

# MICE

CENTRAL & EASTERN EUROPE

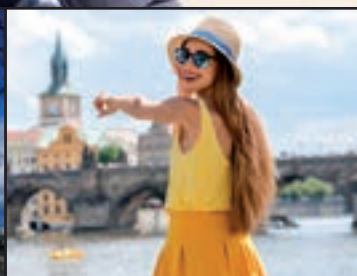
MEETINGS | INCENTIVES | CONFERENCES | CONGRESSES | EXPOSITIONS | EVENTS



**BUDAPEST :**  
**Beauty, Peace, and the**  
**Harmony of historic venues**  
**in a never-ending story**

**Trending:**  
**Incentives**  
**in Slovakia**

**GO CZECH**  
**REPUBLIC**



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## DONALD TRUMP

(born June 14, 1946)

He is the 45th and current President of the United States, in office since January 20, 2017. He was born in New York City, and he is a third-generation family of businessmen. He served as chairman and president of The Trump Organization from 1971 until January 2017. We love him because he seems to have a unique attraction for Slavic woman. Aged 30, he married his first wife, Czech model Ivana Zelníčková. They divorced in 1993. In 2005, Trump married Slovene model Melania Knauss in Florida. Melania became First Lady of the United States upon Trump's inauguration as the 45<sup>th</sup> President.

## MELANIA KNAUSS

(born 1970)

This beautiful Slavic lady was born in the city of Novo Mesto in Slovenia, then known as the Socialist Republic of Slovenia within Yugoslavia. This small city is located in the southeast of the country. Melania grew up in Sevnica, in the Lower Sava Valley in central Slovenia. It is a picturesque city that lies beneath Sevnica Castle, which is perched on top of Castle Hill.



# Central & EASTERN EUROPEAN CONNECTIONS

# FAMOUS & Powerful PEOPLE

## IVANA ZELNIČKOVÁ

(born 1949)

She is a Czech-American businesswoman and a former fashion model. She was born in the Moravian town of Zlín (formerly known as Gottwaldov) in then-Czechoslovakia. Zlín is a city in southeastern Moravia in the Czech Republic. The city is well known for being the home - since 1894 - of famous shoe-maker Bata.



## NIKOLA TESLA

(1856-1943)



"The Man Who Invented The Twentieth Century" was born an ethnic Serb in the village of Smiljan (now part of Gospić), which is now in Croatia. He is widely regarded and respected as one of the greatest electrical engineers to have worked in the USA. He pioneered modern electrical engineering, and many of his discoveries were of groundbreaking importance. For example, he demonstrated wireless energy transfer as a means to power electronic devices as early as 1883. He also developed the induction motor, various devices that use rotating magnetic fields, the alternating current (AC) long-distance transmission system, and electrostatic fields.

## MANOLO BLAHNIK

(born 1942)



He is a Spanish fashion designer and founder of the eponymous high-end shoe brand that became famous thanks to the cult American series *Sex and the City*. Blahnik was born and raised on a banana plantation in Santa Cruz de la Palma, in the Canary Islands (Spain) by his Spanish mother and Czech father. His father's family owned a pharmaceutical firm in Prague. Blahnik's shoes are creations of exquisite artistry and luxury which appeal to a global group of adoring and loyal devotees.

# MICE



## DEAR READERS,

**W**e are in September, and it is my pleasure to introduce the latest edition of MICE CEE. Inside you will find our traditional focus on Czech cities and regions that are continuously improving their MICE infrastructures and offers. The magical city of Karlovy Vary can inspire you - just as it did Korean TV producers, the Ústí Region with its green hills and luxury hotels offers special MICE activities such as “coal safaris,” and in Ostrava, there is the unique industrial complex of Vítkovice where your conference can transform into an unforgettable event.

Many CEE regions are peaceful, safe, and well equipped for MICE events. You will find inspiration and relaxation in the Alps and Salzburg will give you a taste of a typical central European city with musical traditions.

Nevertheless, in the changing world, we face today, travelling and discovering new cultures can easily be viewed as invasion and occupation. It depends on your behaviour. The main issue is: where exactly does the border of respect towards a different culture lie? To have the best trip possible, you should respect the local culture, the way of life, and fit in with it.

Let MICE CEE be your inspiration and guide.

Sincerely,

**Zuzana Adamson, PhD.**

Publisher

[zuzana.adamson@mice-cee.com](mailto:zuzana.adamson@mice-cee.com)

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# Marriott's Luxury Collection brand to launch in Budapest at Matild Palace



Ozyer Group has signed an agreement with Marriott International to launch the acclaimed Luxury Collection brand in Hungary with Matild Palace, a Luxury Collection Hotel.

The Matild Palace will provide the perfect setting for international travellers seeking authentic experiences and exceptional service in an intimate setting.

Slated to open in early 2019 as the first Luxury Collection property in Hungary, the landmark hotel will occupy Matild Palace, a palatial neo-Baroque building originally built between 1899 and 1902, located on the gateway to the Elisabeth Bridge. The new hotel will feature 130 elegantly appointed rooms and suites and more ■

## South Korean producers make a drama series in Karlovy Vary

Visitors from South Korea view the Czech Republic as a romantic country and a popular wedding destination. This perception comes about in part thanks to the romantic drama series *Lovers in Prague* that South Korean producers filmed in Prague in 2005.



In September 2017, South Korean TV channel KBS started producing the *Are You Human Too?* series, in which several celebrities, including Seo Kang-Joon, performed. However, this time, the filming location moved to Karlovy Vary, the well-known spa city located

in western Bohemia. Green hills and forests surround this romantic and healthy destination. KBS will broadcast the series in 2018.

KBS TV is the most popular broadcaster in South Korea with its KBS1 and KBS2 channels. Last year, 7,856 tourists from South Korea stayed in public accommodation in the western Bohemia region. According to the Czech Statistical Office, in the first six months of 2017, that figure has increased by 20 percent, in comparison with the same period in 2016 ■

## PRAGUE: NEW LONG-HAUL FLIGHTS NUMBER OF TRAVELLERS INCREASES



American Airlines has announced the opening of a new connection between Prague and Philadelphia, USA, that will start in May 2018. There will be daily flights during the summer season, with the possibility to connect with Northern America and the Caribbean via Philadelphia. China Eastern Airlines has started to sell tickets for its new line that will connect Prague and Xi'an in central China. After Beijing, Shanghai, and Chengdu it will be the fourth Chinese destination accessible from Prague via a direct flight. The first flight will take off on October 29, 2017. The connection with Shanghai will be boosted by one more flight each week, taking the number of weekly flights up to four.

Qatar Airways launched its new flight connection between Prague and Qatar's capital Doha on August 21, 2017, sooner than expected. Originally, the company planned to start this regular flight connection in 2018. The six-hour flights will run every day.

In the first half of 2017, Prague airport welcomed 6,764,752 passengers, a record number and an increase of 1.2 million people from the same period in 2016 ■

## FROM 80 COUNTRIES TO QATAR WITHOUT VISA



From August 2018, travellers from 80 countries will be able to travel to Qatar without requiring a visa. As the country is being boycotted by its regional neighbours including Bahrain, Egypt, Saudi Arabia and the United Arab Emirates, the government wants to bring more tourists and support air travel. When flying to Qatar, citizens of 33 countries - including the Czech Republic - will be allowed to stay for up to 90 days. The only requirement is that their passport is valid for six months and they can produce a return flight ticket. Citizens of the other 47 countries will be able to stay for 30 days ■

# SWITZERLAND'S MEETINGS SECTOR IS UNDERGOING STRUCTURAL CHANGE



There are five major metropolitan districts in Switzerland. They are Basel, Bern, Geneva, Lausanne, and Zurich, which are designated as “Big Cities.” In 2015, cities hosted the majority (84 percent) of all meetings industry events in Switzerland compared to 88 percent in 2011. This proportion has hardly changed in the last five years.

However, what did change was the duration of meetings. Since 2011, the average length of multi-day events has fallen by one-third (3.7 days in 2015 compared to 5.7 days in 2011).

Based on Switzerland Tourism’s analysis of business meetings, in 2016 the sector was dominated by individual business events (“meetings”) that companies organised for their staff and/or business partners. The meetings sector is undergoing structural change: companies are increasingly booking their events direct.

In 2011, about 80 percent of demand volume was generated by direct bookings, with 70 percent by the corporate company sector and 10 percent by associations, whereas in 2015 it was 80 percent by the corporate sector, and no change to the associations figure. It is clear that associations continue to use specialist partners in the sector to

organise their congresses and meetings, so this sector can be regarded as almost entirely dominated by agency business.

At the same time, the incentive business is growing and becoming more and more international. Switzerland is therefore well-positioned and able to exploit new markets ■

## HUNGARY has the world's THIRD-fastest mobile internet



The Speedtest Global Index is a monthly ranking of global mobile and fixed broadband speeds. Ookla’s mission is to make the internet faster by providing data and insights on real-world internet speeds. Based on the billions of consumer-initiated tests taken all over the

world using Speedtest, this resource displays the latest information including which countries have the fastest mobile and fixed broadband and which have the slowest ■

### TOP 5 COUNTRIES

#### Mobile:

1. Norway
2. Netherlands
3. Hungary
4. Singapore
5. Malta

#### Fixed Broadband:

1. Singapore
2. South Korea
3. Hong Kong
4. Iceland
5. Romania

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# GO CZECH REPUBLIC



DISCOVER THE CZECH  
REPUBLIC - A GOLDEN STAGE  
FOR YOUR NEXT MICE EVENT.



**AREA AND LOCATION**

The Czech Republic extends over an area of 79,000 square km in total and is located in Central Europe. It has approximately the same size as Austria or Ireland. The Czech Republic is divided into three parts: Bohemia in the west, Moravia in the east and Silesia in the north-east. The country is divided into 14 regions, the largest being the Central Bohemian Region.

**BORDERING COUNTRIES**

Germany (646 km), Poland (658 km), Slovakia (215 km) and Austria (362 km).

**CITIES**

Praha (Prague) is the capital city with a population of 1,188,126 inhabitants. The other big cities include Brno (400,000 inhabitants) which is the capital of Moravia, Ostrava (319,000 inhabitants), Pilsen (170,000 inhabitants), Olomouc (about 101,000 inhabitants) and Liberec (98,000 inhabitants).

**CLIMATE**

The Czech Republic has a mild climate and has four seasons. The highest mountain is Sněžka (1,602 m AMSL), situated in Krkonoše and with an average yearly temperature of 0.4 degrees, while in the lowlands in Moravia, the average yearly temperature is about 10 degrees C.

**AREA CODE**

+420

**CURRENCY**

The Czech Crown (CZK), in Czech "koruna".

**DISTANCES**

Prague is situated 340 km from Berlin, 290 km from Vienna, 336 km from Bratislava and 535 km from Budapest.

**IMPORTANT TELEPHONE NUMBERS**

General emergency line 112  
Police 158  
Municipal Police 156  
Ambulance 155  
Fire Service 150

**INTERNATIONAL AIRPORTS**

Prague Ruzyně Airport [www.prg.aero](http://www.prg.aero)  
Brno Airport [www.airport-brno.cz](http://www.airport-brno.cz)  
Carlsbad Airport (Karlovy Vary) [www.airport-k-vary.cz](http://www.airport-k-vary.cz)  
Ostrava Airport [www.airport-ostrava.cz](http://www.airport-ostrava.cz)  
Pardubice Airport [www.airport-pardubice.cz](http://www.airport-pardubice.cz)

**LANGUAGE**

The official language is Czech. Especially in the bigger cities, however, people understand English.

**MOBILE OPERATORS**

T-Mobile, Vodafone, Telefónica O2.  
The mobile connection is available almost everywhere.

**NATIONAL HOLIDAYS**

1<sup>st</sup> January: Czech Independence Day, 8<sup>th</sup> May: Liberation Day, 5<sup>th</sup> July: Day of the Slavic Apostles Cyril and Methodius, 6<sup>th</sup> July: Jan Hus Day, 28<sup>th</sup> September: Day of Czech Statehood, 28<sup>th</sup> October: Independent Czechoslovak State Day, 17<sup>th</sup> November: Struggle for Freedom and Democracy Day.

**VACCINATION**

No special vaccination is necessary prior to visiting the Czech Republic. If you are planning on staying in forest areas, vaccination against ticks is available.

**POLITICAL SYSTEM**

Parliamentary democracy.

**POPULATION**

10,200,000 inhabitants.

**POWER NETWORK**

230 V/50 Hz, two-pronged plug with safety pin.

**PRESIDENT**

Miloš Zeman since 2013

**RAIL TRANSPORT**

The international and national rail network: [www.cd.cz](http://www.cd.cz)

**ROAD TRANSPORT**

BUS: [www.studentagency.cz](http://www.studentagency.cz), [www.eurolines.cz](http://www.eurolines.cz)  
RENT A CAR: [www.hertz.cz](http://www.hertz.cz), [www.holidayautos.cz](http://www.holidayautos.cz)

**SMOKING**

Smoking is prohibited in all public places, such as bus stops, sports facilities, stadiums, trains, offices or schools. In restaurants, smoking is allowed only in designated areas. Tobacco is sold to customers over the age of 18.

**TAXIS**

Taxis can be hailed in the street or booked over the phone. However, especially in Prague, it is advisable to order taxis in advance. The AAA taxi company provides a very reliable service: 221102211, 14014 (from Prague).

**TIME**

Central European Time (GMT + 1 hour), Summer Time applies from March to November: GMT + 2 hours.

# TRAVEL INDUSTRY STATISTICS

In the second quarter of 2017, the number of foreign visitors to Prague increased by 11 percent, compared with the same period in 2016. This figure equates to 2.076 million people. At the same time, the number of nights spent in the Czech capital rose by 12 percent compared to the same period in 2016.

Based on European Cities Marketing statistics on the number of bed nights of foreign visitors in the TOP European cities in 2016, Prague was ranked fifth. It ranked seventh on the list for the total number of bed nights. The TOP cities were London, Paris, and Berlin. With a total number of 16.8 million bed nights, Prague was ahead of Vienna, Amsterdam, and Hamburg.



These statistics show that tourism in the city is growing all the time. In Prague, the total number of bed nights for 2016 increased by 5.5 percent in comparison with 2015. The biggest number of travellers to European cities are coming from the US, Germany, and the UK, which accounts for about 30 percent of all tourists. The number of foreign visitors to the Czech Republic in 2016 was 9.3 million, an increase of 6.7 percent in comparison with the previous year ■

## THE ECONOMY

The basis of the economy is services (60 percent) whereas less than five percent of the population work in agriculture. The Czech economy grew by 2.3 percent, compared to 2015, when the economy slowed. *“The exports represented record-breaking numbers - it reached 3.312 billion crowns, and this number represents a constant growth in the last seven years,”* Iva Ritschelová, director of the Czech Statistical Office, explained.

