



Destinations Report

TOP 2017 destinations

TOP 3

USA DESTINATIONS

1. LAS VEGAS
2. DALLAS
3. NEW ORLEANS

TOP 3

EMEA DESTINATIONS

1. FRANCE
2. SPAIN
3. MONACO - SOUTH OF FRANCE

TOP 3

ASIA DESTINATIONS

1. INDONESIA
2. THAILAND
3. INDOCHINA

*TOP 3 according to the Destination Index

The index is based on over 5,000 international enquiries received worldwide, actual meeting and event results and highly valuable feedback from attending delegates from around the globe.

TOP 2018 destinations



TOP 3

USA DESTINATIONS

1. DALLAS
2. COLORADO
3. LAS VEGAS

TOP 3

EMEA DESTINATIONS

1. SPAIN
2. UK
3. FRANCE

TOP 3

ASIA DESTINATIONS

1. CHINA
2. INDONESIA
3. HONG KONG

*TOP 3 Most demanded destinations in 2018.



TOP DESTINATIONS EMEA



pacific world
opening up perspectives

TOP DESTINATIONS SPAIN



What we see

Verónica Vivaldi - Business Development Manager at Pacific World Spain

Strong Historic Heritage

Cities, towns and villages with a strong historic heritage, their own roots and traditions. The local experiences this kind of destination can deliver are especially attractive for younger visitors looking for new ways to engage with the country and its culture.

Lifestyle destinations

Second tier, or new MICE destinations like Marbella/Puerto Banus, Ibiza, etc. now offer big, well-known international events and are also becoming the favorite destinations of VIPs and celebrities. These new destinations have helped position Spain as a top country for meetings, incentives and events.

The perfect match

In Spain, incentives can combine two cities or create a city and beach experience to offer a complete taste of Spain's rich culture, varied cuisine and beautiful Mediterranean lifestyle.



Trendy and New

Experiential venues

The unique Opera Samfaina restaurant in Barcelona is a new exclusive and experiential venue where guests can connect with the culture, the gastronomy and their people in a different way.



Predictions



Barcelona will continue attracting more requests followed by Madrid. Demands for Seville will grow as well as interest for Bilbao, the beating heart of the Basque Country. Likewise, the Canary Islands will continue to grow as a destination.



TOP DESTINATIONS EMEA



pacific world
opening up perspectives

What we see

Charlotte Weston - Country Manager at Pacific World UK

London: More for less.

London is always popular destination and, with a weaker pound, now it is a great time for event planners to take advantage of more bang for their buck!

Effective Marketing campaigns

London is brimming with activities, venues and themes – the opportunities are literally endless! New hotel openings followed by aggressive and effective marketing campaigns help to generate interest for the destination.

Old and new, always London...

Possibility to reinvent London for event programs time after time, contrasting historic venues with industrial venues and finding different, authentic experiences to suit every audience.

TOP
DESTINATIONS

UK

Predictions



Scotland off the beaten track

Scotland is proving to be very popular currently with its different cultural offerings and interesting options to explore beyond the cities. Whiskey trails, gin trails, and exclusive visits of castles and the Highlands attract meetings, incentives and event planners. Summer events such as the Edinburgh Festival and the Military Tattoo are standout cultural attractions in a very vibrant and historic city.

Experiences where discovering the culture while interacting with individuals such as bag piper makers, gin and whiskey distillers, etc are on the rise. Their powerful stories are as important as the unique Scottish culture.

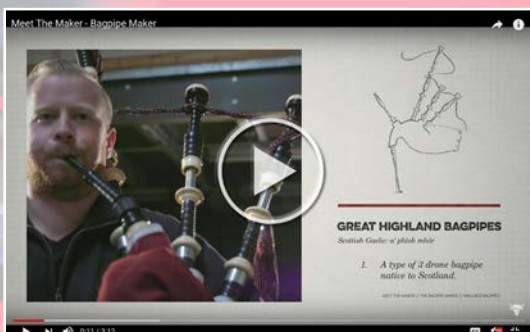
Trending



TV and movie power!

Planners are looking for bespoke offerings in and around London. As a location backdrop for favorite TV shows and movies, themed experiences are always appealing. Downton Abbey, Harry Potter and the recently released Murder on the Orient Express and The Crown are all things we can weave into a creative program.

