, where they can enjoy the warmth of the sun, the soft feel of sand under their feet and the relaxing waters of the sea.”

Houtman Abrolhos Islands, Western Australia

Rich in history from the 17th century, Abrolhos is an archipelago of 122 small, remote islands, 80 kilometers off the coast from the town of Geraldton. Aside from the fishermen who flock the islands and spend the long nights in shacks during the rock lobster season, the islands are nowadays deserted, for the most part. Possible activities include stopping by East Wallabi Island to have a swim in the Turtle Bay, taking a day trip to fly over the remains of a 17th century fort or embarking on a multiple day cruise to explore all 122 islands, even if from afar.

Peaceful Vacations in the Himalayas

The Himalayas are one of the natural wonders of the world and a must-see destination for many tourists. The problem with this popularity is that some of the more attractive, seemingly tranquil places in the area are now buzzing tourist hotspots that cannot provide the sense of calm and serenity that many travelers need on their vacations.

Thankfully, there is still a number of lesser-known areas and villages in India that can provide tourists with a place to stop, chill out and reflect on life without the hassle of too many visitors. The following destinations all share a more tranquil vibe and offer some overlooked gems to keen trekkers in the Himalayas.

Mayodia Arunachal

Many travelers trek to the Himalayas because of the vast expanses of snow-covered mountains and the humbling feeling that is generated by standing on their slopes and gazing out over the wilderness. The joy of Mayodia Arunachal, located near the Indo-China border, is that it provides these fantastic views and crisp snow, but not before you have also had the privilege of journeying to Mayodia from Roing through the green forests below. A week here is one of peace but also multiple activities – from bird-watching in the lush canopies to biking on the trails. This is no longer just a place for the adventurous traveler as all guests seeking some tranquility amongst the snow are welcome here.

Zaskar Valley

A trip to Ladakh is often seen as a very spiritual vacations as there are so many incredible Buddhist Monasteries in the region – such as Hemis, Rangdum and Thiksey – and plenty of places to sit, gaze over

the beautiful landscape and find yourself more at one with the world. While many travelers will stick with the lake shores of Pangong Tso and Tsomorin, it is worth taking the less-traveled route through Zaskar Valley. This area retains the beauty of the mountains and the refreshing air, but takes visitors through areas where few others have traveled, and ever fewer live. It is remote, tranquil and the ideal place to find some introspection on a long trek.

Malana Himachal

There are some areas of the Himalayas that are still something of a mystery to tourists because they have only been recently discovered. While the village of Malana Himachal in the Parvati Valley near Kullu, Malana is definitely appealing to anyone that want to seek peace in an authentic settlement, all travelers must remember to do so respectfully. You can travel there to take in the views and discover the local customs and goods, but remember that there are restrictions on touching their houses, temples and even their property. Be sure to stay at the guesthouses on the outskirts of the village and respect the boundaries in order to enjoy a more hospitable welcome.



Chopta Valley

Another interesting village where travelers can find some peace and an alternative way of life is Chopta Valley in the Rudraprayag district of Uttarakhand. Some will come here for the mountain views, as this site has the distinct benefit of looking over the Trishul, Nanda Devi, Neelkanth, Kedarnath and Chaukhamba peaks of the Himalayas range. The location of the village means that tourists really do need to trek to get there, but they are rewarded for their efforts with the stunning landscape, cultural highlights, rich vegetation and the choice in accommodation. The area is home to the Tungnath Temple and unlike Malana Himachal, there are a few budget hotels and private lodges available for perfect vacations.