*“Basically, these positive results are connected with the automotive industry and the export of cars which represented*

*about 28 percent of exports from the Czech Republic,”* she added.

Although the manufacturing industry, the real estate sector, and agriculture drove the economic growth, the building and development industry stagnated. Real estate prices grew significantly, especially in the last quarter, and this phenomenon was repeated all over Europe. Meanwhile, 5.3 million of the Czech Republic’s 10.56 million inhabitants were in work ■

## MICE STATISTICS

According to International Congress and Convention Association (ICCA) statistics, there were 156 international congresses of associations in the Czech Republic in 2016, with more than 57,000 participants. This number puts the country in 27th position at the TOP of MICE countries. Looking at the other Visegrad Group (V4) countries, Poland reached 17th position, Hungary 33rd and Slovakia 63rd. Prague, the Czech capital, an attractive destination for the international meetings industry, reached an impressive 11th place and was the most successful MICE destination of the V4 capitals.

According to Czech Statistical Office figures relating to domestic congresses and incentive tourism, there were 12,589 MICE events, and the number of delegates rose to more than 1.3 million participants. About one-third of these MICE events took place in Prague (4,000) with more than 500,000 attendees, and Prague was the most popular MICE destination in the country. South Moravia with its capital Brno was the second most popular, and the Vysocina region was in third place. Its picturesque landscape is wonderful in every season, but in winter it reaches a beauty even more unique. ■

# Why choose the Czech Republic FOR YOUR NEXT MICE EVENT?

Here we bring you different perspectives on event organising in the Czech Republic. We ask hotels, venue representatives and buyers about their experiences, why the country should be in your „Hot List“ of destinations when planning your next meeting, congress or conference.

■ By **Jana Collins**



**Lenka Žlebková,**  
*Prague Congress Centre Sales and Marketing Director*

## Why you should organise a MICE meeting in Prague?

Apart from being a historical and architectural gem, Prague can offer a lot to congress delegates – a suitable location in the heart of Europe, which means excellent accessibility for all delegates, high-quality services, reliable public transport, a cosmopolitan society which also provides good value for money.

The Prague Congress Centre (PCC) is the venue with the longest tradition of organising international congresses in the Czech Republic, yet it is modern, eco-friendly, and equipped with the newest technology to provide top-quality services. Annually, we host dozens of prestigious events, and our client satisfaction levels are high.

The variety of the building, its location just a few steps from the underground, close to the airport as well as to downtown Prague, the superb views of the city and our team's friendly approach are the advantages they appreciate. Now we are undergoing significant changes; the building is being refurbished on both the outside and inside, a new digital navigation system and fast internet are being installed, and we are working on rebranding which will make the PCC even more attractive.



**Radana Kubickova,**  
*Director of North-West Bohemia Convention Bureau*

When people speak about the Czech Republic, they call it the “Heart of Europe”. Yes, we are a small country in the middle of

everything, and one that has everything (except the sea) that any event organiser is looking for. You can choose Prague, which offers world-class venues, or you can choose from our local offers and hold your event in the mountains, in a castle, a chateau, or a spa. The very short distances between any two places here is an advantage, and prices are competitive compared to other countries in Western Europe.

## Why choose the Usti Region?

The region comprises four specific destinations, and most MICE venues are accessible via a one-hour drive from Prague or Dresden. If all you have is one day, then you should visit the Royal Town of Litoměřice, the baroque chateau of Ploskovice, taste the wines produced by Johann W in Třebívlice, and at the very end of your day, you should see the township of Terezín with its very well-preserved military fortress, built by Emperor Joseph II of Austria.

You can spend the night at the luxurious Hotel Větruše and enjoy views of the Elbe river, or you can rest in the countryside, Provence-style, at the Farmstead Pearlwater. For beer-lovers I would recommend visiting the Temple of Hops and Beer in Žatec.



**Vaclav Vitek,**  
*Quisisana Palace Executive Officer, Karlovy Vary*

Planning an event in Karlovy Vary gives our clients the possibility to

choose from exceptional hotels and remarkable event facilities for a wide range of occasions. On top of that, it offers an array of additional programmes with world-class spa and wellness facilities, golf and Nordic sports resorts, and a historical background like no other.

Quisisana Palace ranks among the most prestigious hotels in the region and offers a luxury boutique hotel flair with a personalised touch. The Karlovy Vary region combines easy accessibility by car and the tranquillity of a world-renowned spa town with its healing springs and well-known methods.

Quisisana Palace offers top class accommodation and services – included in our 5-star service portfolio are limousine transfers, valet parking, concierge, luggage and turndown services, and much more. The traditional à la carte breakfasts offer seasonal delicacies made from local produce, and can only be found at Quisisana Palace.

# BUYERS & VISITORS TALK



**Mary Kirillova,**

*Baltic Event Industry Club Managing Director, Baltic For Events Forum and Baltic Events Award Founder*

Prague - a never-ending story. First of all, Prague is not just a city; it is a whole world in one place. You wander through the medieval city, and in a few minutes, or more precisely in some 500 meters (the length of the Charles Bridge), you find yourself in the most bourgeois parts of the city, and in 20 more minutes in the modern districts. The Czech kings could not decide on a location for their permanent residence so lived on one side of Vltava (the main river) or the other. The local people tired of moving with them, so in desperation built a city between the two castles.

The quarters of Prague are like pages of a book. Each of them has its own story to tell. Prague evokes strong emotions that will stay with you forever. Here you can feel happy - happy to move from one era to another; happy to smell the aroma of "Trdelnik"; happy to feel safe among good people wherever you roam. The city is full of life to admire: in its small cosy cafes, on its streets with medieval stone blocks, near the Beatles wall, or under the eternal magic clocks.

Here is where some of the largest foreign companies have their head offices. It is a pulsating modern European trade centre linking Austria, Germany, Hungary, and Poland. If you are looking for the full range of emotions and maximum comfort, and if you believe in happy stories - this is your best destination.



**Malcolm A. Leissring PhD,**

*University of California, Irvine Institute for Memory Impairments and Neurological Disorders (UCI MIND), President/CEO of Auguste Deter Foundation*

Prague is a city that, as an American, seemed like a fairy tale to me. All my life I had heard so many wonderful stories about this exotic city, stories featuring majestic castles, beautiful bridges and friendly people.

Based on these colourful descriptions, Prague became a "must-see" destination for me. When I finally had the chance to visit this past summer, I was not disappointed: Prague was everything I had hoped it to be - and much more. A walk across the Vltava River on the Charles Bridge is a journey into an enchanted land, featuring museum-worthy sculptures and bronzes and - of course - the requisite castle on the hill. The rest of the city was no disappointment either, replete with glorious bell towers, arches, cathedrals and other architectural delights.

Throughout my week in Prague, the entire city was alive. During the day, it seemed every square inch was bustling with activity, with musicians on every corner, street artisans hawking their wares, an endless array of boutiques filled with amazing artefacts, and restaurants busily feeding hungry, happy tourists. And at night, whole sections of Prague appeared to be dancing to some universal tune.

Prague, one could say, is living proof that some fairy tales are not just fiction.

## BEHAVIOUR RULES IN CEE COUNTRIES (FOR YOUR GROUPS)

### PART I

1. *Respect the local people and behave in a manner befitting the culture of the country you are visiting.*
2. *If you walk in a group on small pavements in the city, walk at most two abreast.*
3. *If you are not able to swim in a public swimming pool in a European-style swimsuit, do not swim at all.*
4. *People from CEE are friendly and like different cultures – smile at them and be friendly as well.*
5. *If you come from a country which is very strict, the CEE is not the area to release any pent-up feelings.*
6. *Do not be under the impression that staff in restaurants and hotels are your slaves and you can treat them poorly.*



# Prague:

PRIME TOURIST AND MICE DESTINATION

■ By **Zuzana Adamson**

**T**he Czech Republic is one of a number of countries where more people are arriving (foreign visitors, people travelling for business, etc.) than the number of residents travelling outside of the country.

The Czech Republic is the most visited of the four Visegrad Group (V4) countries, welcoming more people than Hungary, Poland, and Slovakia. That means more foreign visitors than Poland, for example, despite Poland's larger size and bigger population - it has four times as many inhabitants. Among ex-Communist countries, Croatia is the most visited with about 14 million visitors every year, followed by Bulgaria, with more than 10 million foreign tourists, and the Czech Republic, with about 9 million.

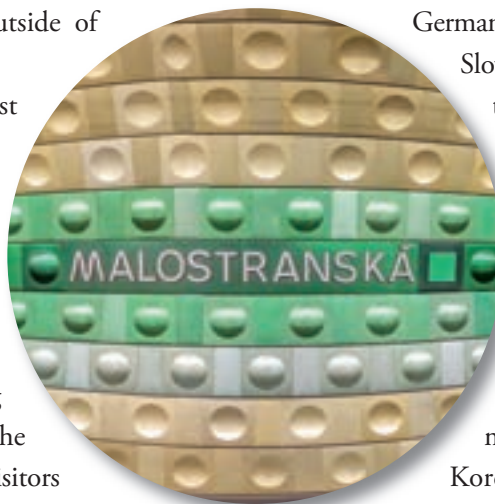
However, the precise numbers are hard to determine as the figures above only count foreign visitors that stay in public

establishments. Airbnb is popular in Prague, with about 20,000 apartments, so the statistics would show a different picture if we counted the Airbnb tourists as well. The largest number of foreign visitors to Prague are coming from Germany, and that number continues to grow.

Slovak and Polish people like cities other than Prague as well, and they often head to the regions neighbouring their own countries. On the other hand, foreign visitors coming from the US, the UK, and Italy prefer Prague.

Another area of growth is the number of visitors from Asia, and more precisely from China and South Korea. Since 2013, those figures have doubled. In 2016, there were 226,000 visitors to Prague from China, and there were 130,000 visitors to other parts of the Czech Republic. It is clear that these visitors love regions as well.

Visitors from Korea are more interested in the capital





city, where 236,000 people stayed in 2016; outside of Prague, the number was around 90,000. However, tourists also arrive from other Asian countries including Taiwan. Visitor numbers from Russia in the last four years decreased to around half as many as previous years. They enjoy Prague and the West Bohemian spa region.

So, which destinations are at the TOP for Czech people? Where do they like to travel? The number ONE destination is neighbouring Slovakia, followed by Croatia. Czech people do not have the seaside, so they enjoy travelling to the Adriatic coast for holidays (mainly in July and August). Based on statistics from the Czech Statistical Office, 880,000 Czech people went to Croatia in 2016.

Austria is the country of choice for winter sports, but Czech visitors are increasingly heading there for summer treks in the mountains as well. Austria has a population of around 8.5 million, but the number of tourists is incredibly high: in 2016, there were more than 28 million. The statistics are similar for Switzerland: although the country has only 8 million inhabitants, there are more than 19 million foreign visitors each year.

Prague's airport (Letiste Ruzyně) saw more than 13 million people depart in 2016 which means there were more travellers than in 2007. The most popular destinations are the UK (1.71 million), Germany (1.16 million), and Italy (1.05 million). Paris's Charles de Gaulle airport is the number one destination from Letiste Ruzyně.

## PRAGUE CONGRESS CENTRE'S LOFTY AMBITIONS

The congress scene in the Czech Republic is full of the hustle and bustle, and there are lots of things happening. In May 2017, the International Congress and Convention Association (ICCA) released its famous rankings for 2016, and Prague reached an excellent 11th position overall and ninth among European cities. Although it is a great result, and other cities in central and eastern Europe would be very happy with it, the ambitions of the representatives of the Prague Congress Centre (PCC) go higher. They will not be entirely satisfied until they see Prague – located in the heart of Europe – one of the five best destinations in Europe.



Moreover, they are working hard towards meeting that ambition, introducing many renovations and updates to the Prague Congress Centre, among them a new exhibition hall. “By the end of 2020, the PCC will have to current 13,000 square metres of exhibition space a new exhibition hall which is requested by clients from [the] medical field,” says Lenka Zlebikova, the PCC’s Sales and Marketing Director.

Many exciting and sizeable events were held there in 2017. Between the 27th and 30th July, Prague was the city where the 28th edition of the International Montessori Congress took place, subtitled Pathway to Peace. This congress, focussed on Maria Montessori’s principles of education, has taken place once every four years since 1929, and each time it is on a different continent. Europe last hosted the congress just 16 years ago, and the congress came back to the continent, this time to the city of Prague. It brought

around 3,000 participants and 80 speakers to the PCC.

In September 2017, the PCC will host cosmetics company Mary Kay’s annual conference, which around 3,000 delegates will attend. In Prague, if the number of delegates is up to 2,000-2,500 people, organising your event in a congress hotel can be an excellent choice as well. There are venues suitable for events of a medium size: for example, Hilton in Prague offers 791 rooms, 37 meeting rooms, and more than 4,500 square metres of meeting space.



The largest Congress Hall can accommodate up to 1,350 people (Theatre-style) and 1,500 (Cocktail-style). The Prague Marriott hotel offers 1,450 square metres of conference space on one floor, and the capacity of the largest event space is up to 650 people. The Clarion Congress Hotel Prague, connected to a shopping centre, offers 559 rooms and apartments, and conference capacity for up to 2,500 people ■





# FORUM KARLÍN

PERNEROVA 53  
PRAGUE 8 - KARLÍN, 186 00  
CZECH REPUBLIC

[WWW.FORUMKARLIN.CZ](http://WWW.FORUMKARLIN.CZ)

Forum Karlín is a new art venue, which was opened at the beginning of June 2014. The venue is located in the close proximity to the city center of Prague - Karlín, a fast-expanding quarter of the city.

Forum Karlín is a multifunctional venue suitable for organising congresses, gala dinners, culture and social events.

## QUICK FACTS

<b>Venue Type</b>	Multifunctional hall
<b>Location</b>	Prague - Karlín, close proximity to the city center
<b>Style</b>	Modern art venue
<b>Capacity</b>	Galadinner (250-1100 pax) Party (250-2000 pax) Concert (standing up to 3000 pax, seating up to 1800 pax) Several small meeting rooms
<b>Area</b>	Indoor 3000 sqm, Outdoor 1000 sqm
<b>Accessibility</b>	5 minutes drive from the city center 1 station by tram or underground from the city center



**BEHAVIOUR RULES  
IN CEE COUNTRIES  
(FOR YOUR GROUPS)**

*PART II.*

7. *Be mindful of how loud you are speaking. Different cultures have different views on what an acceptable speaking volume is, but one way to make locals hate you is to speak loudly when in public. In the CEE speaking loudly is a sign of disrespect.*
8. *Dress yourself according to the local customs. Do not wear clothing that covers the face.*
9. *Respect nature and wildlife. CEE people love and protect animals and nature. When you are in public parks, do not pick flowers and do not damage trees.*
10. *One of the biggest signs of disrespect in any country is to throw rubbish on the floor, so stay away from this.*
11. *If you shake hands with people from CEE, do it with energy, and not like a “dead fish.”*
12. *Certainly do not be afraid to try local specialities and away from your group, try to interact with local people as well – after all, travelling is about education and getting to know new cultures.*

# 4 Best Restaurants VEGAN & VEGETARIAN



**1 DHABA BEAS**

This is a chain with nine restaurants in Prague. The motto of the owners is to offer food prepared in a way that is highly considerate of the surrounding environment while being tasty, nutritious, and affordable for the general public. Great places, lovely food, and a lot of choices – no GMO products. Very nice atmosphere and wonderful people dedicated to providing healthy food with an extensive palette of specialities that you can choose yourself in a self-service system.

