

# MICE

## CENTRAL & EASTERN EUROPE

MEETINGS | INCENTIVES | CONFERENCES | CONGRESSES | EXPOSITIONS | EVENTS

**PRAGUE:**  
Congress tourism brings  
up to CZK 5.2 billion



**TRY  
SLOVAKIA**

**MOSCOW:**  
Discover splendid  
underground palaces





**imex** **FRANKFURT**  
15-17 MAY 2018

## IT'S 2018. IT'S TIME TO PRESS FOR PROGRESS

We're currently experiencing a seismic shift in attitudes towards gender inequality. A culture of silence and tolerance is drawing to an end.

### **A new movement has begun**

No wonder then that this year International Women's Day is calling women - and men - to "Press for progress". It's time to be proactive in making change happen.

### **How WE are pressing for progress**

This year IMEX in Frankfurt is launching a new conference - **She Means Business**. This inspiring meeting of women (and men) takes place on EduMonday, 14 May.

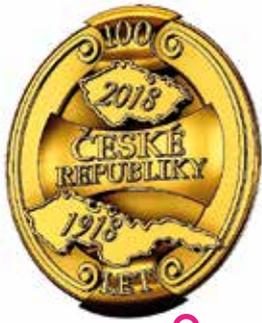
Speakers from diverse backgrounds including science and tech, media, finance, cardiology and the UN will address the issues faced by women today. Through conversation, collaboration and learning, we believe we can shed new light on an old debate.

Press for progress.  
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She Means Business.

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**#IMEX18**

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## CZECH REPUBLIC

2018 is a significant year for the country because the Czech Republic is celebrating the 100th anniversary of its foundation. Czechoslovakia (the union of two nations: the Czech Republic and Slovakia) was founded in 1918, following the collapse of the Austro-Hungarian Empire after World War I. Its capital Prague has always been one of the most visited and most beautiful cities in Europe. The country changed its name to Czechia in 2016, but it is hardly used by locals or tourists and can be easily mixed up with Chechnya or other countries.



# THE Visegrad four — GROUP OF 4 CENTRAL European Countries

## GREAT OLYMPIC WINNER

2018: Ester Ledecka – she is the first woman to ever win two gold medals in two different sports disciplines in a single Winter Olympic Games. Her father is a well-known singer. Ester Ledecka made history with gold medals in snowboarding and skiing. “I was dreaming about this moment since I was a little child,” said Ledecka, who did not go to primary school and was instead educated at home.



## SLOVAKIA

A member of the European Union (EU) since 2004, Slovakia joined the Euro single currency system in 2009, taking a different path from the Czech Republic.



Slovakia is the world's largest per-capita car producer in the EU. The car industry represents 43% of Slovakia's industrial output and a quarter of its exports. Nevertheless, since the Euro came to Slovakia, there has been a surge in numbers of Slovak people living and working in the Czech Republic; in 2015 the number was more than 150,000.

## HUNGARY

Viktor Orbán (born in 1963) is the current Hungarian Prime Minister and has been since 2010. He previously served



as Prime Minister from 1998 to 2002. Orbán is the leader of Fidesz – the strongest political party in the country that won 68.13% of the vote during the 2010 parliamentary elections. Orbán was born in Székesfehérvár, a small city located in central Hungary. It is the regional capital of Central Transdanubia and has a fascinating history. This city was once a royal residence and a place of significance in the Middle Ages. It was the kingdom's capital, and some 38 kings were crowned there.

## POLAND

The largest V4 country, Poland covers an area of 312,679 square kilometres and has a population of 38.5 million people, which makes it the sixth most populous EU member state. Poland's capital and largest city is Warsaw



which has around 1.75 million inhabitants. Next come Kraków (762,000) and Lodz (698,000). Almost 90% of the Polish population are Roman Catholics.

# MICE



## DEAR READERS,

**S**pringtime has arrived in Europe, and it is my pleasure to introduce the latest edition of our magazine. During the winter, there were many MICE trade fairs and events, and many of them celebrated anniversaries – 15th, 20th, or 25th, for example.

The meetings industry now seems to be well established, with its own industry vocabulary, and the professionals involved in it are becoming very self-aware. In 2017, we had our 10th anniversary and celebrated by creating a new MICE CEE TV channel on YouTube, and I hope to develop this further in the future.

This issue has attracted the attention of Slovak MICE players, so we created a special TRY SLOVAKIA section once again, as this CEE country, and its capital Bratislava, is not very well known. However, it has a lot to offer to your MICE groups. And mountains, of course, like the Austrian Alps, are a very attractive option for your meetings if you want to be surrounded by nature, focus on teambuilding activities and combine your MICE event with relaxation and breathing in new energy.

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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Our business is nature - friendly. When you have finished with this magazine, please recycle it.

# AIRPORT in PRAGUE Ruzyne saw a **17.5 %** increase

In 2017, Prague's Airport saw a 17.5% increase in passenger numbers. In total there were a record-breaking 15.415 million passengers. The most successful month was July, when 1.7 million passengers flew. This incredible growth was made possible by opening new airlines, adding new flights and increasing the capacities of existing connections. On average, there were 42,233 daily passengers. In comparison with the past five years, this number represents incredible growth.

*"This growth of number of passengers of the Airport in Prague is great and overtops the European average. In comparison with results of other European countries, that we have, as of now, at our disposition (January-November 2017), the Václav Havel Airport in Prague reached an increase of 18.4% in number of passengers, while the EU was 8.7%,"* said Václav Řehoř, the airport's chairperson.



In 2017, 16 new destinations were opened, and more flight connections with London were

added. Altogether, 69 airlines operated flights to 163 destinations. The most popular destinations for passengers were European cities, followed by destinations in Africa, which saw growth of more than 66% in comparison with 2016 due to the increasing trend of Czech people taking holidays in northern African countries.

The most popular connection was the one between Prague and the UK where 15 destinations saw passenger numbers increase by almost 7%. Italy, in second place, saw growth of just under 30% with Germany in third with more than 8% growth ■

## TOP 5 COUNTRIES (FROM PRAGUE)

Rank	Country	Passenger numbers	Percentage change
1	UK	1,823,812	+6.6
2	Italy	1,354,101	+29.6
3	Germany	1,252,895	+8.1
4	Russia	1,199,932	+24.6
5	France	1,044,994	+9.0

## TOP 5 CITIES (FROM PRAGUE)

Rank	City	Passenger numbers	Percentage change (2016-17)
1	London	1,247,330	-0.7
2	Paris	846,977	+6.6
3	Moscow	824,227	+22.9
4	Amsterdam	658,694	+9.5
5	Frankfurt	521,014	+1.0

## The most visited place in the Czech Republic in 2017 was an industrial complex

The Dolní Vítkovice (DOV) Complex – in the impressive surroundings of Dolní Vítkovice – is the site of former blast furnaces, mines and ironworks. This industrial complex located in Ostrava, Czech Republic, welcomed 1,557,784 visitors in 2017. It is a new record, beating the 1.3 million visitors in 2016. This unique industrial complex incorporates Gong – a congress venue for up to 1,509 people – and in the Czech Republic, it is the most visited place outside of Prague. The number of visitors to the DOV Complex was even higher than the number of visitors to Prague Zoo, which attracted 1,445,126 people ■



## WHERE Vienna International Airport PASSENGERS GO

From Vienna International Airport, you can fly to more than 160 destinations worldwide. During 2017, the airport handled 24.4 million passengers, a 4.5% increase compared to 2016.

At Vienna Airport, the busiest routes are those to London, Frankfurt, Zürich, Düsseldorf, Paris, and Berlin, followed by Amsterdam and Istanbul (Europe and Turkey).

Between 2015 and 2016, numbers of flights to Amsterdam (25%) and London (almost 17%) saw the most significant increases. On the other hand, flights to Moscow dropped by 17.6%.

Among intercontinental flights, the most popular flights in 2016 were those to Dubai, Tel Aviv, Bangkok, Doha and Chicago, followed by Beijing, Toronto, Washington, and New York. In comparison with 2015, the most popular destinations were Doha (an increase of almost 24% compared with the previous year) and Chicago (up by 15.2%) ■



# Luxury travel CONTINUES TO GROW

Luxury travel is booming: high-price trips grew nearly twice as much as global travel did in general over the past years – most luxury travelers come from the USA and China – Germany and France are the most popular luxury travel destinations in Europe – ITB Berlin and IPK International analyze global luxury travel.



More and more holidaymakers are spending heavily on the best weeks of the year. With an increase of around 18 per cent since 2014, luxury travel has grown nearly twice as much as international

travel in general, which grew by about 9 per cent since 2014. This is the result of a special evaluation of the World Travel Monitor®, conducted by IPK International and commissioned by ITB Berlin. For this analysis, international luxury trips were defined as all outbound short trips of up to three nights with a spending of more than 750 euros per night as well as all outbound long trips of four nights and more and a spending of more than 500 euros per night. In 2016, the world population undertook about 54 million international luxury trips. The market share of these trips rose to around 7 per cent in 2016.

## Germany most popular luxury travel destination in Europe

The largest source markets for luxury travel are the USA, with 13.7 million foreign luxury trips, and China, with 10 million. Other major source markets are Japan, Great Britain and Taiwan. In Europe, most

## King Ludwig II Museum to reopen in April

The King Ludwig II Museum in Herrenchiemsee, Bavaria, be open to the public again at the end of April after extensive construction work. A special exhibition will show never seen designs for Neuschwanstein Castle.