Ramgarh and Mukteshwar

The final location on this list of must-see tranquil locations in the Himalayas is actually a joint entry. There are two hill stations in the region of Uttarakhand that tend to be overlooked by travelers – Ramgarh and Mukteshwar. Like most of the areas that are mentioned here, there are some fantastic views to enjoy for a moment of reflection and some important temples to add some spirituality to the journey. What makes the area really stand out, however, is that there is such a great opportunity to engage with the natural landscape. Both sites are a must for nature lovers with all the fruit and flowers of the orchards and trails and the amount. 🌿

(Source: tourism-review)

IATA Predicts Airline Distribution Revolution by 2021

“ IATA is forecasting a fundamental overhaul of airline distribution within five years, shifting to what it calls an ‘active distribution’ model. ”



In a major report for the global aviation industry organisation, written by Henry Harteveldt of Atmosphere Research, airline distribution is cited as the "commercial future of the airline industry itself" as carriers are urged to anticipate significant changes to passenger behaviour and technology.

The Report Says::

"Airlines want to be dramatically more effective in how they sell, so that travelers find the value they seek and airlines can be more successful businesses." "We believe that, by 2021, airline distribution will evolve from its current passive, rigid, and technology-centric state to a more flexible, dynamic, and passenger-centric environment which we call active distribution."

Drilling down into specific elements of this predicted switch from the status quo, the report says the next five years will see a range of long-standing processes taken in entirely new directions but all eventually leading towards a wholly different way for the airline-passenger relationship to work (and, in turn, how intermediaries will fit in).

IATA, of course, has skin in the game when it comes to airline distribution, given how aggressively it is pushing the New Distribution Capability standard for airlines. Yet very few in the industry are likely to disagree with many of the findings in the report – perhaps just the degree to which they are forecast to change.

Harteveldt has identified in the study a number of likely areas of significant movement affecting airline distribution over the course of the next five years.



“ The change may be stimulated by external macro factors that impact the industry, such as politics and trade, global and national economies, technology innovation and access, and airline industry conditions (e.g., airline start-ups and mergers, airport access, and fuel costs). ”

1. Traveller Types

An ageing consumer base and geographic spread of travellers into other emerging economies (second tier, beyond the BRICs) will ensure that airline distribution systems and third party channels will need to accommodate and cater for different types of "shopping experiences".

This change in consumer behaviour will be driven by mobile interaction, with it seen as the dominant consumer channel.

2. New Technologies

Airline distribution will need to have the ability to work with and alongside speech and voice recognition software, with artificial intelligence-based processes handling areas such as dynamic pricing and personalisation.

Virtual reality will also have to play a part in the allowing airlines to merchandise their products in a way that appeals to potential passengers.

3. Airline Direct

Carriers are expected to see around 45% of reservations coming through their own direct channels by 2021, up from 33% this year.

This will be at the expense of online travel agencies and offline agents, although travel management companies will see a small increase.

4. Existing distribution technology

Processes and protocols created over 50 years by the Global Distribution Systems are based on technology, rather than passenger needs. The IT environments of airlines will clash with "outmoded" technology from GDSs from upgrading to incorporating new product attributes.

5. Fare Filing

Airlines will no longer need to pre-file huge volumes of fares through third parties and rely on so-called "inventory buckets" to handle capacity and ticket sales.

6. Goodbye PSS, Hello Retailing

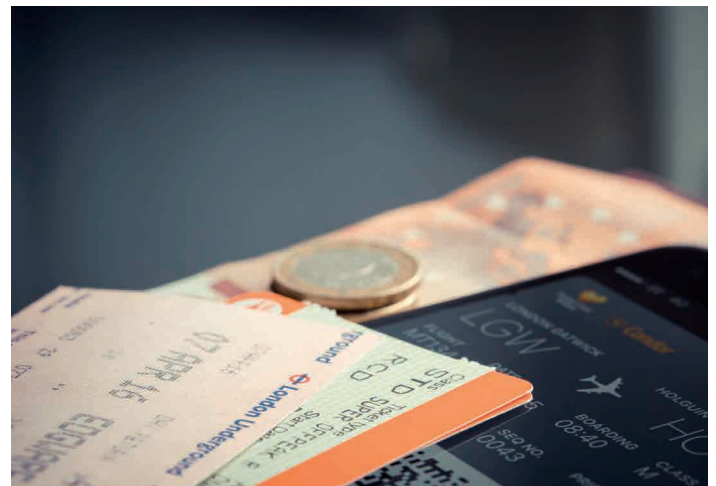
Modern internal selling systems will be replaced by modular technology, based on Full Retailing Platform services (dynamic and flexible sales). These will give airlines control over their distribution of fares and where they choose to sell through specific shopping channels.