The Royal themes are also trending due to the Prince Harry wedding announcement this year. The ceremony will be held in May 2018.





TOP DESTINATIONS EMEA



pacific world
opening up perspectives

What we see

Laure Le Pendeven - Senior Account Manager at Pacific World France

Capital of major events

Paris has been headlining as the selected host city for prestigious sporting events: 2018 Ryder Cup, 2024 Olympics and 2023 Rugby World Cup. The ERS Congress and the 120th Motor Show have also driven heavy demand for 2018.

Effective Sales and Marketing campaigns

Atout France launched its new website promoting France's diverse regions.

Paris: Green and sustainable

The city has benefited from a green and sustainable image since hosting the 2015 Climate Change agreement and makes continuous efforts, such as transforming the Seine River banks into pedestrian promenades.



Trendy and New

New or refurbished venues generating interest!

VIPARIS meeting cluster in Paris has fully renovated one of their 10 venues, the Paris Expo Porte de Versailles, making it now the largest convention centre in all of Europe, with the capacity to hold up to 35,000 delegates. The Yves Saint Laurent Museum completed a major overhaul and now hosts private events.

The recently opened Louis Vuitton Foundation and the ultra-trendy Hoxton Hotel are very popular.

The Opera Garnier and emblematic palaces like the Crillon, Lutetia and Fouquet's Barriere have all been recently refurbished.

Recently opened by the Rolling Stones, the new 40,000-seat U Arena in La Defense is one of the largest stadiums in Europe.

Predictions



The Bordeaux region on the western Atlantic Coast will grow in popularity thanks to La Cité du Vin, a new, high tech wine museum that totally changes up the traditional wine-tasting.

Moreover, a new high-speed rail service offers a 2-hour ride from Paris to Bordeaux – opening up accessibility to this area.





TOP DESTINATIONS ASIA



pacific world
opening up perspectives



What we see

Violet Wang - Destination Manager Shanghai at Pacific World China

Rapid growth in hotel building helps build 2nd-tier destinations

With the growth of Chinese middle class consumers and re-location of manufacturing, many more mid-scale and budget hotels are opening up in the 2nd and 3rd tier cities. 66 top luxury hotels opened in 2017 and 2018 which have helped to drive up the destination experience and provide ample additional event spaces.

China means heritage

With 52 UNESCO World Heritage sites in mainland China, China is the number 2 country in the world. Beijing, Shanghai and Hong Kong are the major gateways for overseas guests entering China, and dozens of World Heritage sites are within driving distance of Shanghai and Beijing, which makes it easy to fold into a program before or after an event or conference.

Endless new destinations and immersive experiences!

The continuous development of China's industry and manufacturing has also attracted meetings, events and incentives. Chengdu, a major manufacturing hub, is also the home of the Giant Panda, the largest Buddhist statue in the world and spicy Sichuan cuisine – each offering the opportunity for memorable experiences and events. Off-the-beaten-track destinations such as Yunnan or Wuhan are home to major car manufacturers. Wuhan, for instance, also features a stunning Chinese acrobats show created by the Cirque de Soleil team that highlights Chinese culture, story and acrobat art.

Predictions



While Shanghai and Beijing will remain top of the list, new destinations will grow in the upcoming years. For instance, Yunnan is, in itself, like a mini country with 25 different Chinese nationalities living in the province. It's also a safe and accessible way to experience the Tibetan culture. Connections within the country are easier with two more new airports and numerous luxury-branded hotels for international and domestic travelers.



Trendy and New

A world of luxury incentives

China offers a wide range of luxury hotels for incentives, and many local or Asian brands are opening resorts or refurbishing traditional buildings near famous cultural and outdoor attractions.

New locations and destinations are also offering "off-the-beaten-path" activities and experiences, options that are more local and experiential. Unique culture and traditions that can now be experienced from a different perspective by interacting with locals. This range of activities is attracting generations looking for fully immersive and engaging experiences.



TOP DESTINATIONS ASIA



pacific world
opening up perspectives

What we see

Johanna Kremer - Business Development Manager at Pacific World Indonesia

Peacefulness. Indonesia, especially Bali, is a peaceful country enjoying a wonderful year when compared to so many other destinations in crisis.