The Bavarian King Ludwig II Museum in the south wing of the Herrenchiemsee New Palace, opened in 1987, is dedicated to the monarch's life stages (1845-1886) from birth to the tragic death in Lake Starnberg. As patron of the composer Richard Wagner, the king went down in music history. You can see portraits, busts, photographs, robes, written documents and more. Under the motto „Unknown Neuschwanstein“, the special exhibition

presents four designs for murals of the singer's hall of Neuschwanstein Castle, which have never been seen in public before ■



luxury trips are undertaken by the British with 3.6 million trips, ahead of the French and the Germans. On the other hand, the most popular luxury travel destination by far was the USA, with 8.1 million trips, ahead of Canada and Germany. In Europe, Germany received nearly 4 million luxury travel visitors in 2016 and hence replaced Italy as the number one luxury travel destination in Europe compared to 2014, followed by France, Italy and Great Britain.

## City trips are the most important luxury holiday type

Holidays abroad together with trips to visit friends and family and other leisure trips represent the dominant share of all luxury trips with nearly 75 per cent, while business trips account for every fourth trip. The most popular types of luxury holidays are city trips with a share of 29 per cent, followed by touring holidays as well as Sun&Beach holidays.

## Higher importance of travel agencies among luxury travelers

For luxury travel planning the Internet is used by around 83 per cent, which is very similar to all international travelers. On the other hand, 51 per cent of international luxury travelers use travel agencies as an information source, while the worldwide average is much lower with 33 per cent. The same occurs when it comes to travel agencies as a booking site. While on average 27 per cent of all international outbound trips are booked through a travel agency, 40 per cent of all international luxury trips are booked via a travel agency ■



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# CROATIA had a record-breaking tourist season **in 2017**



The country welcomed 8.5 million foreign tourists, 13% more than in 2016. The number of nights visitors stayed increased by 12% to 102 million. Based on statistics from Croatia's Ministry of Tourism of Croatia, these are unprecedented figures. For people from the Czech Republic, Croatia is the most popular tourist destination for their summer holidays.

Minister of Tourism Gari Cappelli added that income from the tourism sector would amount to around €11 billion which would represent an increase of 8-10% in comparison with 2016.

In 2017, there were 16.5 million foreign visitors to Croatia, which is 19% more than in 2016. The number of overnight stays increased by 12% to 90 million. The number of overnight stays by local tourists from Croatia increased by around 12 million, or 14%.

The highest number of people came from Germany (20.7 million overnight stays), followed by Slovenia (10.1 million), Austria (7.6 million), Poland (6.3 million) and the Czech Republic (5.4 million).

The most popular destinations based on the number of overnight stays were Dubrovnik and Rovinj. Almost 25% of overnight visitors stayed in areas connected with Croatian islands – of which the most popular are Krk, Pag, and Losinj ■

## BRNO: new flight CONNECTIONS

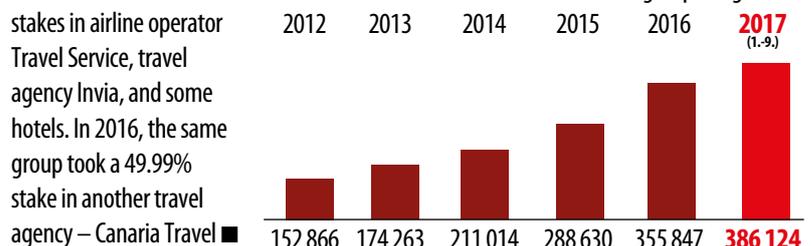
New connections between Brno, capital of Moravia and Milan, Roma, Barcelona, Brussels, and Lvov in Ukraine with flights throughout the year, will open in 2018. In the summer, there will be two more new flight connections – Split and Dubrovnik in Croatia. South Moravia state representatives agreed to the creation of the Blue Air Moravia Transportation company, in which the region holds a 35% stake. Budget airline Blue Air controls the remaining 65%.

The city of Brno expects the new air connections to bring an increase of 130,000 people travelling abroad yearly, compared to current figures. The new flights to Milan and Brussels will operate three times a week while the others will operate twice weekly ■

## CHINESE TOURISTS IN THE CZECH REPUBLIC



There are now direct flight connections between Prague, the Czech Republic's capital, and four different cities in China. Interest among Chinese tourists in Prague is soaring. Recently, Chinese companies have made investments in the Czech Republic's travel and tourism sector. The CEFC group bought



## The Power of Small and MS Businesses

The travel industry in the Czech Republic depends on small and medium-sized businesses. 350,000 people work in the travel industry in the Czech Republic, and 60,000 of those have "OSVC" (independent) status. Therefore, 99% of the travel industry's infrastructure consists of small and medium-sized businesses and independent workers ■



# Somebody wants to **kill Formula 1:** **NO MORE GRID GIRLS**

Sean Bratches, Formula 1's Managing Director, Commercial Operations, announced that starting at the first Grand Prix of the 2018 season – from March 25 in Australia – there will be no more grid girls. The ban will remain in place throughout the season.



The removal of beautiful girls that have, for so many years, been a big part of the tradition and celebration of Formula 1, will extend to the events that support Grand Prix weekends. Bratches says that the custom “is at odds with modern-day societal norms.”



Since time immemorial, putting strong men and fast motors alongside beautiful girls in sexy clothes created

a contrasting and harmonious atmosphere. The directors of the most watched motoring show on the planet may have just decided to kill their own event.

All the beautiful girls have lost their jobs. They confirm that being part of Formula 1 is a perfectly safe job for women and they do not feel any sexism. Moreover, they were walking among fans in their bikinis. It seems that the destruction of values continues ■



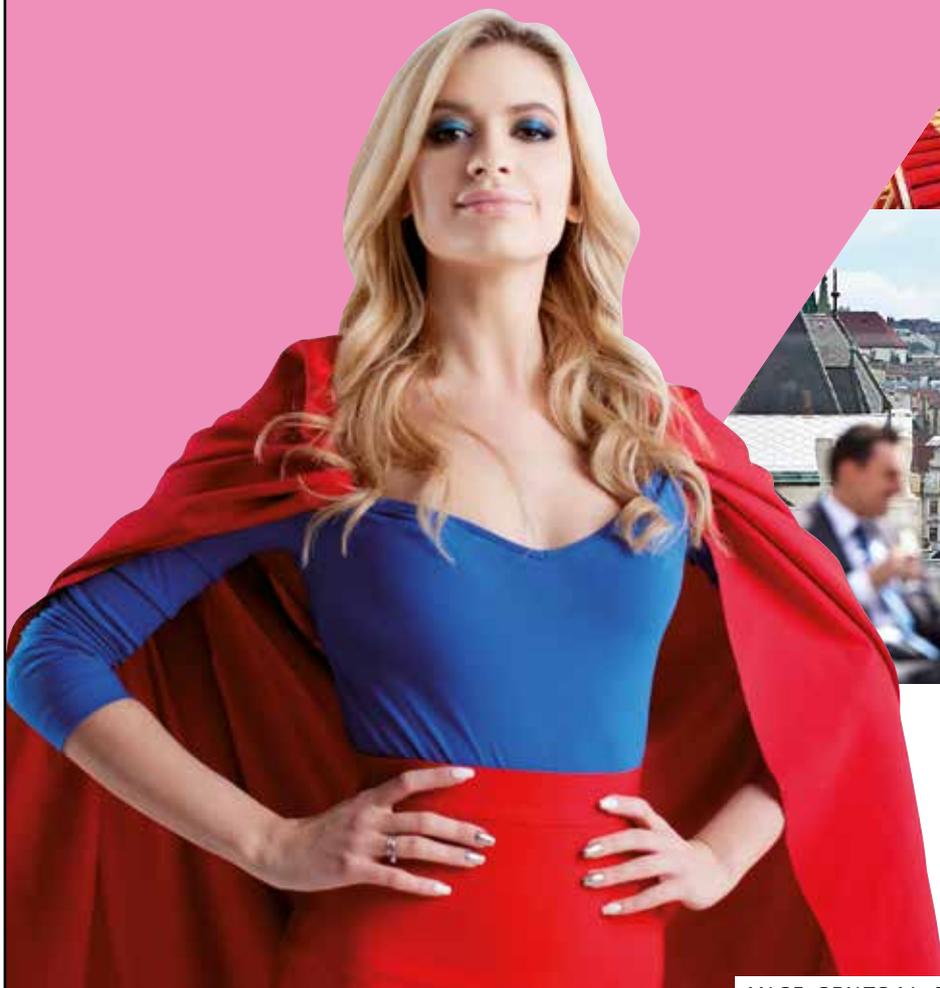
## **DUBAI** – Latest Hotel Openings and Announcements

The new hotels have opened their doors in Dubai. The waterfront **Bulgari Hotel**, located at the seahorse-shaped Jumeirah Bay, opened early December 2017, and is the first of its kind residential and hotel establishment in the Middle East bearing the Italian jeweller's name. Also, recently opened in Dubai, the **new Renaissance Downtown Hotel** by Marriott International. The property is located in Dubai's Business Bay district, a trendy neighbourhood, and offers 298 rooms, including 65 suites. Each room gives guests views of either Burj Khalifa or Dubai Water Canal.