7. The Mighty G

Google is considered to be the most significant disruptive element in the airline distribution foodchain. The search giant is well-placed to use its own assets and resources to play a larger role in airline distribution, including potentially becoming an online travel agency in its own right.

8. Splash the Cash

The rise of both local or regional payments systems (M-Pesa and Alipay) and new global operators (PayPal, Apple Pay, Google Pay), all inevitably with the mobile device at their heart, will ensure airlines and third parties have to upgrade their existing financial systems and protocols.



The Report Concludes:

"The next five years may see more change within airline distribution than the previous 50."

"The change may be stimulated by external macro factors that impact the industry, such as politics and trade, global and national economies, technology innovation and access, and airline industry conditions (e.g., airline start-ups and mergers, airport access, and fuel costs)."

"But much of airline distribution's evolution, and possible revolution, will stem from events much closer to this function. Airline distribution is no longer insular or isolated."

"Airline distribution has ceased to be solely about GDS connectivity. Distribution is, and will continue to be, about building and sustaining a highly efficient marketplace for each airline, so that each airline has the best possible "shelves" on which to sell its products." ➤

(Source: tnooz)



Melbourne to Attract More MICE Visitors

“ Our correspondent recently had the opportunity to interview Karen Bolinger, the Chief Executive Officer of Melbourne Convention Bureau, at AIME, Melbourne in Australia. One of the most dynamic dignitaries out there, Karen talks about the implemented strategies of the Bureau, growing trend of Social Media, importance of face-to-face meetings and much more.



Interview with Karen Bolinger, the Chief Executive Officer of Melbourne Convention Bureau

Q: It hasn't been long that you joined Melbourne Convention Bureau and within such a short span, you have renovated the bureau is so many ways – One of the most notable changes was its name, can you elaborate the reason behind it?

A: The world that we compete in and work in understands and recognizes convention bureaus. We don't do any leisure activities for visitors. We had the name (MCVB) for quite some time. We just wanted to make sure that the target audience we talk to understood and recognize that we are strictly convention business. Hence we changed the name from 'Melbourne Convention and Visitors Bureau' (MCVB) to 'Melbourne Convention Bureau' (MCB).

It was about bringing some clarity and consistency to the brand and then as this brand has been around for quite some time now and the 'Visitors' in the name did not have any significance, so we haven't

move away from it altogether, we just tightened it up and brought some life and reenergized it.

Q: What's the current status of Melbourne MICE market?

A: MCB is on track to have the strongest year on record for Incentives in 2015/16, with a 42% increase on business secured, when compared to last financial year. The most recent wins were:

- China Life Insurance 2016
- Taiwan Life Insurance 2016
- Perfect China 2017
- AIA Hong Kong Insurance 2018

These four incentive travel programs will inject an estimated \$50.3m into the Victorian economy and attract in excess of 9,500 delegates over the next two years. This financial year we have

delivered over 200 events which has contributed \$243 million to Victoria's economy and attracted 72,000 business delegates. The benefits from hosting business events has a positive flow on effect into many sectors of the economy.

Q: Melbourne IQ – one of the brilliant strategies from the bureau- Was it your brainchild? Can you elucidate the strategy?