**2 LOVING HUT**

The international brand Loving Hut Vegan Restaurant & Café has five restaurants in Prague, the first of which was opened in Londynska Street in Prague in 2007. The best two are in the Novy Smichov shopping centre at Andel (Prague 5) and Na Porici Street (Prague 1). You can find salads, sushi, soups, veggie broths, and also Czech specialities. Some of the restaurants are connected to vegan shops.



**3 PANKRACKY RYNEK**

Located in Prague 4 near the Arkady Pankrac shopping centre, this lovely place is dedicated to healthy food, and its staff have created the concept of a Fitness menu containing tasty raw and vegan specialities. The restaurant is connected to a nutritional specialist that can advise you on the best food to eat for energy development. The food is free of refined sugars and gluten as well. For the long-term, you can get your own diet programme, devised by a nutritional specialist based on a physical examination.

**4 MAITREA**

This restaurant is located not far from the Old Town Square in the city centre, behind the Tyn Church in a building that is dedicated to spiritual development. Maitrea offers you a lot of healthy specialities like spinach pancakes, vegan cream soups, small and large salads, some Thai specialities, burritos, quesadillas, Czech specialities with vegan “meat”, and raw food.





# OUR CAPACITY **includes** up to **5,000** congress PLACES

We talk to  
**Ing. Radek  
Dohnal, General  
Manager of TOP  
HOTEL Praha**

**1 The TOP HOTEL Praha is one of the biggest hotels for congresses and conferences in Prague. Could you talk to us a little bit about your facilities for MICE?**

TOP HOTEL Praha is the largest congress hotel in Europe with the most extensive offer of services. Our capacity includes up to 5,000 congress places and we offer accommodation in more than 800 rooms. The hotel has a car park, restaurants and bars offering Bohemian as well as international cuisines, catering, a wellness centre and sports facilities.

**2 What kind of events have taken place in the last few months? Could you tell us more about one or two – the most interesting, prestigious, successful, etc.?**

We have been organizing and providing complete service for the Miss Deaf competition for 12 years. All contestants and organizers are accommodated and catered for in our hotel and the competition is held on the hotel premises as well. We have hosted the meeting of the Czech National Bank Governor with leaders representing banks, insurance companies and the education sector. We take part in many interesting events. The Lawyer of the Year 2016 or regular discussion meetings the Round Table of Comenius, last time with Czech President Miloš Zeman, to name but a few.

**3 What is specific about TOP HOTEL Praha? What do you offer to the MICE clients that is unique, special and possible to do only in your hotel?**

We are unique thanks to the most extensive offer of services that we provide. Our clients find everything they require in one place including large conference halls, accommodation, catering as well as relaxation. In addition, we can meet any requirements our customers may have and provide them with top quality service.

**4 What kinds of group events can be organised at your resort?**

We offer our customers facilities for conferences and congresses, social and sports events, weddings, balls, concerts, buffets and many others ■



## THE LARGEST CONGRESS HOTEL IN EUROPE

### Full conference services on a professional level

The TOP HOTEL Praha was awarded the Regional Congress Hotel of the Year 2013 – 2017  
In the Czech Hotel Awards competition



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- Congress facilities (5 halls and 16 lounges)
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- Wellness center with swimming pool, Thai massages
- Japanese garden with singing fountain, 5 tennis courts

#### RESTAURANTS & CATERING

- 5 restaurants and 3 bars
- Bohemia TOP Restaurant – unique view of the city and sitting by the fireplace
- Lobby bar with the winter garden
- Proud supplier of catering to the Prague Castle

# The Congress Centre is ready for the prestigious ICCA Congress



The 56<sup>th</sup> International Congress and Convention Association (ICCA) Congress is approaching. On November 11, Prague will welcome an expected 1,200 participants to this most prestigious business meeting. A record number of delegates from more than 40 countries will meet in a newly refurbished building and exchange professional knowledge and experience.

“*The ICCA Congress is very important to us,*” says the centre’s Sales and Marketing Director, Lenka Žlebková. *“It can bring economic profit as well as prestige to Prague. It will enhance the image of the centre and raise awareness of the services we offer. There is a potential to attract an additional 15 to 25 international congresses in the future, as in November PCC will host representatives of about 40 associations who decide on the future destinations for their congresses.”*

The Prague Congress Centre prepares for the ICCA Congress throughout the year. The building has undergone significant changes that affect both the appearance of the interior and the facade of the building. Big investments, of course, have gone into modernising technology, installing a digital navigation system plus fast and reliable internet. Along with the modernisation, the PCC is updating as well as introducing new and even more efficient services. *“In brief, we are striving to transform the centre into a modern, efficient, pleasant, socially responsible and technologically advanced place and our goal is to get into the top five congress venues in Europe,”* adds Žlebková.

The successful congress is not only about the technical facilities but also about the flawless and smooth running

of the event. Therefore, the Local Organising Committee is currently working very hard. Once a month, they come together to meet all challenges and address comments to the satisfaction of the ICCA leadership to make sure the congress is perfectly prepared. In addition to the ICCA general meeting many educational seminars and meetings of experts will be held during the congress, and participants will have many options for networking, including the new TECH Hub Zone or the Mindfulness Zone. The congress industry is evolving, and the Prague Congress Centre is determined to keep up; its management is aiming high.

## Why did ICCA decide on Prague?

Prague fought hard to earn the right to organise the ICCA Congress. Prague was shortlisted together with Gdańsk in Poland and Saint Petersburg in Russia. ICCA Chief Executive Officer Martin Sirk adds, *“Prague offered an excellent technical response to all our logistical requirements, a strong city and national team, highly creative ideas on both the education and social programmes, a clear understanding of ICCA’s culture and objectives and competitive prices. We are anticipating an all-time record attendance from*

more countries than ever before, over 40 international association representatives, another record, and our largest and most impressive line-up of outside expert speakers as well as innovative plans to take full advantage of the knowledge within our own membership.”

## The place for important meetings

Prague Congress Centre has a long tradition of successfully organising large congress events. During its period of operation, it has hosted many important international events, be it the 2000 Annual Meeting of the Governing Council of the International Monetary Fund and the World Bank Group, the NATO Summit two years later, or in 2009 summit meetings during the Czech Presidency of the European Council. Every year it hosts several major scientific and medical congresses and conferences that contribute to the ability of professionals in various disciplines to push the boundaries of what is possible and improve human life.

## And what else?

Shortly - within the next three years, in fact - the PCC also expects to complete construction of a much-needed exhibition hall. The winner of the hall design, as well



as the modifications of the surrounding area, has already been determined. First prize went to the design submitted by OCA, a new architecture studio from Barcelona. Describing their design, they say: “In this case, it was especially motivating that we could contribute to the building of such significance in a historic city like Prague. It was a challenge when we realised how complex this task is, and that it means not only to solve the functionality of the building but also to create an intensive public space. This is the key aspect of our design.”

The new exhibition hall will enable Prague to host congresses that they are currently unable to organise because of insufficient exhibition space. The construction of the hall was also supported by the City of Prague, as it will also lead to the urban development of the slightly neglected surrounding area. “For a long time, the Congress Centre has been unable to meet high demands for exhibition and congress areas, and therefore it needs a new hall. However, it is also important to address the entire area around the Prague Congress Centre so that it can serve more efficiently to people. We received a lot of designs, and I am glad that a lot of them were of high quality and I believe that we eventually really picked the best one,” says the mayor of Prague, Adriana Krnáčová ■

# ★★★★★TOP LUXURY★★★★★ HOTELS *in Prague*

To experience the heart of Europe from the perspective of luxury accommodation can be an excellent choice for art lovers because top luxury hotels are usually located in the historic city centre. Often, they are in a historic palace where you find yourself surrounded by many of the architectural styles in Prague. These range from buildings dating back to the 12<sup>th</sup> century, mystical Gothic atmospheres and Art-Nouveau properties.



**Hotel Savoy Prague** is located in a historic building dating from 1911, near Prague Castle. In 2015, the hotel was carefully reconstructed, with uncompromising attention to every detail and a personal touch that you can now experience.

**The Augustine** is located in the picturesque Lesser Town (Malá Strana) District. The hotel complex, incorporating the church of St. Thomas (a working monastery) that dates back to 13<sup>th</sup> century, offers lovingly restored frescoed rooms and courtyard cloisters surrounded by greenery. It provides a blend of a spiritual sense of place with understated luxury. For your meetings and events, the Augustine offers five meeting rooms including the Grandiose Monastic Room which has the capacity for up to 150 people.



**The Emblem Hotel** is located close to Prague's Old Town Square and offers 59 rooms in a modern design style with plenty of sophisticated details such as specially commissioned copper lamps and custom-made furnishings like Italian leather banquette walls and designer beds and lamps. You can also enjoy the state-of-the-art restaurant which specialises in steaks, and there is also a great spa.

**Le Palais Art Hotel** is situated in Vinohrady District, and you can choose from 60 luxurious rooms and 12 apartments that combine high-class design with quality natural materials. The Reindl meeting room is suitable for up to 80 people. Plus, the hotel's terrace can hold your outdoor luxury banquets, and because the hotel is on a hill, it offers sublime views over the city at the same time.



# Czech products to buy in Prague

**M**anufaktura is a Czech cosmetics company, inspired by nature and tradition. The company has its headquarters in Prague and has about 50 shops and an e-shop. Its products are made with extracts from natural ingredients such as Czech beer, wine, Carlsbad



mineral salt, medicinal plants and fruits, among others. The concept behind the range is “home spa”, and you can buy facial creams, shampoos, shower gels, bath salts, toothpaste made from plants, soaps, and more.

Other products you can buy are wooden children’s toys, and you can find a plethora of toys in the city centre. You

can also purchase jewellery, handmade accessories, wines, fashion, art, antiques, Czech garnets, and valuable stones.

While in Prague, the best things to buy are local specialities: glass, Bohemian crystal, and porcelain. The most popular products are those made from Bohemian crystal (cut glass

with original and interesting patterns) such as incredible chandeliers, which are available in many sizes. There are also lamps with beautiful decorations, bowls, small plates, and more. Make sure to check that the product you choose comes from a well-known manufacturer because there are differences in the quality of items that fill shops in the centre of Prague ■



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The National Gallery in Prague has for a couple of years now been actively creating and attracting interesting expositions.

However, there are also permanent collections that are well worth visiting. The National Gallery, which is made up of a number of buildings and historic structures, is a great place to see Czech paintings, sculptors, and other interesting pieces of art.

The permanent exhibition in the Convent of St. Agnes of Bohemia, one of the oldest and most important Gothic buildings in Prague, has a great collection of medieval art in Bohemia and Central Europe from 1200 to 1550. The first part of the exhibition, on the first floor, traces the development of Czech art from the panel paintings and sculptures of the mid-14th century, by artists such as the

# THE NATIONAL GALLERY IN PRAGUE EXHIBITS CZECH ART TREASURES



**W**hile in Prague, it is always a good idea to take in some art collections, and especially those exhibiting the work of national artists, painters, and sculptors. Although influenced by various global styles and movements during its history, Czech art has many specific features that will interest lovers of culture.

*The National Gallery*  
anonymous Master of Vyšší Brod and the very well-known Master Theodoric, showing that Bohemia and Prague were also important centres of European art and culture during the 14th century.

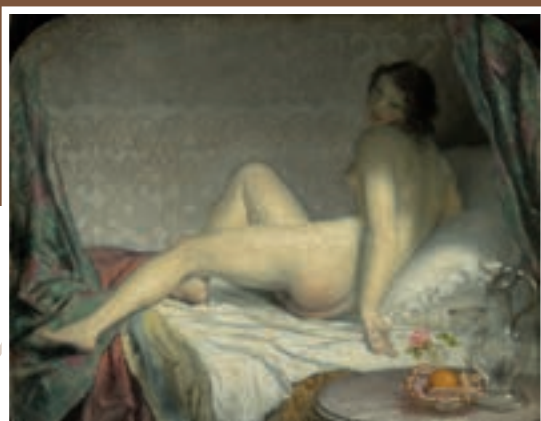
Another important building housing Czech art collections is the Trade Fair Palace (Veletržní Palác), and it is a gem of





an example of Czech Functionalist architecture. Located near the Prague Trade Fair grounds, there you can admire Czech and international art from the 19th, 20th, and 21st centuries. There is an extensive collection of artwork by Austrian and German artists, among them Gustav Klimt, Egon Schiele, and Oskar Kokoschka as well.

The story of modern Czech art began in the mid-19th century. The art collection traces its development through artistic movements, generations, and individual artists,



among them the chief exponents of Realism – Viktor Barvitius and Karel Purkyně; the Prague National Theatre generation – Alphonse Mucha, Josef Václav Myslbek and Vojtěch Hynais; and artists espousing Art Nouveau and Symbolism – Mucha, Maximilian Pirner, and František Bílek. The founding generation of modern artists is represented by Antonín Slavíček, Jan Preisler, and Max Švabinský. This National Gallery building also houses the world's most comprehensive collection of works by Kupka that documents the painter's transition from Symbolism to abstract art.

At the Trade Fair Palace, you can also see collections of Czech art from the 1930s and after, including works by Jindřich Štyrský and Toyen, as well as many other artists ■

## FRANTISEK KUPKA (1871-1957)



The Czech painter and graphic artist was a pioneer and a co-founder of the early phases of the abstract art movement and Orphic Cubism (Orphism). Kupka's abstract works arose from a base of realism, but later evolved into pure abstract art. Kupka studied at the Academy of Fine Arts in Vienna and he later settled in Paris. There he briefly attended the Académie Julian and the École des Beaux-Arts.

Kupka illustrated books and posters and he also became known in Paris for his satirical drawings. He lived and worked in the Parisian suburb of Puteaux and often exhibited in New York as well as the French capital.

## TOYEN (1902-1980)

She was a Czech painter, draftsman, and illustrator, and was a member of the Surrealist movement. She studied at the Academy of Arts in Prague and worked closely with fellow



Surrealist poet and artist Jindřich Štyrský. She spent a large part of her life in Paris with Štyrský, where the two of them founded an artistic alternative to Abstraction and Surrealism, which they dubbed Artificialism. Toyen's sketches, book illustrations, and paintings were frequently erotic, and she contributed erotic sketches to Štyrský's  *Erotická Revue* (1930-33). Toyen moved to Paris permanently and also worked with André Breton and Benjamin Péret.