Located on the West Crescent of Palm Jumeirah, W Dubai – The Palm will open its stylishly, ultra-modern doors in summer 2018 and will offer 350 rooms and suites ■



# GO CZECH REPUBLIC



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

# 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**

REPRESENTATIVES & SELLERS TALK



**Daniëlle Scherpenisse,**  
*Director of Sales & Marketing at  
Prague Marriott Hotel & Courtyard  
by Marriott Prague City*

Before my move to Prague last May, I was working for Marriott in Amsterdam. First of all, in comparison with other European

cities like London, for example, Prague has very easy access – the airport is very close to the city centre. The centre of Prague is very compact, and you can walk around – you have a lot of the city’s attractions within walking distance, which is a great benefit. If you have a conference group, you can easily organise a vintage car or tram ride and transport the group to various places. Cities such as Paris and London are much more spread out. Another great point is that the city is expanding and exploring its culinary aspects – there are a lot of new restaurants, bars, and venues opening with both local and international dishes. I would also say that Prague is perceived as a safe destination. For a woman traveller, this is very important because you can walk everywhere in the evening and you can feel safe at night.

The Prague Marriott Hotel has made some changes to its services. Signature F&B outlets Midtown Grill restaurant and The Bourbon Bar now offer an even more intuitive, unique personalized service with which they engage guests and stimulate conversation. For example, when ordering a steak tartare (tastes delicious!) the waiter prepares the dish at the table. Guests love it because they can see the freshness of the meat and other products. In The Bourbon Bar (Prague Marriott V Celnici), we have a bartender who is one of the best in the country, Tomas Toka, famous for his marvelous cocktails.



**Aida Othman,**  
*Freelance Writer and Blogger,  
SINGAPORE*

I want to share with you my visit to Prague. I visited in 2012 to run my first marathon, and it went very well. I was welcomed

at the airport by the marathon organisers. It is such a lovely airport!

We went to the city via beautiful green surroundings, and then I arrived in the centre of Prague, which is filled with historic buildings.

The people here are very friendly and love their music; they also encouraged me to visit one of the concerts there. And yes, I really love the whole city, the Clock Tower, the Old Square, and its wonderful ambience in Europe.



**Artak Avetisyan,**  
*General Director of Viking  
Turizm/HRG Turkey*

I have known Prague for more than 20 years, and we have brought many groups during that time. The Czech Republic – and its capital Prague – is

one of those unique places where you can find whatever you want – great history, nice places, culture, beautiful venues...everything.

Just one thing. Turkish people have had some small problems with the Czech kitchen because the Czech kitchen is not similar to the Turkish kitchen!

Recently, we had a group of 130 people in the Intercontinental Hotel, staying in 130 rooms. It was just fantastic – service quality, comfort, pricing, everything was just wonderful!

# BUYERS & VISITORS TALK



**Romyana Dimova,**  
*Managing Director Europe & Asia at Euro Petroleum Consultants,*  
**BULGARIA**

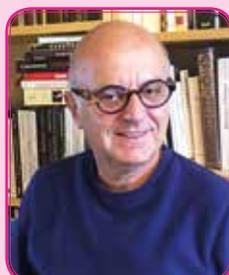
We stage our own gas conferences specifically for the petrochemicals industries. In May, we will have IDW 2018 – International Downstream Week – in Prague. This is our annual week of events, focused on strategy and technology, incorporating the well-established IDTC – International

Downstream Technology Strategy Conference and BBTC – International Bottom of the Barrel Technology Conference.

The conference will bring together about 250 people, and it is our pleasure to be in Prague once again. It is our second time. The first time was when we had our event ten years ago, and it was very successful. So, we are very much looking forward to being back in Prague.

Prague is a lovely destination. Everybody loves coming to this beautiful city. There are amazing opportunities in term of gala venue options, excursions, and networking activities.

We are also relying very much on our regular partner Marriott. We will have the gala dinner at the Lobkowicz Palace, where there will be the opportunity to see the Lobkowicz family collections.



**Gilles Gonin,**  
*CNAF International Relationship Department, European*  
*Commission representative for social security in Brussels,*  
**FRANCE**

Prague is the city that I prefer the most out of all the cities in central and eastern Europe - it is really one of the most beautiful in Europe. Everything is within walking distance. I have been to Prague three or four times; the last time was three years ago.

Prague has its own personality. I like walking the streets, going “where the wind pushes you” and looking up at the windows, the doors... Czech food is fine, we had a lovely dinner, for example, in the Restaurant Sarah Bernhardt at the Hotel Paris, near the Náměstí Republiky, and it was nice food in a great place. There is a lot of music, art, and culture in Prague – for example, we went to see an opera – Le Nozze di Figaro – and you feel a lot of emotions, as 200 years before Mozart was there, writing this opera. The ticket prices were a big surprise. In western Europe, it would cost a fortune.

I was in Mariánské Lázně, and Karlovy Vary too. My first impressions of Karlovy Vary: people walking in the city holding cups in their hand containing mineral water which they were drinking, and a lot of public toilettes for them. All the parks were filled with flowers – tulips and others. It was just beautiful. I recommend you taste the wild game specialities. Although the service can be slow, it is worth the wait.

## 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.*



House of Lobkowitz - at the Prague Castle

# CONGRESS & TOURISM *in Prague* brings up to CZK 5.2 billion to the country



The meetings industry in Prague – congresses, conferences, various events, corporate meetings, and incentive events – generates annual revenues for the public finances of between 4.4 and 5.2 billion Czech korunas (CZK), according to research by KPMG. Around 3.9% of that goes back into Prague’s public finance budget, which equates to between CZK 170 and CZK 200 million.

**B**ased on KPMG analysis, in 2016 the tourism industry in Prague represented about CZK 33-34 billion which makes up approximately a third of the figures for the whole of the Czech Republic. At the same time, it represents about 6-7% of the Czech capital’s economic performance which positions the

tourism industry as one of the most important economic sectors in Prague. The congress industry – the MICE – creates 1.1% of Prague’s gross domestic product (GDP) and represents 15% of the tourism sector.

However, congress tourism, in comparison with leisure tourism, is much more interesting from a financial

# CONGRESS & TOURISM in Prague



point of view because a typical congress delegate from a foreign country spends on average CZK 5,670 in Prague. This is four to five times more than what a leisure tourist would spend. That is why congress participants are great customers and focusing on catering to this tourism sector can always help the city to improve itself; to be more beautiful, sophisticated, and offer quality services and infrastructure.

The typical MICE delegate is a very demanding person, and that is why it is always good to listen to them.



They travel a lot and therefore have lots of previous experiences for making comparisons. Sometimes a small detail can work against you – if you are a hotel and for example, there is slow Wi-Fi or your swimming pool does not work.

Congress tourism is not only good for generating money for the public finances but also jobs – in Prague, there are about 5,470 jobs in the meetings industry sector, and this sector is becoming more and more professional.

CONGRESS & TOURISM  
in Prague



Hotel Majestic Plaza Prague



Palace Žofin, Prague



Hotel Josef

ICCA statistics confirm that Prague is continuously one of the most attractive MICE destinations worldwide, as it is consistently ranked around 10th – out of cities from all over the world – every year. The largest number of congress and MICE delegates coming to Prague are from the UK, Germany, and the US. The largest congresses are those staged by the pharmaceutical, health, manufacturing, and IT and telecommunications sectors.

What are the biggest advantages of Prague as a MICE destination? In the eyes of international MICE organisers, Prague is a very charming and attractive city with an excellent price/quality ratio, offering many options including interesting venues, hotels and restaurants, from modern ones to those with a unique historical touch. It is a small city, it is easy to travel around, and Prague and the Czech Republic, in general, is a very safe destination.

The Czech Statistical Office (CZSO) reported that in 2016 there were 4,426 conferences organised in Prague, which represents the highest number since 2006. MICE events held in Prague accounted for a third of those events, and the city welcomed 541,412 delegates from all around the world.

In 2017, there were 4,127 conferences organised in Prague, attended by about 511,805 participants. In the

entire Czech Republic, there were 12,248 conferences with 1,338,002 delegates which is a small decrease from 2015 and 2016. However, we can see that many of them took place in the Czech countryside and cities.

And which periods in the year are the busiest for MICE events? In Prague in 2017, most conferences (1,222) were organised in Q2 (April, May and June), while there were 1,189 in Q4 (October, November, December). The number of participants was highest in Q4 (150,422) followed by Q2 (142,229).

Fewest conferences in Prague were held in Q3 (July, August, September) when there were only 714. This pattern is similar to other large cities in the CEE region, where there more conferences are held in Q2 and Q4.

In 2018, Prague will host many interesting MICE events, large congresses, and conferences. In June, there will be a five-day IUPESM congress at the Prague Congress Centre, and there will be about 3,000 delegates. In July, the same venue will host the Congress of Federation of European Biochemical Societies (FEBS) which is one of the largest European congresses focusing on biochemistry. The number of participants expected to attend the event is 2,500. The Energo Summit heads to the PVA Let any Exhibition Centre, in May for its fourth edition ■

CONGRESS AND CONFERENCE VENUES IN PRAGUE

The number of 4 and 5-star category hotel rooms	22,491
The number of 4 and 5-star hotels	58
Banquet Hall maximum capacity	1,700
Maximum Hall capacity in theatre style	2,764
Prague's total congress capacity (persons)	169,514
Average MICE event length	1.3 days
Average number of participants per MICE event	135



## Our speciality is **multi-country trips** with **flights in CEE**

We talk to **Daniel Nedved, General Manager of Europea Travel**

### 1 What kind of services does your company offer to clients?

Europea Travel is a Destination Management and Events Company. We are a division of Asiana Multi-Brand Travel Company which has been on the market for 25 years. Europea Travel focuses on full spectrum MICE for customers from various countries and industries. While keeping the client's wishes and ideas in mind, we design solutions for their events, conference, corporate meetings, product launches and so on. The complete organisation of

incentive travel with gala award nights is our largest portfolio.