A: Melbourne IQ is my brainchild. As the world gets much more competitive, as destinations start to build infrastructure and recognize the value of business events, we all are in the game at the end of the day and we should have great facilities such as convention centers and conference hotels and if one does not have that then one must not enter the game in the first place itself. So, most destinations have that but what Melbourne does is a bit different. We have got these wonderful intellectual capacities in the city and that's about the associations we talk to now need to be taking decisions not just based on the good hotels or great scenic beauty to attract business travellers from around the globe but it's really about what else we can do when we are in Melbourne. We have got world leading universities, world class research institutes, great headquarters, world's biggest corporate players, so why aren't we telling it to the world?

Q: Do you think face-to-face meetings still is of great importance in this world of videoconferencing?

A: I think that the need for face-to-face meetings nowadays is probably more important than ever. I do know that people communicate through different means and much more frequently but you will often find that communication is leading to 'let's catch up or let's meet'. And these kinds of events are the prime example which shows that people do want to come face-to-face and do meetings. So if you want to ink a contract or deal then to see the whole body language is I feel is very necessary and what better than a face-to-face meeting.

Q: How effectively does Melbourne Convention Bureau uses Social Media as a tool of communication?

A: We are absolutely playing with Social Media. LinkedIn, Facebook, Twitter etc- we are across all of them! Now the next level is how we continue to be actively engaged there and deliver back to our organizations. It certainly helps us to actively engage with our customers. It is a good thing that we have those tools there and we indeed are doing our best to use them effectively.

Q: Do you think, today Digital Media has somewhat put the Print Media in the shade?

A: I think both have their own places. There are people who like to flip through the pages of magazines and brochures and there are people who like to browse them online, I personally use both. But yes I would prefer to browse online as I feel I can quickly take a glimpse of all that is necessary and within a very short time. But of course,



both the media have their own places and no one would make the other obsolete.

Q: What are the key highlights this year for Melbourne Convention Bureau?

A: We recently announced that Melbourne will host the 17th World Congress on Menopause 2020 (WCM). This is the first time the biennial congress will be held in Melbourne and is the largest gathering worldwide for specialists in the field of research and management of Menopause. The four-day event will take place at Melbourne Convention and Exhibition Centre (MCEC) from 30 April - 3rd May 2020, and is expected to attract to the city of Melbourne over 2,000 health care professionals and researchers from sectors including women's health, psychology, ageing, aged care, epidemiology, menopause and oncology. Melbourne is Australia's knowledge, research and innovation capital, boasting 180 biotechnology companies, 10 major medical research institutes and 10 major teaching hospitals, making Melbourne one of the world's most successful destinations for Association health and medical conferences. MCB partnered with Club Melbourne Ambassadors Professor Susan Davis, President-elect International Menopause Society and Researcher Monash University and Professor Gabor Kovacs AM, International Medical Director Monash IVF, to collaboratively bid to bring the event to Melbourne.

In addition, this month, for the first time the 4th International One Health Congress and 6th Biennial Congress of the International Association for Ecology and Health will merge to deliver its first combined congress, One Health EcoHealth 2016 in Melbourne.

Taking place from 3-7 December 2016 at Melbourne Convention and Exhibition Centre (MCEC) the scientific meeting will bring together researchers, policy makers and practitioners who are working towards integrated approaches and effective responses to complex global health issues. Secured by Melbourne Convention Bureau (MCB) with support from the Director for Geelong Centre for Emerging Infectious Diseases and Club Melbourne Ambassador, Professor Martyn Jeggo, OneHealth EcoHealth 2016 is expected to attract over 850 delegates to the State, generating \$4.44 million in economic contribution. Melbourne is a city that truly embraces collaboration for the overall betterment of an industry sector as well as the city. ➤

(Source: tnooz)

Why You Should Love Jakarta

“How can you not be taken by a place where millions endure horrific traffic and pollution, where glitzy allure abounds yet most struggle with their daily needs and yet these same millions go about life with remarkable pluck and amazing good cheer?”