## JAN ZRZAVY (1890-1977)



He was a leading Czech painter, graphic artist, and illustrator of the 20th century. Although he is regarded as a Symbolist he was heavily influenced by European medieval art. Throughout his life, he was inspired by spectacular landscapes, both abroad (France, Italy, and Greece) and in his native country.

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**Lenka Papešová,**  
Managing Director

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### REFERENCES

ADAMA, HUVEPHARMA, DELACON, LYONESS, ST.MARY'S CHURCH USA, ADISSEO, AGRAVIA UA, ABM TRADE, MPRO LT, TROUW NUTRITION, CHICAGO BROILER INC., BIOMEDICAL TECHNOLOGIES

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## Europea Travel



**Daniel Nedvěd,**  
General Manager

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ALKEM 1000PAX, ULTRATEC 650 PAX, AGROTECH 500 PAX, AXIS BANK 450PAX, COCA COLA, BMW, VOLKSWAGEN, MINISTRY OF DEFENSE CZECH REPUBLIC, RANBAXY

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## AIM GROUP Prague



**Tereza Havlásková,**  
General Manager

### WHO WE ARE

AIM Group organises over three thousand events and meetings every year.

Our team of nearly four hundred people, from over 25 countries, works out of 15 offices around the world to put an extraordinary depth and width of experience at your service.

### WHAT WE CAN DO

Despite our size, AIM Group still has a "small company" approach to client partnership. From the very start, we set out to understand the needs of each new client and learn their business and procedures. AIM Group is committed to helping its clients reach their goals, to personalising their event experiences, to providing an innovative environment, and to making a difference. At AIM Prague, we pride ourselves on our local knowledge, creativity and experience needed to ensure your event runs smoothly from start to finish.

### REFERENCES

ENLIGHTEN EUROPE CONGRESS 2016, 350 DELEGATES / PACE SENATE CONFERENCE 2017, 100 DELEGATES / EAS CONGRESS 2017, 2500 DELEGATES / EUROCNR CONGRESS 2017, 1000 DELEGATES /

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# & CITIES REGIONS



THE CZECH REPUBLIC ISN'T ONLY PRAGUE BUT YOU PROBABLY KNOW THAT ALREADY.



# KARLOVY VARY

healing water, luxury spa hotels,  
plus great writers and movie stars

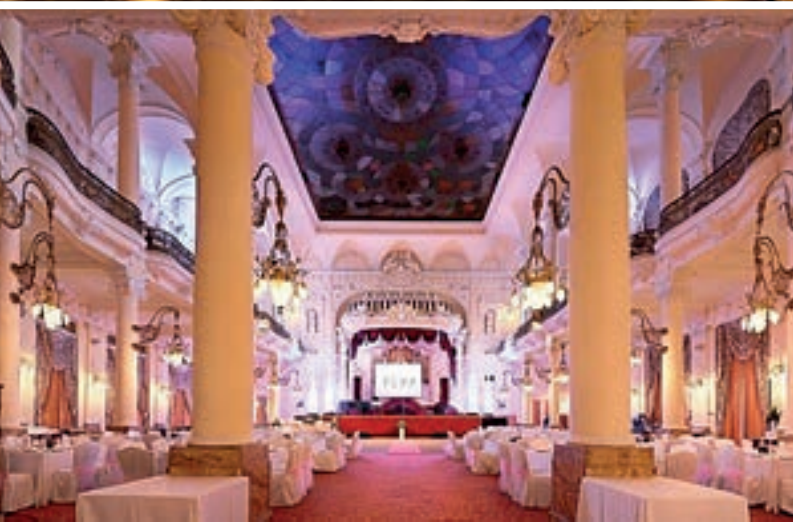
The city of Karlovy Vary (also known as Carlsbad) is famous for its healing water and mineral springs. People come from all around the world to benefit from its medicinal powers and re-establish natural harmony. They stay for a minimum of three weeks as that is how long it takes for the healing water to take effect. Along the city's main Colonnade, there are 13 mineral springs (there are a total of 79 in and around the town), and each one of them treats different health problems and diseases.

You can take long walks while drinking mineral water from one of the porcelain cups branded with the city's emblem that you can buy everywhere here. Walking next to the river takes you via the Colonnade to a splendid large hotel, the like of which you have probably never seen before. It is an incredible building which sits as if it is in a nest, surrounded by green-forested hills on the river Teplá, with a statue of Jesus on the cross in the rocks above.



This building houses one of the biggest hotels in the country, Grandhotel Pupp, which today is the iconic venue of the Karlovy Vary International Film Festival that has taken place in July, every year, since 1946. Its construction was a long build and to accomplish that mission, the Pupp and Mattoni family lived in a building in front of the hotel (now the Quisisana Palace, a top-class luxury hotel), watching as the work progressed.

There are a lot of stories and mysteries around this couple, drawn together from two of the richest local families - Mattoni (mineral water) and Pupp (hotel industry). There are also stories of ghosts walking in the night in both hotels - the ghost of Mr Pupp in his hotel, and the ghost of Maria Mattoni (his wife) in the Quisisana Palace. That may be why the film industry loves this place, and as part of the film festival, the area is often used as a location for movie productions worldwide.



For everyone, there is something magical in this city that will impress you from harmonic and elegant white buildings, constructed in Art-Nouveau style, their interior decorations, to shops with top-class fashion brands, monasteries, churches, and a lot of green parks and hills with peaks and sacred places.

Karlovy Vary dates back to the Emperor Charles IV and the 14th century when the city was built around the hot springs with healing powers once they were discovered. Afterwards, it fast became a well-known spa city. It saw a huge development in the 16th century, and in the 19th and 20th centuries the city really flourished.



This magical place attracted a lot of famous names such as Russian Emperor Peter the Great, Wolfgang Amadeus Mozart, Ludwig van Beethoven, Friedrich Schiller, Niccolò Paganini, Giacomo Casanova, Franz Kafka, Alphonse Mucha, and of course, Johann Wolfgang von Goethe stayed in the city, which inspired his writing ■

# GRANDHOTEL PUPP

KARLOVY VARY - CZECH REPUBLIC

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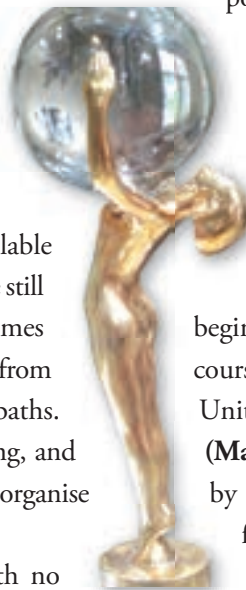
## West Bohemia: the region of spas

**T**he Karlovy Vary Region (an area of 3,314 square kilometres and with a population of 306,000) is the region with the highest concentration of spa resorts in the Czech Republic. These spa services are its most prominent industry and help to create the area's image. There are around 500 mineral springs in this area, and the natural mineral healing waters can cure even the worst diseases. Although some spa treatments are available only for those with a medical prescription, there are still many pleasant wellness procedures and programmes available for anyone to enjoy at will. You can select from several types of relaxation wraps, massages, or baths. There is also a wide range of slimming, beautifying, and rejuvenating therapies. It could be a good idea to organise your event and connect it with relaxation there.

There are many other activities on offer with no connections to the spa and wellness. The region is

one of the biggest Czech porcelain producers. The tour will take you from the gallery and the sample room to the production floors where you can see the process of porcelain making from start to finish. The **Moser Glass** factory is another traditional producer. The tradition of glass and glass products manufacture began in 1857. Visitors can even try glass blowing themselves.

Another thing that you should not ignore is the presence of the greatest and oldest **golf courses** in the region, opened at the beginning of the 20th century. The oldest Czech golf course, launched in 1905 by King Edward VII of the United Kingdom, can be found in **Mariánské Lázně (Marienbad)**. The greens are small but well protected by bunkers. Most of the course is flat and the pine forests that surround it keep the players cool during the summer months. The second great course is in **Karlovy Vary**, and the Golf Club was established



well-known for its **porcelain and glass** and has a long tradition of manufacturing beautiful plates, cups, pots, and other products. You can, for example, visit the **Thun Nová Role** porcelain factory, opened in 1794 and now



in 1904 before the golf course was built for spa guests. There is another golf course of excellent quality, located in **Sokolov**, only built in 2005. It is accessible from the R6 highway that connects Cheb and Karlovy Vary ■

# Karlovy Vary Region : a traditional MICE destination



The Karlovy Vary region has the highest concentration of spas in the Czech Republic. As its primary industry, balneology has a close association with the region. Developed infrastructure and premium services including transport, accommodation, background facilities, additional activities - spa and wellness, sports, cultural, and other social events, make the area an ideal MICE destination.

The Karlovy Vary region offers a unique environment for congresses, meetings, workshops, exhibitions, work-

related and social meetings, making it a convenient and traditional MICE events destination ■



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## OUR TIPS



### Saint Peter and Paul Cathedral in Karlovy Vary

The beautifully decorated, Byzantine style Orthodox Church was erected in the then newly emerging, exclusive residential district of Westend at the western edge of Karlovy Vary between the years 1893 and 1898 according to the design of architect Gustav Widemann. It was built in the fashion of the Byzantine-old Russian church in Ostantkino

near Moscow. The funds necessary for the construction of the church were raised among wealthy Serbian and Russian clientele and nobility. The richly decorated Byzantine style church has a floor plan in the shape of a Greek cross and five gold-plated cupolas. The interior is dominated by a wooden majolica iconostasis with oil icons of saints by painter Tyurin. The iconostasis was originally made in Kuznetsovo for the World Exhibition in Paris in 1900.



### 1 Mariánské lázně



### 2 Františkovy lázně



3 SPA  
CITIES



### 3 Konstantinovy lázně

*the perfect place for prevention, treatment, and  
convalescence for sufferers of cardiovascular illnesses.*



Ploskovice



Grape harvest in Třebívlice



Royal town Litoměřice

## EXPERIENCES AT YOUR FINGERTIPS FROM PRAGUE – ÚSTÍ REGION

Full of natural scenery, rich history, well-equipped places for organising various corporate events and experiences that will stay with you for the rest of your life: You can find all this in the Ústí nad Labem region.

### Easily accessible for various experiences

The significant advantage of this region is its accessibility. The distance from Prague to the region's largest city Ústí nad Labem is the same as the distance from Dresden – an hour's drive. Conveniently, you can take the train or drive from Prague to other attractive towns such as the royal town Litoměřice, the brewing town Žatec, or search for adrenaline at Most's motorcycle circuit.

The Ústí Region brings together four separate destinations – Central Bohemians Uplands, Czech Switzerland, Lower Poohří, and the Ore Mountains, which together are known as the "Gateway to Bohemia".



Each of these destinations offers different but equally exciting attractions.

### Visit for wine tasting and baroque history

The Central Bohemian Mountains are often called the "Garden of Bohemia." History lovers can go to Litoměřice to visit baroque pearls such as St. Stephen's Cathedral and the Church of All Saints, or enjoy views of Kalich from all over the city. You can take in the famous historical atmosphere in the nearby Ploskovice Castle.

For wine lovers, the "Wine Route" in Třebívlice, a few kilometres away from here, is ready for you. The luxurious Johann W winery offers a visit to the vineyards, a view of wine production, and tasting along with delicious cuisine. The site is associated with Ulrica von Levetzow, the muse of J. W. Goethe.

### Would you like Czech beer?

This invitation takes you to Lower Poohří, which is the Mecca of Czech beer. Discover the secrets of growing hops





Beer restaurant U Orloje - Temple of Hops and Beer



Autodrom Most – a multifunctional resort for events

and brewing good beer inside the Temple of Hops and Beer. You can climb to the top of the Hop Lighthouse, get lost in the labyrinth of beer barrels or taste the beer in the local brewery.

History lovers will enjoy a visit to the Klášterec nad Ohří castle or a tour of the mysterious temple in Panenský Týnec.

### Adrenalin on a motorcycle circuit

You can experience adrenaline for real or test your driving skills at the Autodrom Most – a vast complex offering its services to companies and the public. The whole area is also famous for coal mining. They offer a unique experience – a coal safari! Go for an excursion to the mining sites and visit fully operational quarries and mines.

Are you inspired? Come to visit or bring your event to this region and contact your MICE partner in the Ústí Region - North West Bohemia Convention Bureau ■

#### CONTACT:

Komenského 748/4  
412 01 Litoměřice

**Email:** [office@northwestconvention.cz](mailto:office@northwestconvention.cz)

**Web:** [www.northwestconvention.cz](http://www.northwestconvention.cz)

## Whatever you might be looking for, you'll find it here

REGION OF USTI NAD LABEM - IDEAL DESTINATION FOR CONFERENCES AND EXPERIENCES



- professional service
  - natural sceneries
  - unusual experiences
- ideal conditions for organising conferences and events



# The Liberec Region

## THE NEW DESTINATION FOR CONGRESS TOURISM

**T**he iconic Ještěd Peak, which has become something of a symbol of the region, is 1,012 metres above sea level and offers splendid views over the city

of Liberec (the local metropolis with 100,000 inhabitants). Hotel Ještěd, well known for its connection to the Ještěd TV transmitter, sits right at the top. It is a unique building, designed by award-winning Czech architect Karel Hubáček. If you refuse to walk up, it is easily reached by cable car. The hotel can accommodate up to 51 people, and its restaurant can welcome up to 190 guests.

In the city itself, the Babylon Centre is a good choice for organising your events – here, you can set up a

congress for up to 1,000 delegates, and together with communal premises, it can accommodate 2,000 people.

This large complex includes a 4-star hotel offering accommodation for up to 1,000 guests. New, modern infrastructures

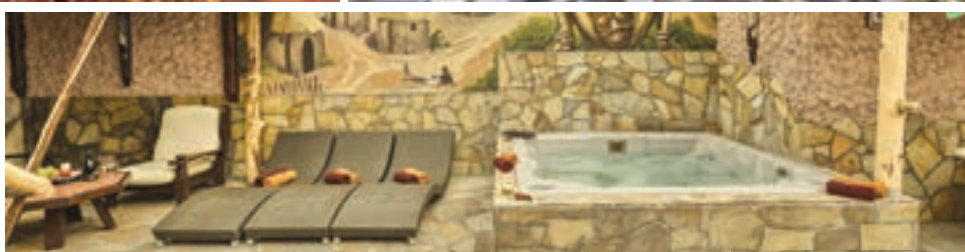
and excellent technical equipment, together with entertainment facilities (an extensive wellness and spa centre, Aquapark, iQpark, indoor golf, and more) have been created for those who prefer to have everything “under one roof”.

Another option is one of the hotels in the Pytloun Hotels group, where modern design meets great comfort. For meetings, the 4-star

Grand Hotel Imperial would be a good choice: you can hold a meeting for up to 160 people who can stay in sophisticatedly designed rooms.