### 2 From which countries do you have most clients?

I am pleased to say that we have groups from the entire globe. Our speciality is the Indian market. We also have incentive groups from Malaysia, Indonesia, the Philippines, and of course we have numerous clients from Europe, Russia and the US. Recently we had a Michelin group of 230 people in Prague and Vienna. We organised for them an exclusive medieval-style dinner in Dětenice and a local cultural trip with wine and dinner at a Heurigen in Vienna.

### 3 What are the specific areas of expertise that you offer that other companies would not?

We are working all over the CEE region. For us, it is not a problem to organise an incentive trip for a group that wants to go to Prague and then fly to Zagreb. We have groups that go to the Czech Republic, Slovakia, Hungary, Austria, Poland, and a large part of Germany – areas of the country that are well-connected to the Czech Republic: Berlin, Munich, Dresden. We can manage a group of up to 5,000 people; the only limit is the capacity of the venues.

Another of our strong skills is that we can easily manage a unique programme for the VIPs of the group. We have extensive experience in this area, and can expertly handle separate activities and treatments with a maximum personal attention and care. ■

# ALPHONSE MUCHA

## *the Master of Beauty*



The Czech Republic is a country that gave the world supremely talented artists and composers as well as “The Teacher of Nations” in Jan Amos Comenius.

Probably the most well-known Czech artist was Alphonse Mucha (1860 – 1939), considered to be one of the fathers of the Art Nouveau style. Originally from Moravia, he was a Czech Art Nouveau painter and

Mucha's Jewish roots made him a primary target of Germany's Gestapo during the German occupation in 1939, and being interrogated, he died soon after.

Mucha's fascination with the physical aspects of female beauty – luxuriantly flowing strands of hair, heavy-lidded eyes, and full-lipped mouths – as well as his presentation



decorative artist who lived for part of his life in Paris. Best known for his distinctive style, he is the creator of many paintings, illustrations, advertisements, postcards, and designs for jewellery, carpets, and wallpaper. He brought aesthetic values into the world of arts and crafts.

of the female image as ornamental, reveal the influence of Chinese decorative arts. In Prague, you can visit the Mucha Museum – the only museum in the world dedicated to the life and work of this great artist. It is located in Prague 1 ■

## 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 Interesting Restaurants for Your Events

## 1 Art Nouveau FRENCH Restaurant

You can find one of the most beautiful Art-Nouveau restaurants in the world in the Obecní Dům (Municipal House). Located in the heart of Prague, surrounded by art, beauty, and classical architecture, it is a prestigious place for your events for up to 390 people (256 people in the main part of the restaurant and 134 in the gallery). The company is a premium catering partner of the President of the Czech Republic.



## 2 HARD ROCK Cafe Prague

With three separate floors and two bars, this is one of the largest Hard Rock Cafes in Europe. Inside, you can see original ancient gothic caves, interesting programmes, and of course, you can organise your events there. The focal point of the interior of the venue is a five-metres long chandelier in the shape of a guitar, decorated by 9,444 pieces of Czech crystal. There is an event space for between 20 and 800 participants and set menus for up to 450 people.

## 3 GOLEM Catering

This company provides a full catering and events management service. Lunches, dinners, tastings, gala VIP events, and celebrations with a unique atmosphere, decorations, furniture are all delivered with the highest quality. The company can create your event at many beautiful and unique venues in Prague, such as the St. Agnes Convent, Žofín Palace, New Town Hall, National Technical Museum, Troja Chateau or Prague Castle.



## 4 Oblaca Restaurant (Žižkov TV Tower)

Located in the Žižkov TV Tower, the Oblaca Restaurant offers you an incredible view over the whole of Prague from 66 metres above sea level. The entire floor contains a restaurant, bistro, and bar in the sky. It is suitable for small events as the capacity of the restaurant is 50 people. In the bistro you can have 50 people, and 40 in the bar. At the TV Tower, there is not only an observatory for between 20 and 200 people but also a hotel with just one room where you can stay overnight.

# Fashion Arena PRAGUE OUTLET

Record-breaking year at Fashion Arena Prague Outlet: 2.7 million visitors, sales up 19%, average spend up 16%, sales growth by tourists outperformed downtown Prague.

**F**ashion Arena Prague Outlet, the largest outlet centre in the Czech Republic, celebrated its tenth anniversary with four treats: a record-breaking 2.7 million visitors, 19% year-on-year sales volume growth, a 16% increase in average spend and increased sales by

tourists exceeding 50%. Three new major outlets – Karl Lagerfeld, Barbour and Odd Molly stores – opened in 2017. Even more premium lifestyle brands and services are being planned by Fashion Arena Prague Outlet operator, VIA Outlets, for 2018.

The tenth jubilee of

Fashion Arena Prague Outlet was a record-breaking year with almost **2.7 million customers visiting its 100-plus stores**. High attendance has also resulted in **substantial 19% sales volume growth, and 16% growth in average spend** – a steadily rising figure which has now **doubled** over the past five years.

Fashion Arena Prague Outlet is also ever more popular with out-of-town customers, and especially foreign tourists. “*Better accessibility from downtown Prague, close collaborations with hotels and Czech and Prague tourism board and a wider assortment of premium brands helped us attract more EU and non-EU tourists. We have increased sales volume in this customer segment by more than 50% in 2017,*” explains Centre Director Lenka Čapková.

This growth is also confirmed by tax-free sales providers Global Blue and Premier Tax, which operate the Fashion Arena TAX-FREE

counter. According to their data, **Fashion Arena Prague Outlet increased sales to non-EU residents by 55% year-on-year and thus outpaced the growth of stores in downtown Prague by 16%.**

## Focusing on renowned international brands and ultimate experience

Concentrating on well-known, strong, unique brands as well as the overall shopping experience has paid off for VIA Outlets. **Armani, Guess, and Calvin Klein opened in 2016 and in 2017 Odd Molly, Karl Lagerfeld, and**

**Barbour stores were added.** That,

in combination with accessibility improvements (including a new direct shuttle bus from downtown

Prague – Na Příkopě and Legerova streets), expanding restaurants, and impressive reconfiguration programmed with investments totalling CZK 400 million, increased the attraction and popularity of the outlet in Prague-Štěrboholý for natives and tourists alike.

## Brand partners as true partners

Continued and ever closer cooperation between Fashion Arena Centre management and individual brands is at the heart of its success. This includes special events organised by the centre and the way these are communicated and promoted. “*We strive to satisfy guests with ever more attractive*

*offers of new goods as well regular improvements of our amenities. Our aim is to make a visit to Fashion Arena Prague Outlet a truly unique experience – and partnership with our brand partners is key to success,*” concludes Čapková ■



VIP Lounge



VIP Lounge

# INTERESTING EXPOSITIONS in Prague

## 1. HIERONYMUS BOSCH: Visions Alive

Between January 19 and May 5, an exposition at Vystaviste Prague is displaying some of the masterpieces of the world-renowned and mysterious painter, Hieronymus Bosch, transformed into "Visions Alive". Two years ago marked 500 years since his death.

So, who is Hieronymus Bosch? Some say he was a surrealist artist, "an honorary professor of nightmares". Some insist that his paintings contain encrypted secret formulas used by alchemists, astrologers, and sorcerers at the time. The



exposition is strange, and "overpromotes" a few points in terms of a "multicultural agenda."

## 2. JAN ZRZAVÝ AND his poetic art



At Museum Kampa, you can visit another interesting exhibition showcasing one of the most interesting Czech painters: Jan Zrzavý (1890-1977). The exposition consists of

Zrzavý's paintings and graphical works from private collections and will be at the Museum Kampa until July 2018.

Artistically speaking, Jan Zrzavý was always himself and entirely different. After his avantgarde beginnings, he found his place among the artists who preferred neoclassicism, New Objectivity, magic realism; we could also talk of metaphysical painting.



An essential part of the exhibition consists of the landscapes he painted of Brittany, Bohemia, the Vysočina and Ostrava regions, the Roman Via Appia (The Roman Way), and Venice, as well as still



life and boats from Camaret-Sur-Mer. Zrzavý also spent part of his life in Paris.