Jakarta embodies one of my favourite qualities of the rest of Indonesia: it has an amazing spirit. While it lacks the extraordinary beauty you find elsewhere in this remarkable country, it still has its people, millions of them. I always say the best cure for a bad flight is landing in Indonesia. How can you not be taken by a place where millions endure horrific traffic and pollution, where glitzy allure abounds yet most struggle with their daily needs and yet these same millions go about life with remarkable pluck and amazing good cheer?

City of Contrasts

From the steamy, richly scented streets of Chinatown and Glodok to Kota's vestiges of a colonial past, the old city is filled with unexpected corners. Newer areas like Merdeka Square are where Indonesia presents the face it wants the world to see: bold and confident. Further south the city's contrasts are on full display with luxurious mega-developments plopped next to some of Asia's most humble neighbourhoods. Across the city it's possible to rub shoulders with Indonesia's future leaders, artists, thinkers, movers and shakers in a bohemian cafe or a sleek lounge bar and then go clubbing till dawn and beyond, the sober desires of current lawmakers notwithstanding.

Constant Transformation

An organism unto itself, Jakarta is a town in the midst of a very public metamorphosis and, despite the maddening traffic, life here is lived at an all-out pace, driven by an industriousness and optimism that's palpable. Dysfunction be damned. It's developing at a pace that

throws up challenges. Translation: it's no oil painting, yet beneath the unappealing facade of new build high-rises, relentless concrete and gridlocked streets, fringed with rickety slums and shrouded in a persistent blanket of smog, Jakarta has many faces and plenty of surprises. Its citizens – even the poorest among them – are remarkably good-natured and positive, and compared to many of the world's capitals, crime levels are low.

Diversity

In Jakarta, you can find all of Indonesia. It's not just that people pour in from all corners looking for a better life (as they've done for centuries), it's that they bring along their own cultures, beliefs and desires from the nation's 17,000 islands. The result is a wonderful melange. Walk down an alley with food stalls and you'll find a huge diversity of flavours. Who knew chicken could be cooked in so many ways? Produce and goods pour in from all over and can be found being sold from simple shops and street corners around the clock.

Temptation & Allure

Jakarta is where Indonesia puts on its best face. It has the country's top museums, the greatest diversity of restaurants and public spaces in countless shopping malls that rival anything in Singapore or Bangkok.

You can stroll the grand boulevard of Jl Thamrin when its closed to vehicles on Sunday mornings and marvel at all that's been built. And even if religious pressure has dimmed Jakarta's reputation as a place to



“How can you not be taken by a place where millions endure horrific traffic and pollution, where glitzy allure abounds yet most struggle with their daily needs and yet these same millions go about life with remarkable pluck and amazing good cheer?”

party beyond bounds, it is still a city where people enjoy long nights in lounges and clubs or linger with gatherings of friends.

Attractions

The National Monument (Monas)

The National Monuments one of the many monuments built during the Sukarno era of fierce nationalism. The 137-metre tall marble obelisk is topped with a flame coated with 35 kgs. of gold, and represents the people's determination to achieve the freedom. It towers over Merdeka (Freedom) Square, and serves as Jakarta's most prominent landmark. The monument is open to the public and houses a historical museum and meditation hall. An elevator carries visitors to the top, offering a bird's eye view across the city to the sea.

Indonesian National Museum

Located on the west side of Merdeka square, the National Museum in Indonesia, if not South-east Asia. Established in 1778 by U.M.C.

Rademacher under the auspices of the Batavia Association of Arts and Sciences, it offers historical, prehistorical, archaeological and ethnographic aspects of Indonesia through its extensive collection of artifacts and relics which date as far back as to the Stone Age. It has one of the most complete collections of bronzes and ceramics dating back to the Han, Tang and Ming Dynasties. The Museum has one of the finest numismatic collections in the world. The religious art section is filled statuary and sculpture salvaged from sites of Hindu, Buddhist and Islamic edifices. Its collection of Cultural instruments, household utensils, arts and crafts provide an introduction to the life of the various ethnic groups which populate Indonesia. This museum is popularly known as Gedung Gajah or "Elephant Building" because of the stone elephant offered by King Chulalongkorn of Thailand in 1871, placed on the front lawn of the building.