# EVENT & CONFERENCE WELLNESS HOTEL BABYLON



- lot of hall types with different capacities (10–1 000 places) available, with full audio and video equipment
- comfortable accommodation for up to 1 000 persons
- Wellness Center extends over an area 1 000 m<sup>2</sup>
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**WELLNESS HOTEL BABYLON**  
Nitranská 1  
460 07 Liberec  
Czech Republic



There is plenty to do in the Liberec region: sports such as tennis, volleyball and beach volleyball, hiking among gorgeous natural surroundings, biking, horse riding, and more. Golf lovers will certainly appreciate the Malevil golf resort, which sits in a beautiful valley in the Lusatian Mountains in the charming village of Heřmanice, close to the town of Jablunné v Podještědí. The venue is perfect for your corporate meetings and events, training and team building activities, with two modern conference rooms equipped with professional technical facilities.



For those delegates and groups that prefer culture and the arts, the Liberec region is well known for its glass factories and industries. For example, AJETO Lindava Glass Factory – AJETO Glassworks – offers traditional Czech glass including exclusive and luxurious works by world famous designers. You can come and visit to experience



a close-up view of the process of Czech glass production, but you can also create glass yourself – the glassmakers will show you how and teach you about blowing the glass, cutting etc. This is an unusual experience that can create unforgettable moments for your delegates. There is also the possibility to set up your events right inside the factory ■

## DID YOU KNOW THAT FAMOUS GLASS-CUTTER DANIEL SWAROVSKI (1862-1956) WAS BORN IN BOHEMIA?



You can visit his birthplace – Jiřetín pod Bukovou – in the Liberec region. After learning to be an artisan glassmaker, he then moved to Paris and Vienna, met František Křižík and, inspired by the possibilities of electrical energy he created a machine for the sharpening of bezels. In 1892, he created the Swarovski company with Armand Kosmann. His global company is now active in more than 40 countries worldwide ■



# Pardubice Region: Smetana, Horses, and a poetic Landscape



The tourist region of Eastern Bohemia lies on the border between Bohemia and Moravia and includes the territory of the current Pardubice region. In the north, it borders Poland, and its geographical position makes it easily accessible from the Czech Republic's other neighbours - Slovakia, Austria, and Germany.

There are so many reasons to visit the region, including rich cultural offerings and sports events, museums showing traditional folk arts and crafts, galleries, places of historical and religious interest as well as natural resources rising from the lowlands in Polabí to the heights of the Orlické hory mountains.

The most significant events the region is famous for undoubtedly include the Litomyšl Smetana Music Festival, the Golden Helmet Speedway tournament and the Great Pardubice Steeplechase. The latter is the most difficult steeplechase in Europe; only Aintree's Grand National is more famous.

History lovers and art connoisseurs will surely be drawn to two jewels of Czech Renaissance architecture in the form of urban conservation areas - these are the castles in Pardubice and Litomyšl. The latter has been on the UNESCO World Heritage List since 1999 ■

[www.east-bohemia.info](http://www.east-bohemia.info)



## We will arrange everything you need for your event!

Quality services, excellent accessibility and location, extensive offer of cultural and sports activities, enchanting landmarks and unspoiled nature – all that and more in the Pardubice Region – an ideal place for your company events.

## SAINT-PETERSBURG WILL HOST THE 23<sup>RD</sup> SESSION OF THE UNITED NATIONS WORLD TOURISM ORGANIZATION (UNWTO) GENERAL ASSEMBLY IN 2019



The decision was made today on the 15<sup>th</sup> of September by participants of the current UNWTO General Assembly in Chengdu (China). *“This victory means the recognition by the world leaders of the tourism industry of St. Petersburg as a center of not only cultural, but also business tourism. The city authorities have done a serious job in order to attract this event to St. Petersburg, and I am sure that this is a well-deserved victory”*, - Andrey Mushkarev, the head of Saint-Petersburg Committee for Tourism Development.

Saint-Petersburg is a key tourism destination in Russia with more than 7 millions of tourists per year, almost half of

them are foreigners. The city actively develops cultural and MICE tourism as well as congress tourism.

Last year Saint-Petersburg has won the tourism’s “Oscar” in two nominations:

- «**World’s Leading Cultural City Destination 2016**»
- «**Europe’s Leading Destination 2016**»■

## UNICEO® announces a new partnership with IBTM World

With this partnership, UNICEO® is willing to offer its Members the possibility to meet & share with other corporate event Leaders and communicate about the 2018 European Congress. During the event, UNICEO® will also lead a conference about Return on Investment and organize a Leaders Meeting in Barcelona.

UNICEO® - United Networks of International Corporate Event Organizers is the international association bringing together senior decision-makers in charge of corporate events representing major companies and associations internationally. Debora Piovesan, Vice President at UNICEO, explains: “IBTM is one of the leading Trade Shows in the sector and a key meeting point for Meetings Industry stakeholders. They are constantly striving to improve their education program which this year feature several sessions of interest for our Members. Furthermore it is an excellent platform for networking that enables us to communicate globally.

Kerry Prince, Portfolio Director, ibtm events, says: « Our customers and partners are at the heart of everything we do and we place great importance on establishing and maintaining strong connections with the corporate community UNICEO represents. We are delighted that UNICEO has chosen ibtm world as a conduit to strengthen its development in Europe and we hope the event is a huge success for them ■

## PRAGUE: Do we really need a new flight connection with Aarhus, Denmark?

Czech Airlines (CSA) decided to create more flight connections with European destinations, but the chosen destinations represent serious security threats for the CEE region. These new connections began operating in May 2017. Firstly, there is a new direct flight connection with Aarhus (Denmark), a city that, according to The Guardian newspaper, is home to one of the most radical and largest Islamist mosques. It is well-known as a place to which radical ISIS fighters return after their military careers are over and receive a lot of care and rehabilitation, paid for by Danish inhabitants and taxpayers. Also, The Guardian says that Denmark is the country “which has produced more fighters per head of population since 2012 than any other western European country except Belgium.” The new “Hug a terrorist” social programme launched in Aarhus was blasted by former CIA interrogator Dr James Mitchell.

CSA’s second “great” new flight connection is with Verona (Italy), a city which has become renowned during the last year for the number of aggressive immigrants, especially from Eritrea, who have been causing a lot of problems there. As well as fighting, violence, and sexual attacks on Verona’s women, they have been responsible for blocking public transport, selling drugs on the streets, protesting against the quality of food in their “host” country, and demolishing cars.

At the TOP of this bizarre “hit parade” is a new four-times-a-week connection with Malmö, Sweden, a place that everybody in Europe knows to be a no-go zone.

### Dear CSA, what on earth are you doing?

Also launched in May 2017, there is a new connection with Lisbon, with flights four times a week, as well as a new connection with Keflavík (Iceland), operating in the summer season only until September ■

# CEE DESTINATIONS



DISCOVERING INTERESTING CEE  
DESTINATIONS - IT CAN BE A LOT  
OF FUN.



# Austria:

## TYROLEAN ALPS *will grace your meetings with gorgeous landscapes*

### TRY TO LIVE LIKE AN AUSTRIAN

In the mountains, the morning starts with birdsong, while the scents of colourful flowers and plants slowly enter your room. After a few minutes, you can hear the bell from a small chapel in the village and see peaceful cows ambling towards the green meadows. Consciousness meets emptiness, and the universe may inspire you. Maybe a restart or even just a few moments of relaxation can help your meetings to be more productive. In any case, a picturesque landscape, valleys and mountains, small villages with churches, and quality infrastructure awaits you in the Tyrolean Alps.

### ZILLERTAL – MATCH YOUR MEETING WITH TOP CLASS SKIING

Located in the province of Tyrol, the Zillertal valley branches off from the Inn valley about 40 kilometres east of Innsbruck. Surrounded by numerous 3,000-metre peaks and the impressive mountain world of the Tux Prealps, the

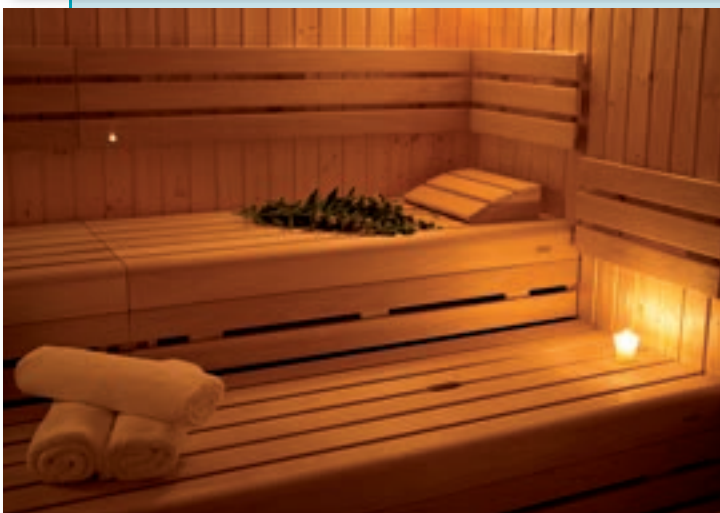
Zillertal offers a unique panorama. It is regarded as one of the leading destinations for mountaineering, as well as a perfect place for a relaxing or eventful summer retreat.

Winter tourism only started about 100 years ago. As the world's largest skiing valley, the Zillertal is perfect for countless winter sports. Here, 179 of the most modern lifts bring you quickly and comfortably from an altitude of 580 metres to 3,500 metres above sea level. Once you have ascended, 515 kilometres of optimally groomed slopes provide a range of challenges to suit everybody's needs, including demanding, sporty, downhill runs and pristine slopes covered in deep powder snow as well as sunny and wide carving slopes for families, beginners, and aficionados ■

#### The Zillertal comprises the following four extensive skiing areas:

1. Hochzillertal – Hochfügen – Spieljoch
2. Zillertal Arena
3. Mayrhofner Bergbahnen
4. Ski – & Gletscherwelt Zillertal 3000





## ★★★★ Hotel Höhlenstein

can give you everything you need in Juns-Tux (Zillertal Valley).

**Excellent recreation, tourism, and a special package for Team building in the Alps - enjoy relaxation at a height of 1400 metres.**

Located just four kilometres from the Hintertux Glacier, both in winter and in summer it offers unique opportunities for business meetings and company management training, as well as for workgroups. It offers a stylish conference space in traditional Tyrolean mountain huts, with TV projectors on large TVs or canvas also available.

The hotel sits 1400 metres above sea level and boasts excellent cuisine, spacious rooms, and suites. There is accommodation for two to four people on comfortable and exclusive beds (extra beds are available) with beautiful views of the Hintertux Glacier. Superbly trained staff speak German, English, Russian, and Czech. WIFI is free of charge and always on, 24 hours a day, for our guests.

The hotel provides a wellness centre with three different saunas, a steam room, a massage bed, and a bath to release daily stress. High-quality leisure time activities include the possibility of year-round glacier skiing. The glacier is just 4 kilometres from the hotel, and the bus to the glacier cable car stops at a station outside the hotel.

In the summer, we offer plenty of options, for example, beautiful hiking trips, cycling, or e-biking. We can prepare a programme of walking and cycling or ferries that we tailor to your precise requirements.

Nearly all of the lifts to the mountain remain in operation during the summer, connecting directly to the hotel with a free bus service for our guests. As one of our guests, you have free access to the Finkenberg swimming pool, where you can refresh yourself.

You can find prices and a more detailed description of the hotel at [www.hoehlenstein.at](http://www.hoehlenstein.at), where you can also directly book your accommodation ■

# DISCOVER... Salzburg

## WHERE TO STAY



### Hotel Sacher Salzburg

Music has always been an important part of the Hotel Sacher Salzburg, and it regularly hosts the world's finest musicians as well as royalty, international political leaders, business people, artists, and global celebrities. The hotel offers 111 rooms and suites designed and furnished with modern technical equipment that range from 20 square metres to nearly 150.

### Sheraton Grand Salzburg Hotel

This 5-star property located in the city centre offers 166 spacious, thoughtfully decorated rooms and suites with views of the city or the Mirabell Gardens – which is itself a world-famous place of interest. For your MICE events, the hotel provides four conference and banqueting rooms with more than 330 square metres of meeting space.



The picturesque Austrian city, well known as the birthplace of Wolfgang Amadeus Mozart, takes its name from the salt and is located near the German border on the Salzach river. With 150,000 inhabitants, it is the fourth largest city in Austria, after Vienna, Graz, and Linz.

Festung Hohensalzburg, the city's landmark, is Central Europe's largest intact fortress and offers fantastic views of Salzburg. For your meetings,



the city provides a plethora of top hotels. There are 1,200 rooms just a few minutes' walk from Salzburg Congress ■

## DON'T MISS

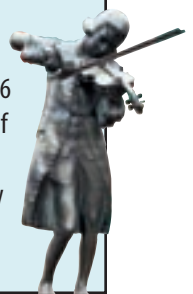
### Mirabell Gardens – famous movie location

Mirabell Gardens, along with the Felsenreitschule and Nonnberg Convent, was one of the key shot locations for the famous Hollywood musical "The Sound of Music". In the film, Maria and the children dance around the Pegasus Fountain in front of the palace, singing the song "Do Re Mi." At the end of the scene, the Von Trapp family stands on the steps in front of the Rose Hill

and sings the song's final bars. At the same time, viewers are enchanted by unique views across Mirabell Gardens towards the fortress.

### Mozart's birthplace

Mozart's birthplace - No. 9, Getreidegasse - is one of the most visited museums in Austria. Salzburg's most famous son was born there on 27th January 1756 and spent his childhood and much of his youth at the house. In 1773, the family moved to the house we know today as the "Mozart Residence", which stands on Marktplatz Square.



## WHERE TO HOLD A CONGRESS



### Salzburg Congress

Salzburg Congress is a top-class convention centre that can accommodate up to 2,500 participants. Its location right in the middle of the historic city makes this an attractive place to hold your congresses, conferences, large meetings, and more. The 15 conference rooms can cater for between 20 and 1,320 people.

### Wyndham Grand Salzburg Conference Centre

Here you have a combination of 262 guest rooms and a 1,750 square metre conference centre which creates the ideal option for your events if you want to stay and meet under the same roof. There are 16 conference and workshop rooms with seating for up to 1,000 people.



## CASE STUDY

**EVENT NAME:** AXIS Bank Rewarding the Best Advisors in Munich

**GROUP SIZE:** 420 people

**ORGANISED BY:** Europea Travel, Asiana Group

**EVENT DATE:** 17<sup>th</sup>-22<sup>nd</sup> August 2017

### VENUES and LOCATIONS:

The Westin Grand Munich, one of the largest hotels in Munich, with its 1,000 square metre ballroom for up to 1,050 people, and Sheraton Arabella Park were the chosen venues. The hotels are located next to each other. The VIP group stayed for four nights (everybody else stayed for three) and had a trip to Salzburg, Austria included. The Gala Dinner – the highlight of the event – brought everybody together to the Westin Grand on 19<sup>th</sup> August.