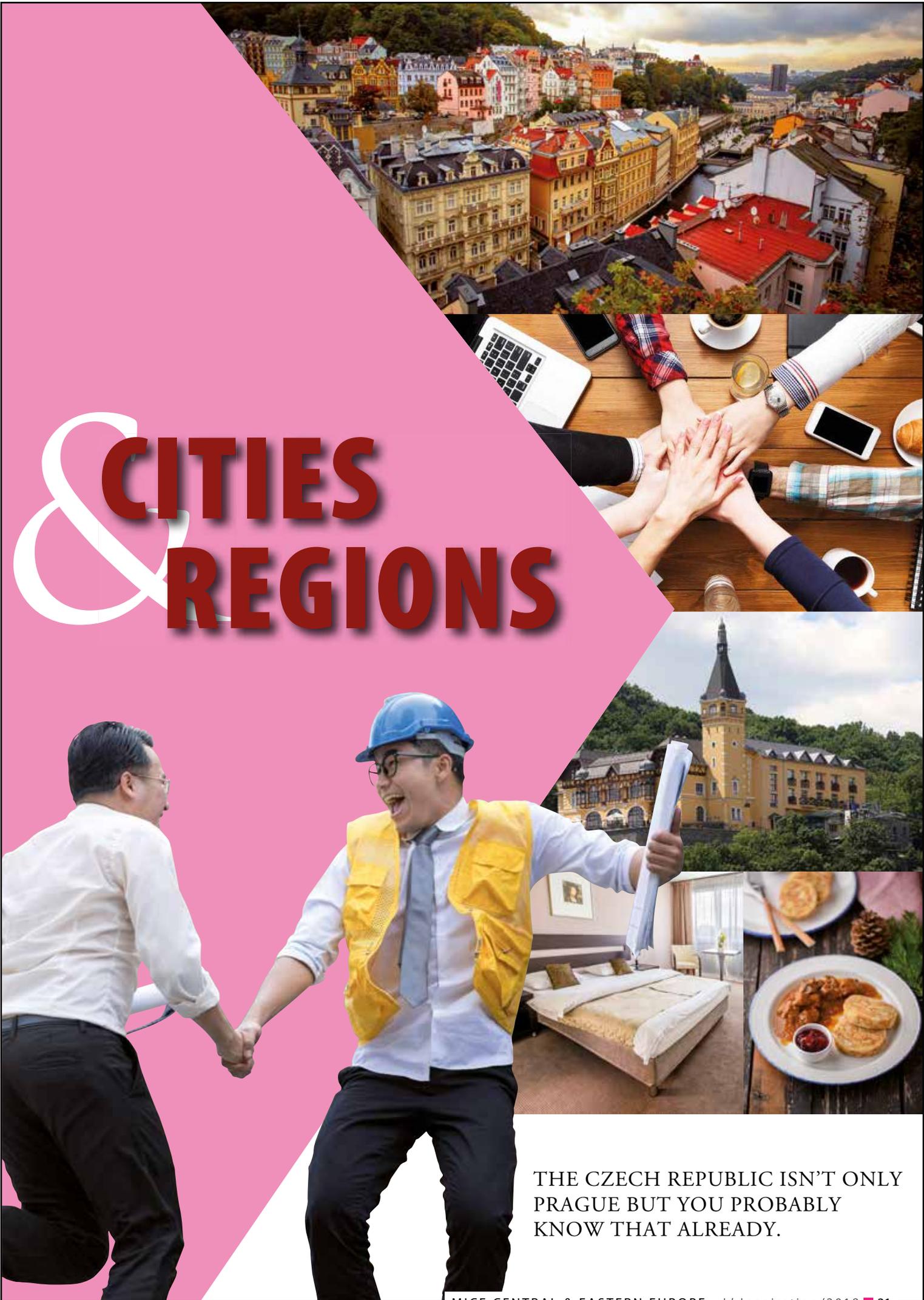
## 3. JIŘÍ KOLÁŘ: Grimace of the Century

At the Kinsky Palace on Old Town Square, there will be a Jiří Kolář (1914-2002) exposition. He is another Czech artist who spent a large part of his life in Paris. The exhibition will be open between May 16 and September 2, 2018.

The exhibition concentrates on a selection of Jiří Kolář's artwork connected with his poetry; this illuminates the unorthodox way in which he formulated his commentary on the world. His Diary, 1968 work – a series of 66 collages covering the dramatic events of that year – will be a significant part of the display.



# & CITIES & REGIONS



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



## Karlovy Vary: connect your MICE event with original incentive programmes

**T**he Karlovy Vary Region, whose capital is Karlovy Vary, is well-known for its traditional spa culture. However, the city is not only a spa city: it is also an important social and cultural centre;

the perfect destination for international meetings and events. From spring to autumn, there are many MICE events including conferences, congresses, events, and various meetings.

KV Arena is the most extensive indoor space used for events in the whole region, and it is, at the same time, one of the most modern buildings of this kind in the entire country. This multifunctional complex is suitable for sports, entertainment, cultural and social events, expositions, and congresses: it is a 21st-century centre! The main hall – the Arena – can seat 6,000 spectators and together with guests standing in the tribunes, it can hold up to 7,500 people. The Arena is connected to a training hall. KV Arena also has five floors, a restaurant, a VIP Lounge, a skybox, saloons, and more. On the fifth floor, there is a central direction point, cabins for commentators, space for journalists, and a press conference room.

Various incentive programmes can be realised in the Karlovy Vary Region, which still has a lively, hip trend of industrial tourism. Glass and porcelain production in the region, together with the production of the famous Becherovka Liquor, is a tradition of this region. Try something NEW!



The largest company still producing Czech porcelain - Thun 1794 - has its visitor centre, located in Nová Role, in one of its factories. Here you can see the modern equipment, the factory interior, and get a great insight into the process of porcelain production.

You can visit the Jan Becher Museum, located in the historic area from where the famous Becherovka was exported all around the world. You will see historical barrels, visit the original production venues, see a movie about its history, and of course, taste some specialities.

Another great incentive can be a visit to the Moser glass factory. Come and discover secrets of the hand-made production of crystal art that has more than 160 years of tradition behind it. In the factory museum, you will find a unique exposition that showcases



the earliest glass production as well as how the art has developed and changed over the years. In the glassworks you

can savour the atmosphere as you watch the skilled hands of blowers in action at the glass furnace.

If you decide to organise your MICE event in the Karlovy Vary Region, use the consultant services (free of charge) of the Carlsbad Convention Bureau. It is a member of the Czech Convention Bureau and offers MICE organisers assistance in the process of planning and organising congresses, conferences, business meetings and incentive events in the most western region in the Czech Republic ■



Carlsbad  
Convention Bureau



# KARLOVY VARY

Traditional  
MICE destination

# REGION

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PARTICIPANTS

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[www.carlsbad-convention.cz](http://www.carlsbad-convention.cz)



**Living Land**

[www.livingland.eu](http://www.livingland.eu)

# DISCOVER... The City of Most



Situated approximately 77 kilometres northwest of Prague, the city of Most is in the Central Bohemian Uplands and the Ore Mountains (Krušné Hory), on the banks of the Bilina River and southeast of Ústí nad Labem. More than 68,000 people live in the city. The name means “bridge” in Czech.

During the second half of the 20th century, the city was well known for its coal mines and to accommodate them, the government pulled down the town’s historic buildings, but decided to preserve the Gothic Church of the Assumption of the Virgin Mary. The entire building, which was built between 1517 and 1594, was moved by train to the newly constructed town 841 metres away. The move took 28 days to complete, and the building earned a place in the Guinness Book of Records for being the heaviest building ever moved on wheels ■

## THE ORE MOUNTAINS

They have formed a natural border between Saxony and Bohemia for around 800 years, from the 12th to the 20th centuries. The highest

peaks are the **Klinovec** (*Keilberg in German*) which rises 1,244 metres above sea level and is in the Czech part of the range, and the **Fichtelberg** (1,215 metres). Sports lovers can enjoy skiing and snowkiting in the winter, as well as climbing, hiking, paragliding, and water sports in the summer. There are many attractive tourist sights, castles, and manors, plus beautiful nature, animals, and spa cities ■



### WHAT TO DO

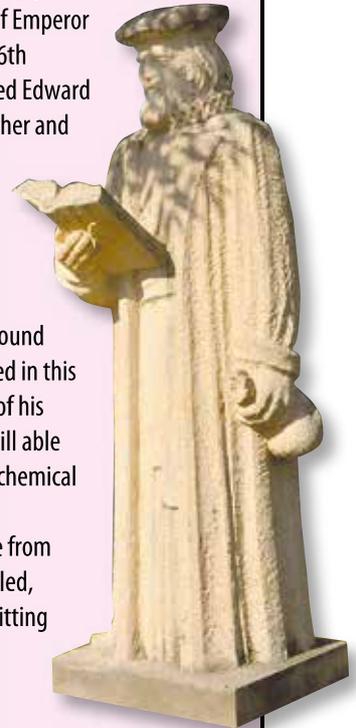
#### Hněvín Castle – a mysterious exposition

Hněvín Castle, located in Most, is known for its unusual guest-prisoner.

During the time of Emperor Rudolf II, in the 16th century, there lived Edward Kelley, a philosopher and scientist who tried to produce gold, as well as the mysterious Philosopher’s Stone. This man found himself imprisoned in this castle at the end of his life, but he was still able to continue his alchemical experiments.

He tried to escape from the prison and failed, eventually committing suicide there.

Before his death, he damned the castle and the city and wished it to disappear – which, in a sense, it subsequently did. Today, you can see an interactive exhibition about Kelley and his work there.



#### Castle Jezeří – at the intersection of two worlds

Castle Jezeří occupies a prominent place in local history. Today, it is a baroque-style building but initially, hundreds of years ago, in the time of Slavs and Celts, there was an oppidum (an ancient fortified town) at the path of the Ore Mountain range (Krušné Hory).

# DO NOT MISS the European Truck Racing Championship

**A**utodrom Most, close to the city of Most, is probably the number one attraction for people heading to this destination. The most prestigious and best-attended event on the circuit's race calendar is the European Truck Racing Championship (ETRC). In

Festival. Every year, this event attracts hundreds of thousands of truck and motorcycle fans from all over the world. There is everything you would expect from a traditional truck competition including beautiful grid girls that create an appealing contrast with the robust and masculine race vehicles.



2018, the series will head to Most between August 31 and September 2. Czech driver Adam Lacko and his Buggyra team will be trying to defend the titles they won last year.

People come from Germany, Austria, Slovakia, and Poland for both the famous race and the Most Truck

Festival. The Most Truck Festival is an event designed for all truckers, forwarding agencies, and transport companies as well as truck fans. There is also a show featuring entertainment intended for the general public, including a truck parade around the track before the race ■



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## DID YOU KNOW THAT...

The owner of **IKEA** had Czech ancestry

**I**ngvar Kamprad, founder of IKEA and one of the most prominent businessmen of the 20th century, died on January 27, 2018, at the age of 91 in Sweden. He was born in Småland, southern Sweden in 1926. He founded IKEA at the age of just 17.