Taman Ria Remaja Senayan

Located at Jalan Pintu VIII Senayan, this Park has a beautiful lake for boating, canoeing and paths for cycling. Other facilities for children include bumper cars, a miniature train and a merry-go-round. Evening entertainment features live music and popular local comedians. Open daily from 16.00 - 22.00 hrs, Saturday to midnight, Sundays and holidays from 08.00 – 22.00 hrs.

Satria Mandala Museum

The Museum of the Armed Forces displays exhibits on the development of the Indonesian Armed Forces, its role in the struggle for the nation's independence, and other military relics. Open daily except Mondays.

Perintis Kemerdekaan Building and the Soerkarno-Hatta Monument

Both are located at Jalan Proklamasi 56, on the site of the former residence of the late President Soerkarno where the nation's Independence was proclaimed. By the Perintis Kemerdekaan Building stands the Soerkarno-Hattan Monument, in commemoration of the nation's first president and Vice President, who together proclaimed Independence on behalf of the Indonesian People. Open daily from 8.00 a.m.

Jalan Surabaya

This street is located in one of the city's 'upscale' residential areas and is well-known for its flea market. Stalls offer a wide range of goods, some of them antiquities, including ornate lamps, porcelain, brassware, handicrafts. Bargaining is necessary, as is the skill to distinguish true antiques from the 'instant antiques'.

Sunda Kelapa

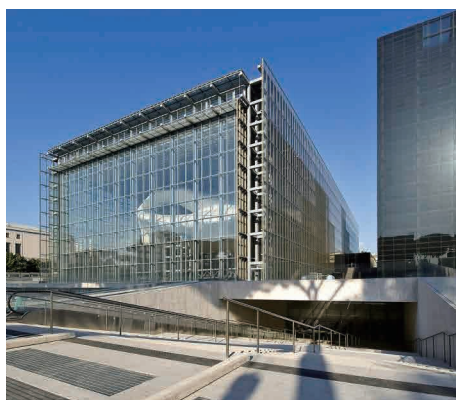
Sunda Kelapa, also known as Pasar Ikan (Fish Market), is located in the far north of the city at the mouth of the Ciliwung river. This is where the Portuguese traded with the Hindu Kingdom of Pajajaran in the early 16th century. The fish catch of the day was auctioned in the early morning at the old fish market. The street leading to it was lined with shops selling all sort of shells, dehydrated turtles, lobsters and everything else the seafarer might need.

Dutch domination of Jakarta and the rest of Indonesia began from this area, and the remnants of Kasteel Batavia, an old fort and trading post of the Dutch East Indies Company, can still be seen. Sunda Kelapa is at present fisherman's wharf and in inter-island port. Tall masted Bugis schooners from South Sulawesi anchoring there offer one of the finest sights Jakarta has to offer. They belong to one of the last fleets of sail boats in the world and still ply the seas between the islands, as they did centuries ago, carrying merchandise. ➤

(Source: lonely planet & jakartatravel.com)

Rome Has a New Convention Centre: "La Nuvola"

Recently, 2016 more than 1600 participants including 750 buyers and 100 ambassadors from 70 countries attended the official opening of the New Convention Centre of Rome, "La Nuvola" (the cloud). Italian premier Matteo Renzi opened the ceremony that was broadcasted by RAI 1. "La Nuvola" includes a 9,000 square



metre plenary hall which holds 6,000 people, a 7,000 square metre forum and an auditorium that can seat 1,800 people. This incredibly futuristic project was designed by the Italian architect Massimiliano Fuksas. It has already secured two major bookings, the International Lawyers Congress in 2018 with 6,000 participants and the International Congress of Surgery of the Shoulder and Elbow in 2022 with 3,000 participants.