### EVENT DESCRIPTION:

The company (India's Axis Bank) wanted to reward their best advisors and sales representatives who operate in different countries. There were two possible destinations for this event: Varna in Bulgaria and Munich in Germany. "The chosen destination was Munich and we had just five weeks to create the event we established a temporary office in Munich and moved four people there so we could deliver a top-class event," explains Daniel Nedved, GM of Europea Travel.

The structure of the event proved to be a big challenge. The group of 420 was divided into three smaller groups, flying into Munich on 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup> August, and about 80 delegates were given special VIP



treatment: private transfers from the airport, business class flights with Emirates Airlines, and the use of a personal driver during their stay. There was also a special trip to Salzburg in Austria for the VIP guests.

*"During an organising meeting with the client one day before the event, we went into the city, and he saw a rickshaw in the street, transporting tourists. He loved that and wanted to include a rickshaw as part of the Gala Dinner – he wanted to have the presenter arrive at the venue in a rickshaw. . . which we managed to fix at the last minute!"* continues Daniel Nedved.

The Gala Dinner, during which the delegates were given their awards, was very successful and included in the event was Bavarian folklore, Bollywood and Latino dances, and art shows with a group performing acrobatic football that we brought in from Frankfurt. For this Gala Dinner, we worked alongside Czech company Audio Light, a company that we had worked with to deliver previous events.

### TRIP TO SALZBURG

Part of the VIPs programme included visits to many interesting places, for example, Red Bull Hangar-7 which is a unique building housing the historical Flying Bulls aircraft fleet and a collection of Formula 1 race cars, and the "Salzwelten" salt mine close to the city of Hallein.

Part of the programme was a theatre trip in the evening to see *The Sound of Music*. However, the date fell on a Monday, and the theatre was closed. So our challenge was to put on a private performance. In the end, the event was a great success and clients were both amazed and happy ■



# 4 ENTERTAINING INCENTIVES in Slovakia

## 1. BRATISLAVA: up-and-coming with Dowina

Bratislava is a new up-and-coming destination for MICE events. The destination has three significant advantages: ACCESSIBILITY (by air, road, and rail), INNOVATION (some great innovative technologies were born in this smart city), and EXECUTION (particular attention to detail).

We can offer many great incentive programmes including an automotive experience of visiting the factory of a global automotive leader and an electro-mobile ride; a water experience on a speedboat on the Danube or alternatively whitewater rafting on the man-made canal; a cultural experience that takes in Bratislava's modern art galleries and the surrounding area; and a city tour experience onboard an Oldtimer train. The intense programme is topped off by a gastronomy experience at a leading local restaurant. Accommodation in a luxury 4 or 5-star hotel, transport via comfortable coaches, and experienced guides are essential components of the programme.

**CONTACT US: DOWINA incoming agency**  
**Phone: 00421 2 55565640, 00421 903 437 187;**  
**Email: [dowina@dowina.sk](mailto:dowina@dowina.sk); [www.dowina.sk](http://www.dowina.sk);**  
**[www.facebook.com/dowinaincoming/](https://www.facebook.com/dowinaincoming/)**



## 2. The Tatra Mountains: a new meetings hotspot

There are many quality hotels and resorts for MICE events here, run by Tatra Mountain Resorts (TMR). TMR operates great hotels and venues for conferences like the 5-star Grand Hotel Kempinski with the capacity to host meetings for up to 100 people and several 4-star hotels. These include the Grand Hotel Praha (suitable for meetings for up to 380 people), the Grand Hotel Starý Smokovec, Hotel Kukucka, Tatragolf Mountain Resort

and the Hotel Grand Jasna (for up to 328 people). There are plenty of things you can do in the Tatra Mountains including incentives and teambuilding activities in a naturally healthy and refreshing environment. These activities range from orienteering, themed nights in a typical shepherd's cottage – called "koliba" in Slovak – with wooden interiors furnished according to local folklore, accompanied by live Gypsy music. Sports and adrenaline fuelled-activities are also available, such as skydiving or riding dog sledges across snow-covered mountains, skiing (obviously), or kayaking on turbulent rivers. You can even stay the night in the one-room hotel at the peak of Mount Lomnický štít. **More info: [www.tmr.sk](http://www.tmr.sk)**

## 3. Cruise and party on the River Danube

It is possible to cruise the River Danube from Bratislava as far as the nearby Devin Castle ruins, which are situated at the confluence of the Morava and Danube rivers, about 12 km from the capital. The cruise to Devin last appx. 90 minutes, while the journey back to Bratislava takes about half an hour. Devin Castle was built in the 9<sup>th</sup> century and is a Slovak cultural monument and symbol of the country's history. The boat cruise can be combined with a party, lunch or dinner as well as entertainment. Another option for a boat incentive is a cruise to the Austrian capital Vienna that lasts about 105 minutes, while the voyage from Vienna to Bratislava takes about an hour and half. It is also possible to cruise to Budapest and this can also be utilised as part of a longer incentive journey – a

Danube cruise through major East European cities. The river distance between Vienna and Bratislava is only 61 km. Budapest is 221 km away. The prices for boat hire start at 2,500 euros (the return voyage to Vienna lasts around 4 hours).



4.

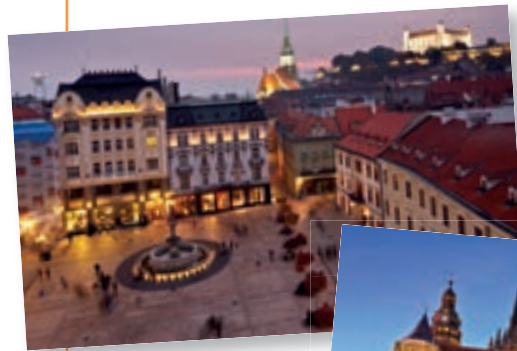
## Dinner in the Sky

The original idea of the concept of Dinner in the Sky was to create a unique gastronomic event experience. There are many possibilities and options – you can even hire a pianist and bring them up to the sky as well, on a separate platform. It is catering at the highest level, with plenty of creativity and the platform



can go almost anywhere you wish – such as next to historical monuments, above interesting areas in major cities, that afford spectacular views.

# 3 GREAT CITIES



**Bratislava**



**Košice**  
*St. Elisabeth (Dóm Sv. Alžbety) is the largest church in Slovakia.*



**Piestany**  
*Lucnica - the Slovak National Folklore Ballet - performs at the Topfest music festival in Piestany.*

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Salesforce

American Bar Association

Google

Ford Motor Company

Microsoft

The Optical Society

Deloitte Services

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# CUBA: the FIRST 5-star hotel opened in May

Gran Hotel Manzana Kempinski, the first 5-star hotel in Havana, Cuba's capital, opened in May 2017.

Created by hotel chain Kempinski, this lovely 5-star property is located in a historic 19th-century building and is well situated, neighbouring the National Museum of Arts and the Central Park. The new Kempinski offers 246 large rooms or suites with extra high ceilings and French windows that open out to the old city.

This new luxury Kempinski hotel is one of 110 Cuban tourism ministry projects designed to attract even more foreign tourists. Tourism is growing year

on year, and in 2016 there were 4 million foreign tourists in Cuba while there has also been an increase in demand for luxury accommodation ■



## CTW ASIA-PACIFIC 2017'S NEW PLATINUM SPONSOR FCM TRAVEL SOLUTIONS PRESENTS DEDICATED TECHNOLOGY CONFERENCE TRACK WITH EDUCATIONAL FOCUS

Platinum Sponsor FCM Travel Solutions, a top 5 global travel management company managing the travel programs for some of the world's leading corporate brands will present an Artificial Intelligence (AI) technology showcase and share their expertise as a panellist at this year's 20th edition of the corporate travel management conference, solidifying their position as a thought-leader in the industry.



Renowned for their highly personalised service and world-class reporting solutions, FCM has been in the forefront of cutting edge technology development to improve traveller experience and connectivity. CTW Asia-Pacific will be their launch pad in Southeast Asia to introduce Sam, their revolutionary chatbot powered by AI and a refreshed technology suite.

Said Bertrand Saillet, General Manager, Asia of FCM Travel Solutions, on their participation at

CTW Asia-Pacific, "CTW Asia-Pacific has always been an effective platform for us to network with key decision makers and drive deeper, meaningful conversations to understand their travel management challenges. We take away with us these learnings and work on developing new product offerings to meet the needs of the travel managers and travellers "

FCM Travel Solutions has presence in more than 90 countries, with the latest addition being Myanmar. FCM has recently consolidated its Asia region operations to deliver a seamless and consistent travel solution to corporate customers throughout the region ■

# WOW! HUNGARY



MEET IN THE MICEST COUNTRY  
WITH A PLETHORA OF GREAT  
HOTELS, VENUES AND DMCs.





**AREA AND LOCATION**

Hungary lies in the Carpathian Basin of Central Europe and extends over an area of 90 030 square km. Fifty per cent of the territory is flatland. The Grand Plain (Alföld) occupies the entire eastern part of the country and the Little Plain (Kisalföld) is located along the north-western border. Hungary is divided by two rivers, the Danube and the Tisza. Both rivers cross the country in a north-south direction.

**AREA CODE**

+ 36. City code for Budapest: 1

**BORDERING COUNTRIES**

Austria (366 km), Slovenia (102 km), Croatia (329 km), Serbia (151 km), Romania (443 km), Ukraine (103 km), and Slovakia (677 km).

**CITIES**

Budapest is the capital city, with a population of 1 775 203 inhabitants. The other big cities are Debrecen (204 297), Miskolc (175 701), Szeged (162 889), Pécs (156 567) and Győr (127 594).

**CLIMATE**

Hungary has a mild, continental climate and has four seasons. The coldest month is January (- 1° C average) which is a winter season, the warmest month is August (21° C average). August and July comprise the summer season.

**CURRENCY**

The “Forint”, which is the only currency accepted for purchases in shops. Tourist areas accept EUR and USD. Most places accept major credit cards.

**DISTANCES**

Budapest is situated 535 km from Prague, 200 km from Bratislava, 690 km from Berlin, 255 km from Vienna and 639 km from Bucharest.

**IMPORTANT TELEPHONE NUMBERS**

International emergency call centre .....	112
Ambulance .....	104
Fire Service .....	105
Police .....	107

**INTERNATIONAL AIRPORTS**

Budapest Ferihegy Airport: [www.bud.hu](http://www.bud.hu)  
 Debrecen International Airport: [www.airportdebrecen.hu](http://www.airportdebrecen.hu)  
 The FlyBalaton in Sármellék: [www.fly-balaton.com](http://www.fly-balaton.com)  
 Győr-Pér Airport: [www.gyor-perairport.hu](http://www.gyor-perairport.hu)  
 Pécs-Pogány Airport: [www.airport-pecs.hu](http://www.airport-pecs.hu)

**LANGUAGE**

The official language is Hungarian. It is a Finno-Ugric language unrelated to most other languages in Europe. Connections exist between the Finnish language and Hungarian. But don't worry! Especially in the bigger cities, people understand German and English.

**NATIONAL HOLIDAYS**

1st January: New Year's Day; 15th March: Outbreak of the 1848-49 revolution and War of Independence, Birth of the modern, parliamentary Hungary; 1st May: Labour Day; 20<sup>th</sup> August: St. Stephen's Day - State holiday of the Republic of Hungary; 23<sup>rd</sup> October: Outbreak of the 1956 revolution and fight for freedom, Proclamation of the Republic of Hungary (1989); 1st November: All Saints Day; 25<sup>th</sup> and 26<sup>th</sup> Christmas Days.

**POLITICAL SYSTEM**

Parliamentary democracy.

**POPULATION**

10 006 835 inhabitants. Ethnic groups: Hungarian 92, 3 %; Romani (Gypsy) 5 %; German 1, 2 %; Romanian 0, 8 %; Slovak 0, 4 %; Croat 0, 2 %; Serb 0, 2% and Ukrainian 0,1 %.

**POWER NETWORK**

230V/50 Hz, two-pole socket with safety pin.

**PRESIDENT**

János Ader since 2012, elected for 5 years.

**RAIL TRANSPORT**

MÁV Hungarian State Railways: [www.mav.hu](http://www.mav.hu); [www.elvira.hu](http://www.elvira.hu).

**RIVER TRANSPORT**

A Hydrofoil runs on the Danube (April-October), connecting Budapest, Bratislava (the capital of Slovakia) and Vienna in both directions. Regular services connect Budapest with resorts along the Danube Bend in Northern Hungary. Regular boats and ferries run on Lake Balaton, which is the second most visited area in the country after Budapest.

**ROAD TRANSPORT**

BUS: [www.eurolines.hu](http://www.eurolines.hu), [www.volanbusz.hu](http://www.volanbusz.hu)  
 RENT A CAR: [www.hertz.com](http://www.hertz.com)

**TIME**

Central European Time – CET (GMT + 1 hour), Summer Time is in effect from March to November: GMT + 2 hours.

**VACCINATION**

No special vaccination is necessary prior to visiting Hungary.

# BUDAPEST:

## BEAUTY, PEACE, AND THE HARMONY OF HISTORIC VENUES IS A NEVER-ENDING STORY



When we look at the architecture and the interior design of buildings dating back to somewhere around the end of the 19<sup>th</sup> and beginning of the 20<sup>th</sup> century, and then look at modern architecture, which has no decorations, no style, no nice sculptures on the buildings, no marble flowers, and other natural materials, it makes me think more and more: People, what is wrong with us?

■ *By Zuzana Adamson*

**I**s this degradation or degeneration that we are not able to create things like that 100 or 150 years later? Modern architecture is all blocks of large fabrics, no small details, no beauty, no harmony, all the forms and minimalism...I wish we could go back to the time where beauty was king, and where there was real creative energy in the art of crafting and working with natural materials, beauty and harmony. However, I have good news for people like me: yes, you can do it - just go to central and eastern European cities.

### Meetings with artistic atmosphere

If you like classical music, Art-Nouveau, the beauty of sculptures and decorated interiors dating from the past, you can find in Budapest many beautiful and historic venues that will make your meetings or events

very special. The Hungarian State Opera House is one of the most beautiful opera houses in the world. Created in the neo-Renaissance building, it opened in 1884 after nine years of construction. The first director was Ferenc Erkel, then Gustav Mahler held the post for several years, and Giacomo Puccini directed the premiere of two of his operas here. It is absolutely worth a visit even if you are not a big fan of the opera: the energy, beauty and atmosphere make this a great venue for any number of events for up to 2,000 people (Theatre Style).

Another place where you will be struck by this atmosphere of peaceful beauty is the Museum of Applied Arts, established in 1872 as the third such museum in Europe. From the harmony of the building and its function, with its high artistic level of mass formation and the individual style of decoration, the colourful



Photo by Zsófia Palyi



dome clad with Zsolnay ceramics, we completely understand that Hungarians want to keep all of this beauty out of the interest of “immigrants” and their destructive energy. All of us Europeans should. The museum does not have a catering service but can hold events for up to 420 people.