Kamprad had Czech-German ancestry. His greatest influence was his grandmother Franziska (Fanny) who grew up in RADONICE near the city of KADAN (near MOST). She moved to Sweden with her husband in 1895.

“I went to see the country, and I remember even today, the countryside with coal mines,” Kamprad said while visiting one of his IKEA shops in the Czech Republic. In 2006, Ingvar Kamprad was – according to Forbes magazine – the fourth richest billionaire in the world. Despite his wealth, he drove a SKODA – a Czech brand.

Today, Swedish corporation IKEA has more than 400 shops in 50 countries. It opened its first store in the Czech Republic in 1991. Today, the Czech Republic has 1,700 IKEA employees and 9,500 products ■



The City of Kadan

## OUR TIPS

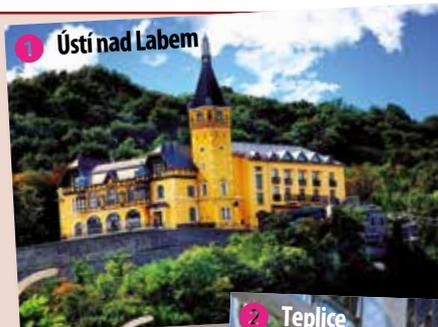
**Centrum Babylon Liberec**

is an excellent choice for organising your MICE events – here you can hold a congress for up to 1,000 people, 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.

The Centrum Babylon Liberec provides

entertainment facilities: an extensive wellness and spa centre, Aquapark, iQPARK, indoor golf, and more. If you organise an event here, you can genuinely have “everything under one roof”.

In the **Temple of Hops and Beer (Chrám chmele a piva)**, located in the city of Žatec, you can discover the secrets of growing hops and brewing good beer. You can climb to the top of the Hop Lighthouse, get lost in the labyrinth of beer barrels, or taste the beer at the local brewery. The museum’s exposition, the largest of its kind in the world, will introduce you to the development of hop-growing from the early Middle Ages to the present day.



1 Ústí nad Labem



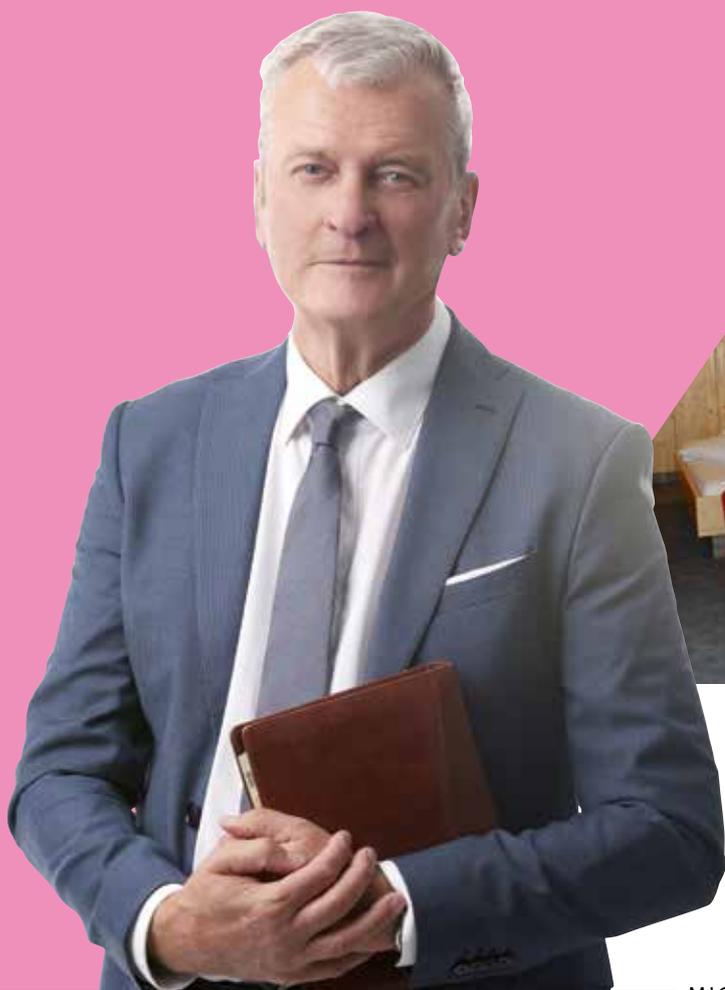
2 Teplice

## 3 Czech CITIES



3 Liberec

# VIA AUSTRIA



MEET IN THE MICE DESTINATION  
PAR EXCELLENCE.



# VIENNA:

■ By **Zuzana Adamson**

## *Large congresses heading to Vienna*

**V**ienna's tourism industry looks back on its best year yet: 15.5 million visitor bed nights, 3.7% more than in 2016, represents a new all-time high. In 2017, Vienna recorded 15,510,000 visitor bed nights (+3.7%) and 7,097,000 arrivals (+3.1%). Vienna's TEN best performing markets were headed by Germany with 3,116,000 bed nights (+5%), followed by Austria

capacity of approximately 66,000 hotel beds, with a room occupancy of around 76%.

On the congress scene, Vienna has always been one of the TOP cities, based on the ICCA organisation rankings. So, it is no surprise that Vienna recently won the right to host some significant large congresses. The European Academy of Neurology will host its annual congress in Vienna in 2021: around 5,000 participants are expected to attend the event



*Interior of Hotel Sacher*

(2,830,000 bed nights, no change), the US (893,000, +7%), the United Kingdom (692,000, no change) and Italy (666,000, -10%).

Places six to ten were taken by Spain (467,000, -2%), China (440,000, +34%), Russia (437,000, +31%), Switzerland (436,000, -1%) and France (435,000, +8%). Strong growth was also reported from South Korea (217,000, +10%), Australia (173,000, +19%), Brazil (139,000, +11%) and India (128,000, +11%). The Viennese hospitality sector has an accommodation

at the Austria Center Vienna. The European Geosciences Union (EGU) has already confirmed its commitment to Vienna and the Austria Center Vienna from 2020 until 2024. The event regularly sees an attendance of around 14,000 people from 100 countries.

And thirdly, the World Congress for Psychotherapy will be returning to Vienna for its tenth edition in 2023. There will be 4,000 scientists and researchers meeting at the Sigmund Freud Private University to discuss the latest findings in the field of psychotherapy ■

# TOP 2 MICE VENUES

for mid-size events

## 1. INTERCONTINENTAL VIENNA

Centrally located with excellent connections to Vienna International Airport and the city's large congress centres, InterContinental Vienna is an ideal meeting location. The InterContinental Vienna features over 459 rooms and suites and offers



one of the largest hotel conference centres with natural lighting. It is one of the most prestigious venues for both national and international meetings. The hotel's 16 event rooms offer capacity for a maximum of 800 people and can be flexibly combined, providing plenty of leeway for

events of various sizes. The ballroom, with 768 square metres of space, can hold events for up to 800 people (theatre style) and the same number for a reception ■

## 2. HILTON VIENNA

This property is conveniently located in the heart of Vienna at the Stadtpark. It is straightforward to reach via the city airport train from Vienna International Airport. The Hilton Vienna has 17 meeting rooms with space for up to 840 people. If you enjoy keeping fit and want to meet in hotels with sports and fitness options, you will find here a 24-hour fitness centre, a sauna, a steam bath, and a relaxation area. You can also book massages with one of the professional therapists available at the hotel ■



## New HOTELS & VENUES In the TOP MICE City

*The Courtyard by Marriott Vienna Prater/Messe 4-star hotel offers newly redesigned rooms and suites in the heart of downtown Vienna directly opposite the Messe, near the green Prater and the new business quarter. The conference catering has also been redesigned.*



*During coffee breaks, guests can expect various themes such as "Street style", "Greenhouse," "Retro", or "Vienna Calling". In addition to the 251 rooms, the primary asset in the hotel is the Conference Area with 800 square metres, spread over two floors, with 14 combinable conference rooms.*



*Close to Vienna Central Station, there is a new venue for events – the **Gösserhalle** – that offers over 5,000 square metres of venue space and can manage events for up to 2,000 people. The aura of more than 120 years of history breathes vibrantly patinated charm, and you can still feel the happy ambience of the old wooden beer barrels that were once delivered from here by horse-drawn carriages. Six rooms can be individually used, ranging from 200 to 1,300 square metres.*

# Tyrolean Alps: your meetings connected to hiking, golf, and sauna



**T**he Zillertal Alps Nature Park is a high mountain nature park in the truest sense of the word. It extends from the mountaineering village of Ginzling up to the Hochfeiler. All altitudinal levels are therefore part of the nature park, which is characterised by exceptionally high biodiversity. Together with other nature reserves in North, South and East Tyrol, the Zillertal Alps High Mountain Nature Park forms the largest association of nature reserves in the Alps.

Deep gorges form the entrance into the total of five side valleys in the nature park, which are called “Gründe” in the Zillertal and open up into vast grazing areas at the end. The valuable cultural landscape is closely linked with the rugged high mountains, glaciers, and summits

of the main ridge of the Zillertal Alps such as Löffler, Schwarzenstein, Möseler, and Hochfeiler.

There are many activities that you can do here in summer and autumn seasons, chief among them hiking. Zillertal is one of the world’s most diverse hiking destinations. Optimally signed trails of all difficulties stretch 1,400 kilometres at three general altitude levels from the sunny valley floor to the rugged and isolated peaks of the many three-thousanders.