Flight connections to Indonesia are increasing, leading to more competitive prices.

Lombok Airport in Bali has increased international service, offering flight connections throughout Asia and beyond. Likewise, new hotels are being built, increasing competition for rates.

TOP
DESTINATIONS

INDONESIA



Trendy and New

Bali: New hotels off the beaten track!

New hotels being built in unique locations are attracting event and incentives planners from the typical destinations. Younger generations and return incentive groups are attracted to the more dynamic and "hipster" areas, such as Uluwatu and Canggu.

Indonesia: Where you can really make a difference

CSR programmes are very popular because of the economic need in Indonesia. Our team is regularly designing meaningful engagement programs that contribute to a better life for villagers and children.

Welcoming the new Garuda Wisnu Kencana Cultural Park

Home to the largest statue in Indonesia, the Park will be completed in 2018 and feature an outstanding event venue for up to 7000 people.

Cultural immersive events where guests experience the traditions and engage with communities in a different way are becoming increasingly popular.



Predictions



Bali will continue being a top destination with Lombok, located only a 20-minute hop from Bali. Lombok island is considered the "new Bali" and, thanks to increased connections, infrastructure and attractive cultural and natural heritage, will continue to attract more and more corporate incentives each year. Split programs, combining new areas of Bali and Lombok are being requested on a regular basis. In the coming years, we will also see a rise in interest in the remote islands of Komodo and Flores, currently attracting leisure programs with their unique flora and fauna (such as the Komodo Dragon). A new resort will also open there in July 2018. Beyond Bali, Yogyakarta in the South of Java, will continue generating interest because of great hotels, wonderful sights and a solid infrastructure.



TOP DESTINATIONS ASIA



pacific world
opening up perspectives

What we see

Dwirt J Ang – Business Development Manager at Pacific World Hong Kong

Declared World's Biggest Megacity, the Pearl River Delta Region (PRD).

In 2008, China announced plans to mesh 9 cities, including Guangzhou, Shenzhen, Macau and Hong Kong into a single megacity. World Bank declares it as the World's Biggest Megacity.

Developments like the Hong Kong-Zhuhai-Macau Bridge (HKZMB) and Guangzhou-Shenzhen-Hong Kong Express Rail Link will serve to connect the cities. Creating an eco-system of intercity, multi session meetings in different locales - simplifying and shortening travel times. This and with existing impressive meeting venues in the 5 principle cities will definitely interest meeting professionals around the globe.

TOP
DESTINATIONS
HONG KONG



Trendy and New

Hong Kong continually stays at the top of her game.

A city in which qualities are best expressed in Hong Kong Tourism Board's campaign: 'Best of all, it's in Hong Kong': Whatever you are looking for, Hong Kong wholeheartedly offers you its very best.

Exclusive venues like Kerry Hotel, The Murray, Hong Kong and Aqua Luna II are the new go-to of Meeting Professionals.

Attractions like Disneyland and Ocean Park rejuvenated themselves with new attractions and hotels like, Water Park, Ocean Park Marriott Hotel, The Iron Man Experience, Star Wars™: Tomorrowland Takeover and Disney Explorers Lodge.

Predictions



Possibilities are limitless.

Reports say that the delta accounts for less than 1% of China's territory and 5% of its population, but it generates more than a tenth of its GDP (Gross Domestic Product) and a quarter of its exports. The Pearl River Delta region sets Hong Kong firmly as part of its grand plan and possibilities for meetings and events are near limitless here in this exciting new region.



TOP DESTINATIONS USA

ACCESS
Shared Experiences. Inspired People.™

TOP DESTINATIONS DALLAS



Trendy and New

Patty Phelps, Vice President of Sales at ACCESS Texas

- New Accommodations - Between the Hilton Stadler, and the arrival of Marriott's first AC Hotel catering to millennials, Dallas has added an additional 600 rooms to the downtown area.
- Beautification of the country's largest art district continues - This, combined with a burgeoning culinary scene anchored by Stephan Pyle's 5-Star Flora Street Café promises an unparalleled cultural experience for any palate.
- Deep Ellum revival – After a decade long decline, this party and clubbing spot east of downtown is returning to former glory with the opening of the Bomb Factory, Canton Hall and the reopening of Trees.
- Toyota comes to Plano, TX – along with nearly two dozen tech companies and the infrastructure to support them. This influx of business firmly cements Dallas and its suburbs as some of the fastest growing cities in the US.
- Sporting events – With legendary franchises like The Dallas Cowboys (NFL), The Mavericks (NBA), Stars (NHL) and the Texas Rangers (Baseball), there's always something happening for sports fans everywhere.