Airbnb Starts Selling Excursions Under New Trips Platform

Airbnb will start selling single-day and multi-day excursions, as the peer-to-peer accommodations-listing service looks to broaden its business. The closely held company, which made the announcement at its annual Airbnb Open conference in Los Angeles on Thursday, will sell the excursions under a new platform called Trips, which will include categories called Experiences, Homes and Places. The Experience category will have single-day and multi-day excursions, with half of the excursions costing less than \$200, Airbnb CEO Brian Chesky said in his keynote presentation.



Airbnb is listing about 500 Experiences in 12 cities -- Detroit, London, Paris, Nairobi, Havana, San Francisco, Cape Town, Florence, Miami, Seoul, Tokyo and Los Angeles -- and will be available in 50 cities by next year. The company is collaborating with local experts to lead such excursions, ranging from a food anthropologist giving interactive tours of an East Los Angeles marketplace to a jazz pianist leading a music-based Havana excursion.

Room Rentals: Vienna to Make Reporting Compulsory for Web Platforms

Fair play in the tourism industry: Vienna has issued an amendment making reporting compulsory for anybody renting out accommodations to visitors no matter whether commercially or privately. With immediate effect, landlords will be obliged to provide all data necessary to establish any tax liability. Compulsory reporting will also apply to room rental platforms on the internet. The provincial government of Vienna regulates conditions for the tourist industry -- including a local accommodation tax -- by the Vienna Tourism Promotion Act. This tax amounts



to 3.2% of the net cost of accommodation, is paid by the guest, and applies to both commercial and private accommodations. The amendment passed on September 30 now stipulates that landlords must provide the city with the addresses of all accommodations used by tourists within two weeks so that the latter can ensure that the tax is paid correctly. Room rental platforms will also be obliged to provide data identifying providers as well as the addresses of their rented accommodations. The penalty for landlords failing to meet their tax liabilities has been increased to 2,100 euros. At the same time, Vienna has also launched a wide-ranging information campaign. "Vienna's credo when it comes to sharing economy is: fair play rather than prevention. Thanks to this legal clarification, Vienna has now created the basis for transparent competition as well as legal certainty for accommodation providers previously operating in a grey area. Vienna is committed to the diversification of its tourism offerings, but the same rules must also apply to all market players:

the same rules, and the same taxes for all those benefiting from the tourism advertising financed by the local accommodation tax," Vienna's Director of Tourism Norbert Kettner welcomes the amendment.

Hamburg Is the Leader of German City Marketing

Efficient city marketing is crucial in building positive image, even in the face of political or economic crisis. Hamburg is one of the German cities that has consistently managed to maintain positive reputation thanks to prudent city marketers. While Dresden had to cope with negative headlines, especially in the form of xenophobic campaigns, leading to a decrease of 133,265 overnight stays in 2015, according to the comparison portal Billiger.de, Hamburg faced political scandals such as the explosion of the Elbphilharmonie. However, thanks to efficient city marketing, the impact of the event was minimized and the tourism numbers have been growing for years. In 2015, the city on the Elbe River recorded an increase of 631,141 overnight stays, thus taking second



place in the growth after the capital, Berlin. The fact that Hamburg has a leading position in German cities rankings for many years now is mainly due to Hamburg Marketing GmbH (HMG).

Since 2004 the HMG has defined the brand building blocks. In two extensive market researches, in 2004 and 2009, an analysis was made of the positive perceptions people associate with Hamburg. The pattern of the Hamburg brand has emerged from the results.

In addition, a joint visual "communication pattern of the Hamburg brand", has been designed to create an optical recognition across all communication channels. Then, the city marketing moved to the next stage. In 2014, the HMG surveyed the people of the metropolitan area of Hamburg and expanded the promotion around this area.

Hamburg Marketing is particularly active with respect to social media and blogs. Since 2014, blogger relations have been central to HMG Holding's "Media Relations" department.