Apart from hiking, there are also facilities for rock climbing, which is one of the oldest sporting activities in Zillertal. A wide range of opportunities for rock climbing are available here – fixed-rope routes, a climbing gym, an indoor bouldering hall, an outdoor climbing tower as well as many fixed-rope routes ■



## PARADISE FOR GOLFERS

Golfclub Zillertal, in Underns, offers a 5-star golf course for professionals and beginners. It boasts an 18-hole championship course with a large practice area and a total of 35 teeing grounds, 18 of which are sheltered, a chipping and pitching green as well as putting greens. This unique golf course setting, with idyllic views of the Zillertal mountains, is characterised by elegance and exclusivity. At 550 metres above sea level, this is the lowest-lying golf course in all of Tirol ■



## Enjoy the world's greatest adventure valley Zillertal – a great place



**Höhlenstein Hotel** is situated less than **4 km from the glacier Hintertux** and is located at 1,400 m above sea level! It offers excellent cuisine, spacious rooms and apartments. There is accommodation for 2-4 persons with exclusive beds, with extra beds, with beautiful views of the Hintertux Glacier. Superbly trained staff speak German, English, Russian and Czech. **WiFi is free** of charge 24 hours a day for our guests.

Both in winter and in summer it offers unique opportunities for business meetings and company management training, also for team building groups in a stylish conference space in classic Tyrolean mountain area, with the possibility of TV projectors on large TVs or screens.

High-quality leisure time activities includes the possibility of **year-round glacier skiing**. The glacier is just 4 km from the hotel. The bus station to the glacier **cable car is at the hotel**. In the summer we offer plenty of options, for example beautiful hiking trips, cycling or e-biking. Nearly all the lifts to the mountain operate also in summer connecting **directly to the hotel** with **FREE bus for our guests**.



Prices and a more detailed description of the hotel can be found at:  
[www.hoehlenstein.at](http://www.hoehlenstein.at), where you can book your accommodation directly.

# 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.

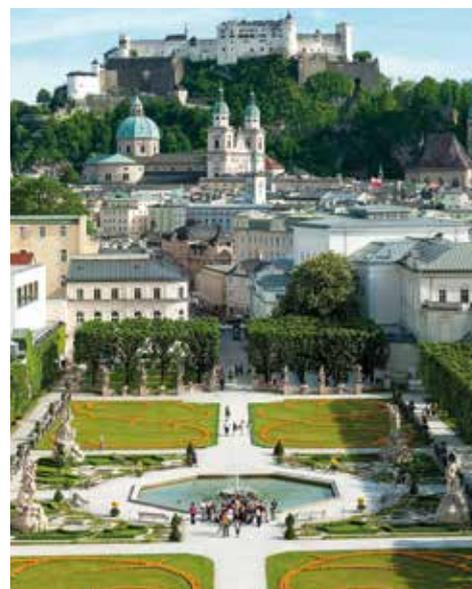
### Sheraton Grand Salzburg Hotel

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.



# TRY SLOVAKIA



LOOKING FOR  
SOMETHING NEW?  
COME TO DISCOVER  
SLOVAKIA WITH US.



**AREA AND LOCATION**

Slovakia extends over an area of 49,035 square km and is located in Central Europe. Slovakia's geography is distinguished by large differences in elevation. Central and northern Slovakia (which occupies 30 per cent of the territory) is a mountainous region – the Carpathian Mountains extend across this area. The Danube river connects Bratislava with Vienna and these two capitals are the two closest capitals in Europe.

**BORDERING COUNTRIES**

Hungary (697 km), Poland (597 km), Czech republic (265 km), Austria (127,2 km) and Ukraine (98 km).

**CAPITAL CITY AND OTHER LARGER CITIES**

Bratislava is the capital city, with a population of 452,288 habitants. The other big cities are Košice (240,915), Prešov (92,687), Nitra (87,357), Žilina (86,685), Banská Bystrica (84,919).

**CLIMATE**

Slovakia has a mild climate and has four seasons. Climatic conditions vary in the mountains and lowlands. The warmest region is the Podunajská nížina (Podunajská Lowlands), the coldest is the Tatras. The warmest month of the year is July, while the coldest is January, the average temperature being +21°C in the summer and – 2°C in the winter. In some mountain areas, snow is present for up to 130 days a year.

**AREA CODE**

+421

**CURRENCY**

EURO from January 2009

**DISTANCES**

Bratislava is situated 50 km from Vienna, 321 km from Prague, and 200 km from Budapest.

**IMPORTANT TELEPHONE NUMBERS**

Police 158, 112  
Emergency lines 155, 112, 16 155  
Fire Service 150, 112

**INTERNATIONAL AIRPORTS**

Bratislava Airport (BTS), Austria – Vienna International Airport (50 km from Bratislava) (VIE), Košice Airport (KSC), Tatry – Poprad Airport (TAT), Piešťany Airport (PZY), Sliach Airport (SLD), Žilina Airport (ILZ).

**LANGUAGE**

The official language is Slovak. People understand English and in southern Slovakia, Hungarian.

**MOBILE NETWORK OPERATORS**

T-Mobile, Orange, Telefónica O2.  
The connection is everywhere apart from in remote mountain areas.

**NATIONAL HOLIDAYS**

1st January: Day of the Establishment of the Slovak Republic; 5th July: St. Cyril and Methodius Day; 29th August: Slovak National Uprising Anniversary; 1st September: ; 17th November: Struggle for Freedom and Democracy Day.

**VACCINATION**

No special vaccination is necessary prior to visiting Slovakia. If you plan to stay in forest areas, vaccination against ticks is available.

**POLITICAL SYSTEM**

Parliamentary democracy

**POPULATION**

5,395,000 habitants. Ethnic groups: Slovak 85.8% , Hungarian 9.7%, Romani 1.7%, Czech 0,8%, other 2% (mainly Moravian, Silesian, Ruthenian and Ukrainian, German, Polish, Croatian).

**POWER NETWORK**

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

**PRESIDENT**

Andrej Kiska since 2014, elected for 5 years

**RAIL TRANSPORT**

The international and national rail network: [www.zsr.sk](http://www.zsr.sk)

**RIVER TRANSPORT**

The Danube – international connections  
Vienna – Bratislava – Budapest

**ROAD TRANSPORT**

BUS: [www.eurolines.sk](http://www.eurolines.sk)  
RENT A CAR: [www.hertz.sk](http://www.hertz.sk), [www.avis.sk](http://www.avis.sk)

**SMOKING**

In all public spaces, such as bus stops, sports areas, stadiums, trains, workplaces or schools, smoking is prohibited. In restaurants, smoking is allowed in designated areas.

**TIME**

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

# THE ECONOMY

Slovakia is well known for its car production, and some call it the “Detroit” of Europe. In 2017, the Volkswagen Slovakia, Kia Motors Slovakia, and PSA Group factories produced more than 1.025.000 cars. Car production accounted for 44% of the total industrial output in the country, and cars accounted for 35% of all exports. For the last couple of years, Slovakia topped the rankings for the number of vehicles produced per 1,000 inhabitants – in 2017 it was 189 cars.

The car industry created 13% of Slovakia’s gross domestic product (GDP), and including associated activities, it generated more than 250,000 jobs.

In general, industrial production expanded 6.2% year-on-year in November, an increase on October’s 5.4%.



The rise was mainly due to expanding manufacturing of food products, beverages, tobacco products and chemical products, which was partially offset by contracting manufacturing of computer, electronic, and optical products. FocusEconomics Consensus Forecast panellists expect industrial production to increase by 4.9% in 2018 ■

## SLOVAKIA: TOURISM

More tourists come to Slovakia from the Czech Republic than from any other country. In the period between January and September 2017, an estimated 516,657 tourists arrived from the Czech Republic, and this number was an increase of 3.2% in comparison with the same period in 2016.

The second largest market is Poland, from where only 176,916 people came to Slovakia between January and September 2017. The third largest market is Germany, with 152,389 people. From Hungary, in the same period

there were 79,134 visitors to Slovakia and from Australia, 72,469 visitors.

Looking at the period between 2011 and 2016, we can see the number of tourists coming from the Czech Republic is continually increasing. In 2011, there were 477,159 people out of a total of 1,460,361 foreign tourists; in 2012, 491,136 tourists came from the Czech Republic; in 2013, there were 492,713; in 2014, there were 436,699; in 2015 there were 509,700, and in 2016 there were 621,475. The total number of foreign visitors to Slovakia in 2016 was 2,027,009 ■

## HOTELS IN SLOVAKIA: RECORD GUEST NUMBERS

2017 was a very successful year for the hotel industry in Slovakia. The number of guests staying in public establishments for accommodation during the first nine months of the year grew significantly and reached a new record, based on information from the Statistical Office of the Slovak Republic.

Between January and September 2017, 4.21 million local and international guests stayed in Slovakia. Compared to the same period in 2016, that represents an 8% increase. Tourists from Slovakia accounted for more than half of those guests.

The number of international visitors (1.71 million) grew by 7.3% in comparison with the same period in 2016. More visitors came from the Czech Republic than any other country – and they have done for many years.

By the end of September 2017, there were 3,516 accommodation establishments, only a few more than the year before. In the summer – when the summer holidays fall – fewer than one half (50%) of all public accommodation establishments were occupied. In 2016, more than 5 million guests stayed in public accommodation establishments in Slovakia ■



# Bratislava:

EASY TO REACH, EASY TO MEET IN A CHARMING ENVIRONMENT

**I**magine the city of Bratislava and trying to think of an iconic building to represent it, you will probably settle on the alien spaceship-like construction on the bridge: the “Most Slovenského národného povstania” (SNP Bridge), which also houses a restaurant and cocktail bar located 95 metres above the River Danube. In Slovakia, they call this iconic building “The UFO Bridge”.