The Hungarian National Gallery occupies the central building of the royal palace, on Castle Hill in Budapest, and offers a commanding view of the city. There is a conference room that can accommodate up to 550 people (Theatre Style) and up to 1,200 for a cocktail party or reception.

### Budapest: the Capital of Spas

The must-do is to try one of the many spas. Budapest has held the “City of Spas” title since 1934, as it has more thermal and medicinal water springs than any other capital city in the world. There are 118 springs in Budapest, providing over 70 million litres of thermal water a day. The temperature of the water is between 21 and 78 degrees Celsius. Today, there are 15 public thermal baths in the city, not including the private thermal spas established in some luxury hotels, such as Danubius Thermal Hotel Budapest (Margitsziget) and the Corinthia Royal or Ramada Plaza.

ICCA 2016 TOP CITIES		
	City	Number of Meetings
1	Paris	196
2	Vienna	186
3	Barcelona	181
4	Berlin	176
5	London	153
6	Singapore	151
7	Amsterdam	144
	Madrid	144
9	Lisbon	138
10	Seoul	137
11	Prague	126
12	Bangkok	121
13	Dublin	118
14	Copenhagen	115
15	Beijing	113
16	Budapest	108
17	Buenos Aires	103

ICCA 2016 TOP COUNTRIES		
	City	Number of Meetings
1	U.S.A.	934
2	Germany	689
3	United Kingdom	582
4	France	545
5	Spain	533
6	Italy	468
7	China – P.R.	410
	Japan	410
9	Netherlands	368
10	Canada	287
	Portugal	287
12	Austria	268
13	Republic of Korea	267
14	Sweden	260
15	Brazil	244
16	Australia	211
17	Poland	195

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[www.mauridmc.hu](http://www.mauridmc.hu)



The spa at the Hotel Gellért is a public bath. You can also organise your events at a resort and offer your delegates unforgettable moments.

The most well-known spas are Gellért Spa, Széchenyi Spa, Dandár, Király, Lukács Spa, Rudas Spa, and there are many more. The Gellért Thermal Spa and Hotel were built in Art-Nouveau style, opening its gates in 1918 and was extended in 1934. The water, which rises from a hot spring, contains calcium, magnesium, and hydrogen-carbonate as well as sulphate-chloride and sodium with a significant amount of fluoride ions. The water in the Széchenyi Spa, one of Europe's largest spa complexes, is also healing water, with calcium, magnesium, hydrogen-carbonate, sulphate-chloride, and more. The Marble Room, which you can hire for your events, has the capacity for 150 to 200 people. You can also use the spa at the same time and book it for your group.

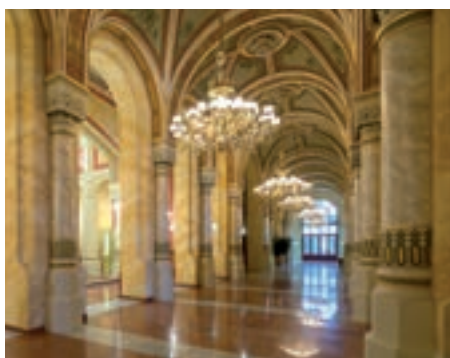
### Fashion & Porcelain Incentives

Apart from the spas, there are many possibilities and options as far as exciting activities go in the city. For ladies, in Budapest you can see and buy some Hungarian specialities - you can find flagship stores on the tree-lined Andrassy Avenue (Ut). Here, you can find vintage clothing or antiques, leather clothes, and there is also an incentive programme in the Art-Nouveau-style building, where a private fashion show for up to 50 guests with champagne and canapés can be set up. In recent years, in the meetings industry in general, incentive programmes which include doing something active have become popular, where you can learn and experience things on your own. For example, in the country of strong people led by Prime Minister Viktor Orbán, you can learn from Herend how to paint on porcelain – the Porcelanium Visitor Centre comprises a Minimanufactory, a porcelain museum, a shop and the Apicius Café. You can be sure that the speciality teas and coffees, as well as the food, is served on Herend Porcelain (55 people is the most they can accommodate) ■

# PESTI VIGADÓ – TRY THE VENUE OF CORONATION BANQUETTE

Once having served as a favourite venue of art, cultural and social events – hosting Franz Joseph I's coronation banquet in 1867 and providing a home to highly-acclaimed concerts by outstanding musicians including Franz Liszt, Johannes Brahms and Claude Debussy –, Pesti Vigadó is now functioning as a cultural institution and a distinguished event venue. Located on the Danube Embankment in the heart of the

Hungarian capital, close to Budapest's city centre hotels, the completely refurbished Pesti Vigadó, which is accessible for people with reduced mobility, serves as a perfect venue for diverse events including conferences, gala dinners, award conferrals, standing and seated receptions as well as diplomatic meetings. High-quality event management is supported by a wide of range of catering services suited to the event in question, coupled with professional and comprehensive sound, lighting and stage solutions ■



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# Time for... LAKE BALATON

## WHAT TO EAT



**Pörkölt (meat stew)** - it is pastoral stew made of meat (often beef or chicken gizzards), tomato, paprika, and onions, usually served with a side of Hungarian noodles called nokedli. It is often cooked outside, over fire in a bogrács, which is a traditional and heavy-Hungarian metal pot.



**Halászlé (fisherman's soup)** – a traditional Hungarian soup of paprika-spiced broth and thick cuts of river fish.

**Paprikás Csirke (chicken paprikash)** – perhaps one of Hungary's most recognizable dishes, it is chicken in a creamy, paprika sauce, often served with sour cream.

*Bon appétit!*

**H**ungary is an ideal MICE destination: safe, peaceful and economically stable. The Lake Balaton is considered the Hungarian inner sea. This natural treasure of the country is the largest lake of central Europe, its length is 77 kilometres and its width ranges from 4 to 14 km. On the sunlit slopes running towards the lake there has been grape and wine production going on since centuries.

In the last years, there was a lot of developments of new MICE infrastructures and you can organise your events in one of the large palette



of hotels, venues and conference venues. Between Balatonudvari and Örvényes, you will find one of the most spectacular golf courses of Hungary, Royal Balaton Golf & Yacht Club. ■

## WHAT TO VISIT

### Szigliget Fortress

On of the northern shores of Lake Balaton lies the marvelous town of Szigliget, host to one of the mightiest castles in Hungary. The castle of Szigliget rises more than 242 metres and houses a medieval fortress built by the Benedictine order around the 13<sup>th</sup> century.

### Badaszony & Vineyards

Surrounding Lake Balaton, volcanic hills cover a fertile mineral ground that is the finest base for vineyards. Filled with patches of grape growing farms and meandering



streams, fields of lavender and limestone, the entire landscape is simply idyllic. Badaszony is one of the richest regions that captures the viticulture of Hungary, and has been popular since Roman times.



MEETING



INCENTIVES



CONFERENCE



EVENT

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[WWW.HOTELBALRESORT.HUNGUESTHOTELS.COM](http://WWW.HOTELBALRESORT.HUNGUESTHOTELS.COM)

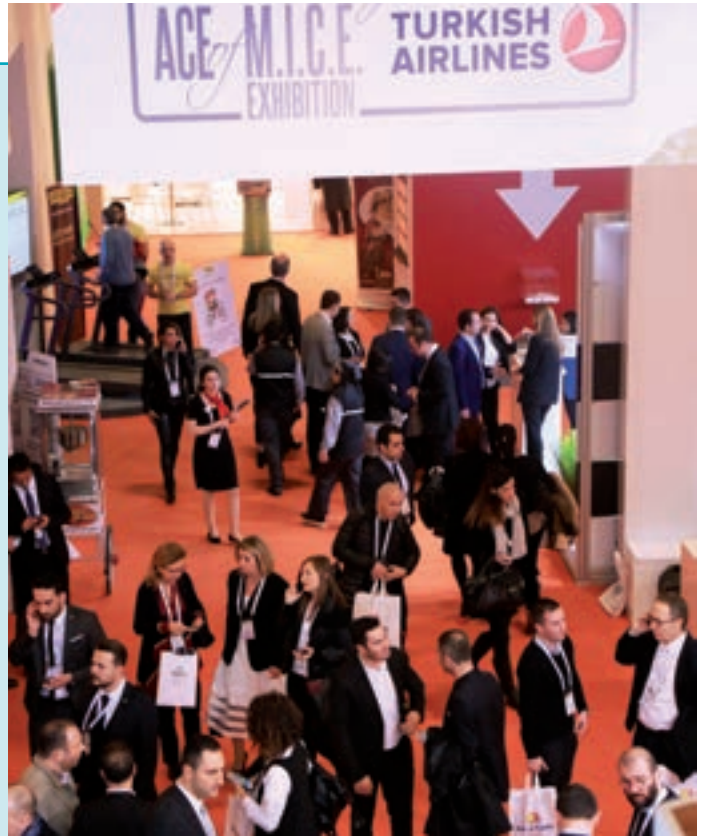
## MICE INDUSTRY CONVENES with All of its Colors

The world's third largest MICE (Meeting, Incentive, Congress, Event) exhibition ACE of M.I.C.E. Exhibition by Turkish Airlines will take place on February 21-23, 2018 for the fifth time at Istanbul Congress Center – ICC on a 5.000 sqm net stand area with the motto of previous year: *"MICE Industry Convenes With All of Its Colors!"* You can find everything you need for your organization at AME'18 with its 750 hosted buyers from 40 countries, almost 9.800 B2B appointments, 220 national and international exhibitors, about 100,000 US dollar worth global media coverage value, 160 sponsors&partners, 20 sessions, 35 speakers and 15.000+ national and international visitors.

AME'18 comes along with innovations like TECH ZONE, which will include event technology exhibitors and latest trends both in Turkey and in the world. Brands from USA, UK, Belgium have already taken their places. Speakers' Corner will also be located close to the ZONE.

If you want to lock in your prime booth place, it's advised to register now as an exhibitor to meet with 750+ professional MICE industry hosted buyers from 40 countries on a perfectly functioning B2B online appointment system. Face-to-face interaction with high-level decision-makers and influencers of the industry will allow you to connect with new and existing customers under one roof. MICE Industry Professionals, Associations / Societies / Federations and Corporate Companies can be hosted buyers at AME.

The organising company, Tourism Media Group, started its operations



in 2007 with the goal of contributing to the development and growth of MICE sector and providing communication and unity within the sector by making surveys and analyzing the market. The company is integrating world MICE industry with Turkish market with its partners in 25 different countries and providing services as an umbrella organization of the sector ■

## Thailand's tourist arrivals and revenue continues growth in 3<sup>rd</sup> Quarter of 2017

International visitor arrivals are expected to grow by 5% to 8.7 million with tourism revenue increasing by 10% to 460 billion Baht (US\$13 billion). Arrivals from ASEAN grew by 7% to about 2.5 million tourists, while North East Asia remains the top inbound source market with 3.7 million visitors (2% increase). Visitors from Europe totalled 1.3 million tourists (up 8%), with arrivals from the Middle East (+14% to 340,000 tourists), South Asia (+11% to 390,000 visitors) and the Americas (+9% to 280,000 tourists); all showing strong growth.



New air access from Taiwan, Indonesia, China and Turkey is considered among the favourable factors contributing to the growth. This includes new flights from Taipei, Bali and Shenzhen to Bangkok; from Guangzhou to Chiang Mai and Chiang Rai; from Changsa to Chiang Rai and from Istanbul to Phuket.

Thailand also ranked among ForwardKeys' top destinations with a 4% share of overall future bookings. It measures future bookings based on the highest number of airline reservations secured during the months of June to August 2017.

In the first half of this year, Thailand welcomed 17.3 million tourists, generating 876 billion Baht (US\$ 25 billion) for the Thai economy. TAT targets Thailand to finish 2017, earning 1.81 trillion Baht (US\$ 50 billion) ■





# & MICE INDUSTRY



FIND OUT WHERE TO MEET YOUR COLLEAGUES, AND WHERE TO DO THE BEST BUSINESS.

Great MICE venues in

## St. Petersburg

■ By *Zuzana Adamson**Belmond Grand Hotel Europe*

**A MICE trip organised by St. Petersburg Convention Bureau brought us - a group of international MICE media - to visit interesting MICE places here, to assist at a press conference with local organisers, and to enjoy the new Lotte Hotel's opening ceremony.**

The Expoforum Convention and Exhibition Centre is a large, modern building that only opened in October 2014. It can hold business and entertainment events of any size and format – exhibitions, conventions, forums, sports, and cultural events. Great architecture and modern equipment characterise this multipurpose complex making it attractive for organisers of any international or national event. It offers three exhibition pavilions, a convention centre for up to 10,000 people (35 conference halls), a business centre, cafes, and restaurants. The catering department can provide banquets for up to 2,000 people and buffets for up to 6,000. One more practical thing in



*From Left to Right:  
Olga Mugatina, Director of St. Petersburg Convention Bureau  
Nana Gvichia, Chairman of the Committee for Tourism Developm. in St. Petersburg  
Jevgenij Pankevich, CEO in State Tourism Information Bureau  
Margarita Matrosova from Russian Railway Tours,  
Aleksandra Slesareva from W St Petersburg*

its favour is that it is near Pulkovo International Airport.

The gorgeous 5-star Belmond Grand Hotel Europe is one of the most luxurious 5-star hotels in the city (together with Corinthia and Hotel Astoria). Opened in 1875, it is one of a kind. Its marble and gilt interiors, elegant furniture, and sophisticated decoration make it the place to stay in the city if you want to feel some atmosphere. Its famous guests included writers and composers such as Ivan Turgenev, Pyotr Ilyich Tchaikovsky, Claude Debussy, and Igor Stravinsky. The hotel was featured in the 1995 James Bond movie *GoldenEye*. Boasting a size of 300 square metres, the Presidential Suite is one of the largest in Russia.

The Presidential Library can host events of any level and format: official meetings of state and political delegations of Russia and foreign countries, conferences, gala dinners, concerts, and more. The grand conference hall can host between 300 and 500 people, and



*Belmond Grand Hotel Europe*

offers thoroughly modern technical equipment. The venue also has two exhibition halls.