Trendy and New

Jennifer Miller, DMCP – Partner at ACCESS Las Vegas

- Las Vegas is home to two professional sports franchises. The NHL (National Hockey League) Golden Knights began to play this past year, and have been a huge draw to the city. Fans of other teams look forward to traveling to the Entertainment Capital of the World to see their team play the Knights. They're playing in the new T-Mobile Arena, which is a great new venue for corporate events, sporting events, and concerts.
- Likewise, the NFL (National Football League) Raiders announced Las Vegas as their new home. A state-of-the-art, brand-new stadium is under development.
- MMA (Mixed Martial Arts) and Boxing competitions bring numerous fans to Vegas to see many high-profile fights. Most recently, the "Money Fight" pitting boxing champion Floyd Mayweather Jr. against UFC Champ Connor McGregor, was televised internationally, putting Vegas on the map for many new potential travelers. This was also held at the new T-Mobile Arena.
- New Venue Highlight – The Park at T-Mobile Arena: The Park Las Vegas is a new outdoor dining and entertainment district on the Las Vegas Strip nestled between the T-Mobile Arena, Monte Carlo and New York-New York Resorts. The breathtaking 40-ft tall sculpture, Bliss Dance, is on public display as The Park's centerpiece.
- Celebrity Chefs Giada De Laurentiis, Gordon Ramsey and Robert Irvine have chosen Las Vegas as the perfect place to debut their newest signature restaurants.
- Set to break ground in 2018 is "Paradise Park". A \$1.5 billion project that will include a lagoon for water sports, surrounded by white-sand beaches, a convention facility and new hotel rooms.

TOP DESTINATIONS LAS VEGAS



TOP DESTINATIONS USA

ACCESS
Shared Experiences. Inspired People.™



Trendy and New

Danielle Phippen – Partner at ACCESS Colorado

- Milk Market at The Dairy Block: a co-op style space opening in the spring that will feature pizza, tacos, and bao buns all in one place. Just a hop, skip and jump away from Coors Field, this is an excellent place to go before or after a game, or just for an authentic “LoDo” (Lower Downtown) experience.
- Family Jones Distillery is a new, modern Distillery in Denver.
- Axe Throwing is one of the most unique and popular activities among groups in Colorado. Guests can actually throw axes at targets to test their skills. Totally different, and quite the crowd pleaser!
- VIP “Boutique” Tours: mountain destinations are often incentive destinations, and the cities have adapted their offerings to include “boutique” tours like a sunset canoe or snowmobile excursion followed by a private dinner in authentic yurts or teepees.
- Alpine Coasters: Nearly every mountain resort property is getting on board with these thrilling rides that zip down the mountain. The coasters are an awesome option for groups that want a mountain experience open nearly all year and different from hiking / biking / skiing.

TOP
DESTINATIONS
COLORADO



Trendy and New

Interest in New Orleans, a TOP 3 destination in 2017, will continue to grow in 2018

Jill DiMarco, DMCP, CMP – Partner at ACCESS New Orleans

- 2018 marks the 300th anniversary of the founding of New Orleans, which will bring year-long activities and celebrations.
- New direct flights are now available from Heathrow and Frankfurt.
- There are over 130 festivals in New Orleans alone. This equates to one festival taking place every three days. The biggest of these are The French Quarter Festival and New Orleans Jazz and Heritage Festival.
- Many new hotels are opening all over New Orleans.
- There are five full-time cruise lines now calling New Orleans Port their home: American Cruise Lines, Viking, Carnival, Norwegian, and American Queen Steamboat .
- There will be two new dining and entertainment riverboats christened in 2018 plowing the Mississippi.

TOP
DESTINATIONS
**NEW
ORLEANS**