The Hotel W St. Petersburg stands in the centre of the city not far from L'Hermitage Museum, and a few steps away from Nevsky Prospekt, the city's main shopping and luxury street. This design hotel, a favourite among movie stars and local "high society" rollers, can host smaller meetings in a luxurious contemporary style ■

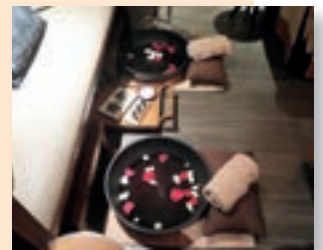


*Expoforum*



## Lotte Hotel OPENED IN St. Petersburg

Korea's Lotte Group opened a new luxury hotel on September 15, 2017. It is located on the site of the historic Yakunchikova mansion near Saint Isaac's Square. The launch ceremony brought together several guests from local society, and we also had the chance to talk to the General Manager, Mr Uwe Kunz, originally from Austria where he worked for Hilton. The Lotte Hotel, with 154 rooms and two ballrooms, is the Korean company's second property in Russia, after Moscow, which opened in 2010. According to Kunz, the hotel would like to attract many different markets and tourism, and an important target will be the meetings industry, both local and international ■



## SUMMER 2017 RUSSIAN TRAVELLERS' TRENDS

According to Oleg Safonov, Head of the Russian Federal Agency for Tourism, it has been a strong year for the Russian outbound tourism industry. Official Russian figures show that the first quarter alone **produced a 25 percent increase** in Russians heading abroad compared to 2016. That is not all. These tourists are spending more too. After a 40 percent rise in Russian spending abroad in 2016, the trend is continuing. This year, spending power has been growing at between 33 and 46 percent each month compared to last year.

Why? The stabilisation of the rouble has created more spending power, as has deferred demand from those who were waiting for economic conditions to improve. Now, the time has come for a significant increase in Russian tourists.

### Where are Russians going?

The return of Turkey to the Russian market has been a huge boost. One million Russian tourists visited the country from January to June 2017. The total annual number is even expected to exceed the pre-crisis levels of 2015.

### There are also impressive figures from further afield:

- **Dominican Republic** – 217 percent more Russian tourists from January to June. The country is expecting an overall rise of 40 percent more Russians in 2017
- **Cuba** – 120 percent more Russian tourists from January to June 2017
- **Vietnam** – 53.4 percent more Russian tourists from January to June 2017
- **Malaysia** – 38.7 percent more Russian tourists from January to June 2017
- **Thailand** – 37 percent more Russian tourists from January to May 2017. The country is expecting 2017 numbers to reach 1.6 million, exceeding pre-crisis levels

European countries such as **Bulgaria, Spain, Hungary, Italy, Cyprus, and Poland** – and many others – are also faring well this season ■

# IBTM CELEBRATES ITS 30<sup>th</sup> ANNIVERSARY *this year*



We talked to **Kerry Prince**,  
**ibtm events Portfolio Director**

**MICE CEE: Would you briefly introduce the show (now IBTM) in Barcelona? How many exhibitors are attending this year 2017? How many hosted buyers are expected in 2017? And how many visitors?**

This year is a major milestone for ibtm events, as it is the 30<sup>th</sup>-anniversary edition of the ibtm world event, taking place in Barcelona from 28th to 30th November 2017. While celebrating the milestone, the focus for ibtm is firmly on the next 30 years and beyond.

This year ibtm world will welcome some 3,000 exhibitors from over 150 countries, with 70,000 pre-scheduled appointments planned to take place. In 2016, almost 15,000 delegates attended ibtm world, and over 67,000 pre-scheduled meetings were arranged during the three-day show.

**MICE CEE: What are the main new things for IBTM (formerly EIBTM) in Barcelona in 2017? New technologies, new activities, or updates? New destinations, new buyers from new MICE destinations?**

There are several new initiatives for ibtm world 2017, all aimed at ensuring the best possible experience for customers and ensuring it remains an unmissable event on the industry calendar.

This year will also see the rollout of an enhanced Hosted Buyer programme which will now see ibtm events pre-selecting and qualifying 200 Hosted Buyers allowing them to be fast-tracked through the process. This will enable ibtm events to be even more targeted and guarantee the highest calibre Hosted Buyers are invited to attend the event. The programme has also been designed to deliver added value for exhibitors by targeting buyers matched according to exhibitor needs.

A select group of elite invited Hosted Buyers will benefit from a new VIP experience which will include limousine transfers to and from the airport, access to an exclusive VIP lounge for the three days of the event, 5-star accommodation, and a more flexible diary of appointments.

Additionally, on the back of research indicating a requirement for more appointments from both exhibitors and Hosted Buyers, this year Hosted Buyers will commit to 10 pre-scheduled appointments per day, creating more appointments and therefore more opportunities to do business

Also new for 2017 is the Start-Up Pavilion, where attendees can

meet with an exciting mix of suppliers to discover and learn about new technologies and experimental solutions that are set to make a real impact on event planning and production in the future.

The event's Knowledge Programme, a huge draw for attendees, will this year be headlined by two keynote speakers of global repute. It will include topical panel sessions and an inspiring and educational programme of content covering seven engaging themes, including industry

trends, safety and security, innovation, disruption, and technology.

The event's market-leading Innovation Zone and Technology and Services Zone experience saw increased footfall each year as they provide a much-anticipated opportunity to discover and interact with the latest new and emerging technologies and solutions.

**MICE CEE: Could you tell us more about selected Hosted Buyers this year? Are they the same people or companies as last year? Or do you invite new buyers? If so, from which destinations?**

As always, the quality of Hosted Buyers is extremely high, with representation from large global corporations such as Bank of America Merrill Lynch, Gucci, Mars Incorporated, L'Oréal Active Cosmetics, Microsoft, Montblanc, Philips, and Volvo.

Associations include The Optical Society, European Health Management Association, European Society of Ophthalmology, Association of International Seafood Professionals, European Cystic Fibrosis Europe, International Financial Cryptography Association, World Federation of Tourist Guide Associations, and UEFA.

**MICE CEE: What are the main complaints about ibtm world from buyers and exhibitors, and how do you respond?**

We are always working to ensure our attendees have the best possible experience, and to do that we utilise the knowledge and insight gained from running over 500 events in the industry. We continue to focus our energies on providing the most innovative content and tailored business connections.

**MICE CEE: Do you have any new exhibitors for 2017? Are there any new destinations that wish to enter the international MICE market?**

As always, there will be an incredibly broad spread of exhibitors. This year, some 3,000 exhibiting companies representing over 150 countries will attend, ensuring a comprehensive offering for meetings and events planners. Exhibitors range from destinations and conference centres to technology companies and suppliers from across the industry, and over 70,000 pre-scheduled meetings are set to take place over the three-day event.

New exhibitors confirmed to attend this year include Visit Wales, Synergy International Italy, Fiesta Hotel Group, Meet Puerto Rico, Visit Almaty, Titanic Hotels, Ceara, Designer Incentives and Conferences India ■



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## MCE South Europe 2017, third annual

### MICE B2B forum to be held in Sicily, Italy!

After two years of hosting successful MCE events in Southern Europe, the third annual MCE Southern Europe event will be held in Sicily in October 2017. After taking place in Istanbul and Rome, this year Sicily will be the centre point of this highly successful workshop that connects destinations and suppliers from the region through the unique pre-scheduled, match-made meetings.

During the two and a half day event 35 direct business encounters will occur during the varied event program that will also include keynotes, networking and socializing opportunities to further develop business relationships all while making the best use of the limited out of office time to increase business efficiency.

Europe Congress thoroughly qualifies every event planner so that the maximum business potential is adequate. The qualification process guarantees the level of success of the MCE South Europe event. South European destinations in the form of tourism boards, convention bureaus and MICE suppliers such as hotels, PCO's, DMC's, congress centres, transportation companies, restaurants and others will represent their services towards the carefully selected, invited buyers.

"As Sicily Convention Bureau we are proud to have offered Sicily the chance to host such an important international event in the MICE industry. The



exclusive format of the workshop will enhance what Sicily and its local suppliers are able to offer. International buyers will experience the destination and its strengths on site, not behind a screen anymore". Alessia Di Raimondo, Marketing and Media Relations Manager of the Sicilia Convention Bureau stated. Asking Mr. Alain Pallas, Managing Director of Europe Congress, about their choice for Catania, Sicily for the 2017 MCE South Europe host destination, he stated: "Historically Sicily has experienced a wide variety of cultures, which shaped the Island's current progressive mentality and culture. Furthermore, Sicily is a true touristic gem, discovered by many already yet still being largely undiscovered within the meetings and incentive fields". More details and additional partner information will be coming soon. Participation and registration are, open and Europe Congress is excited by the wave of participants and the anticipation of the event. The staff of Europe Congress is looking forward to providing another successful installation of MCE South Europe in Sicily ■

#### MCE South Europe 2017 Fact Sheet:

**Dates:** 8, 9&10 October 2017

**Place:** Four Points by Sheraton Catania Hotel & Conference Center, Catania, Sicily



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# ITB Asia 2017 sells out ahead of 10<sup>th</sup> anniversary

Celebrating its 10<sup>th</sup> anniversary as 'Asia's Leading Travel Trade Show', ITB Asia 2017 has completely sold out ahead of its milestone show this October, attributed to a tremendous surge in booth bookings from the global market. The show holds its strong Asian support with 60% of exhibiting companies from Asia.

ITB Asia 2017 will feature many firsts for the travel trade show. For the first time this year, ITB Asia will host Brazil's Rio Convention and Visitor Bureau, the Moscow City Government, Promote Iceland, as well as an African Pavilion, among many others.

The strong growth performance at ITB Asia 2017 is led by BRICS economies that show exceeding exhibitor stand booking growth rates, with South Africa (200%), Russia (183%) and Brazil (100%) paving the trend. China is also growing its presence at ITB Asia by 31% this year with Ctrip, Wuzhen Tourism, Hua Min Tourism & Reservation, Shanghai Toptown International

Travel Agency and many more set to feature during the show.

Europe is a close second having recorded a 23% growth which is led by the Greek National Tourism Organisation and Spain Tourism Board. This growth is also substantiated by a growing number of exhibitors from the Balkan Peninsula, including countries such as Romania and Bosnia & Herzegovina.

In addition, Scandinavian markets have marked a 21% growth as leading markets such as Finland and Norway show stronger exhibitor demand. This is further strengthened by Promote Iceland which joins ITB Asia for the first time.

While African and European markets appear to dominate the show floor, North Asia will feature prominently during ITB Asia 2017 too. Delegates can look forward to a strong showing by Japan and Korea at this year's show as Japan recorded an 89% growth in exhibitor bookings while Korea recorded a staggering 112% growth, thanks

to Korea Tourism Organisation, Seoul Tourism Organisation and Jeju Convention & Visitors Bureau.

Earlier this year, ITB Asia had signed a partnership with Korea Tourism Organisation to boost Korea's appeal as a key destination in Southeast Asia.

*"As we celebrate our 10th anniversary this year, the substantial growth in exhibitors underlines how ITB Asia has firmly established itself as the leading industry event in the region. The Asian outbound market continues to attract huge interest,"* said Katrina Leung, Executive Director of Messe Berlin (Singapore), organiser of ITB Asia.

Exploring "The Future of Travel", ITB Asia 2017 will feature industry heavyweights from the travel and tourism sector as well as global brand names from the technology sector. The show will take place from 25 - 27 October 2017 at the Sands Expo and Convention Centre, Marina Bay Sands ■

## 10<sup>th</sup> Annual ITB Asia 2017 25 - 27 October 2017, Marina Bay Sands, Singapore



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# MICE EXPOSITIONS 2017/2018

## 2017

- 26 - 28 SEPTEMBER  IT & CMA – Incentive Travel & Conventions, Meetings  
Asia/CTW – Corporate Travel World  
**Bangkok, THAILAND** ..... [www.itcma.com.sg](http://www.itcma.com.sg)  
..... [www.corporatetravelworld.com](http://www.corporatetravelworld.com)
- 8 OCTOBER  MCE South Europe  
**Sicily, ITALY** ..... [www.europecongress.com](http://www.europecongress.com)
- 10 – 12 OCTOBER  IMEX America  
**Las Vegas, USA** ..... [www.imexamerica.com](http://www.imexamerica.com)
- 11 – 13 OCTOBER  ACTE CAPA Aviation & Corporate Travel Summit  
**London, UK** ..... [www.acte.org](http://www.acte.org)
- 25 – 27 OCTOBER  ITB Asia  
**Singapore, SINGAPORE** ..... [www.itb-asia.com](http://www.itb-asia.com)
- 7 – 9 NOVEMBER WTM  
**London, UK** ..... [www.wtmlondon.com](http://www.wtmlondon.com)
- 12 – 15 NOVEMBER 56<sup>th</sup> ICCA Congress  
**Prague, CZECH REPUBLIC**
- 28 – 29 NOVEMBER  Leaders in HORECA CEE & CIS  
**Prague, CZECH REPUBLIC** ..... [www.horecacee.com](http://www.horecacee.com)
- 28 – 30 NOVEMBER  IBTM World – The Global Meetings and Incentives Exhibition  
**Barcelona, SPAIN** ..... [www.eibtm.com](http://www.eibtm.com)

## 2018

- 18 – 21 JANUARY Go and Regiontour  
**Brno, CZECH REPUBLIC** ..... [www.bvv.cz/go-regiontour](http://www.bvv.cz/go-regiontour)
- 22 – 26 JANUARY ATF – Asean Tourism Forum  
**Chiang Mai, THAILAND** ..... [www.atfthailand2018.com](http://www.atfthailand2018.com)
- 5 – 7 FEBRUARY IBTM Arabia  
Gulf Incentives, Meetings and Business Travel Exhibition  
**Abu Dhabi, UAE** ..... [www.ibtmarabia.com](http://www.ibtmarabia.com)

- 18 – 20 FEBRUARY **MICE CEE is Media Partner** Europe Congress – MCE Central & Eastern Europe ..... [www.europecongress.com](http://www.europecongress.com)
- 20<sup>th</sup> FEBRUARY **MICE CEE is Media Partner** Eventex  
Dublin, IRELAND ..... [www.eventex.co](http://www.eventex.co)
- 21 – 23 FEBRUARY **MICE CEE is Media Partner** ACE of M.I.C.E. Exhibition  
Istanbul, TURKEY ..... [www.ameistanbul.com](http://www.ameistanbul.com)
- 28<sup>th</sup> FEBRUARY – 1<sup>st</sup> MARCH CONFEX  
London, UK ..... [www.international-confex.com](http://www.international-confex.com)
- 7 – 11 MARCH ITB  
Berlin, GERMANY ..... [www.itb-berlin.de](http://www.itb-berlin.de)
- 12 MARCH **MICE CEE is Media Partner** INTERNATIONAL M.I.C.E. FORUM  
Moscow, RUSSIA ..... [www.miceforum.ru](http://www.miceforum.ru)
- 20 – 22 MARCH IT&CM CHINA Incentive Travel and Conventions, Meetings  
Shanghai, CHINA ..... [www.itcmchina.com](http://www.itcmchina.com)
- 5 – 7 APRIL AITF  
16<sup>th</sup> Azerbaijan International Travel & Tourism Fair  
Baku, AZERBAIJAN ..... [www.aitf.az](http://www.aitf.az)
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- 16 – 18 MAY **MICE CEE is Media Partner** ITB China  
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