Among the capitals of the V4 countries (the Czech Republic, Hungary, Poland, and Slovakia) Bratislava is probably the least well known. However, there is one aspect that gives the city a significant advantage on the “MICE map of cities”, and that is its location: only about 50 kilometres from Vienna International Airport.

So why stay in Vienna if you can be pleasantly surprised by a destination that is less well known, cheaper, and safer? Connoisseurs say the girls here are more beautiful!

Bratislava is an excellent destination for medium-size meetings, conferences, and various events. There are more and more suitable meeting spaces in 4-star and 5-star hotels in Bratislava, the largest being Hotel DoubleTree by Hilton Bratislava that offers 650 places (theatre setting). The 4-star Hotel Saffron has 550 places (theatre setting), and it lies just a few steps away from the historic centre of the city.

Meanwhile, the 4-star Holiday Inn Bratislava can accommodate up to 450 people and has already played host to an extensive range of meetings and events. The



**DESTINATION BRATISLAVA**

*Slovak National Theatre*



*The "UFO" on the "UFO" Bridge*



*Hotel Holiday Inn*



5-star Hotel NH Bratislava Gate One can hold events for up to 440 people. The Radisson Blu Carlton Hotel offers 380 places while the 5-star Sheraton Bratislava Hotel can host meetings for up to 380 people.

You can also choose between various types of venues, ranging from prestigious halls to modern buildings and developments. In the Slovak National Theatre, there are 850 places available, and at the University of Economics, you can hold a congress or conference for up to 650 people (theatre setting). The Slovak Philharmonic Concert Hall offers 708 places (theatre setting). As Bratislava is a small city, you will find many of these venues within walking distance of large hotels – which is another plus point for this capital on the River Danube ■



*Hotel Sheraton*

# SLOVAKIA: *a country of many romantic castles*



Foreign visitors will be captivated by Slovakia's romantic castles and chateaux – and their number is high for such a small country. According to official Slovak figures, there are 425 manor houses and 180 castles and chateaux, including remains of ancient fortresses in the country. Castles were often built in strategic and inaccessible locations to maintain their invincibility. Chateaux are fundamentally castles that no longer served a defensive or military purpose and were subsequently rebuilt into comfortable and representative residences. Manor houses served as luxurious homes for the wealthy nobility and were usually located in flat areas among nature and included extensive parks and gardens.



Bojnice Castle

The fairytale-like **Bojnice Castle** is among the most picturesque castles in the country and is also one of the most popular with visitors. It was first constructed in the 11th century, and at the end of 19th century, it was entirely rebuilt by leading Budapest architect J. Hubert. Bojnice Castle resembles French chateaux on the Loire river, and this is no coincidence: the architect was inspired and influenced by those same French chateaux. Under the castle, there is a large natural cave and two ponds.

Another medieval castle, **Spiš Castle**, was built in the 12th century and gradually grew in size to become the political, economic, and cultural centre of the region. Nowadays, covering about 41,000 square metres, it takes its place as one of the biggest castles in Europe. Movies such as *Dragonheart*, *The Lion of Winter*, and *The Last Legion* were shot right here. Spiš Castle has been on UNESCO's World Heritage List since 1993.



Spiš Castle



Orava Castle

One of the most remarkable sites is **Orava Castle** in northern Slovakia. Currently, many underground corridors are also part of the castle tour. At Orava Castle, it is also possible to organise some night-time entertainment, as well as theatre shows and other events and programmes.

Moreover, you can even find castles and manors with accommodations and meeting spaces in Slovakia ■



Amade Château  
\*\*\*\*\*  
Hotel Spa Restaurant

## Five-star luxury service with all the comforts to make your stay complete

The success of your event depends on the environment in which it takes place. Whether it be a boardroom style meeting, business dinner, large scale celebration or product launch, we have lots of wonderful spaces and ideas to make your special event memorable.



### Hold your business meetings and conferences here at Amade Château\*\*\*\*\*

- ◆ Eco-chic boutique hotel
- ◆ Perfect location - 50 km from Bratislava, 122 km from Vienna, 153 km from Budapest
- ◆ Meeting rooms with the capacity from 2 to 40 (depending on the seating arrangement)
- ◆ Gastronomy á la slow food
- ◆ Indoor & Outdoor programs
- ◆ Wellness & Spa
- ◆ Guarded parking area

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# TATRA MOUNTAINS: Meet in the **four-star** **Grand Hotel Bellevue**

Not many people know much about the High Tatras region. The smallest alpine mountains in Europe can provide within a small space what other mountains do in much larger areas. The beautiful views and the full range of options for leisure and team building activities in the region, especially the congress possibilities, were offered at the Informal Meeting of Professionals by one of the most significant congressional players in Slovakia: the four-star **GRAND HOTEL BELLEVUE**.

Alpine Rescuers for 300 participants, the Fédération Internationale de Gymnastique (FIG) for 300 participants. The hotel meets the mark regarding catering services. We honour the region and its traditions, so in one of our restaurants, we serve exclusively Slovak specialties prepared from fresh homemade food. The other restaurant follows the trends of modern international cuisine. There are three bars and one of them, Lucullus night bar, is characterised by its retro atmosphere.



The customised congress hall linked with the spacious foyer and other salons provides more than 1,000 square metres of floor space and can seat 1,000 participants. The hotel, therefore, lives up to its "grand" designation. The conference rooms are fully equipped; in the foyer and congress hall, the event organisers can even place larger exhibits or off-road vehicles.

The free car park with a capacity of 140 spaces is very close to the hotel. There is a wellness centre with a swimming pool and sauna world offering treatments and massages performed by certified masseurs. Functionally designed fitness facilities contain top-of-the-line cardiovascular equipment. The fitness centre includes facilities for squash, bowling, billiards, and table tennis.

**GRAND HOTEL BELLEVUE** can satisfy even the most demanding of clients, as evidenced by the international conferences and congresses we have hosted in the past. These include the NATO Military Committee Conference for nearly 500 participants, the International Congress of

The hotel cooperates with domestic producers and service providers, whom all presented themselves at the MICE Informal Meeting of Professionals. We gave all our guests a gift bag containing a quality liqueur – the Tatra tea. This is, by the way, on the menu at the Lobby Bar as a delicacy and as one of the gift alternatives for MICE guests ■



# Aquapark **TATRALANDIA:** meet and have fun at the same time

**H**oliday Village Tatrallandia is the largest year-round water fun complex with accommodation in Slovakia, the Czech Republic, and Poland. It is situated in the Liptov Region, a region with plenty of cultural sights and traditional folk culture. It is surrounded by the highest mountains in Slovakia – the High and Low Tatras, Valká Fatra (Great Fatra), Mala Fatra (Small Fatra), and the Choč Mountains.

Here you will find ten swimming pools, six water slides, entertainment attractions, wellness facilities, restaurants, and more. If you are looking for a unique environment for your meetings, you could opt for Tatrallandia. The venue provides an inspiring atmosphere and breathtaking scenery of the tropical paradise beneath the Low Tatra Mountains.

The newly constructed conference facilities offer a capacity of 420 seats with the possibility of using a soundproof wall to split this area into three separate



Aquapark Tatrallandia is part of the resort, along with the year-round seaside resort Tropical Paradise and the Holiday Village Tatrallandia accommodation complex.

rooms with a capacity of 50–150 seats. The Liptov Arena Tatrallandia sports hall is a place where the most daring and courageous programmes are held ■

## Beautiful Mountains extending between *Slovakia and Poland*

The Tatra Mountains are the highest mountain range in the Carpathian Mountains. The highest peak is Gerlach Peak (2655 metres above sea level), which is located in the Slovak part of the Tatras. The highest peak in the Polish part of the Tatras is Rysy Peak (2499 metres). The Tatra Mountains cover an area of 785 square

kilometres; they are 53 kilometres long and 18.5 kilometres wide.

The range runs from Hucianska Pass in the west

to the Zdziarska Pass on the east. The Tatra Mountains have an alpine character. A large part of them is located in Slovakia, while around 20% of the area belongs to Poland.

### Dividing the TATRAS

The Tatra Mountains are very diverse with different geological structures, and for that reason, they have been divided into three parts:

**+ Western Tatras** – from Hucianska Pass to Liliowe Pass. They are made of sedimentary rocks, mainly limestone. The highest peak of this part is **BYSTA (2248 metres)** located in

Slovakia, and the highest on the Polish side is **STAROROBOCIANSKI Peak (2176 metres)**.

**+ High Tatras** – from Liliowe Pass to Przelecz pod Kopa. They are made of granitoids (granitic rock). Their highest peak is **GERLACH (2655 metres)** in Slovakia and **RYSY (2499 metres)** in Poland.

**+ Belianske Tatras** – from Przelecz pod Kopa to Zdziarska Pass, located only in Slovakia. Their highest peak is **HAWRAN (2152 metres)**



# 5 great INCENTIVES IN SLOVAKIA

## 1 SPEED BOATS & SHIPS ON THE RIVER DANUBE

You can experience the River Danube onboard motorised speedboats. One of the best options is the Bratislava – Danubiana – Jarovce River bank route. The journey will take you to, among other places, the Cunovo Dam and there is also the possibility of visiting Danubiana's modern art galleries and dining at the Modrá Čajka restaurant on the water ■



## 3 WINE TASTING IN TOKAJ

The uniqueness of Tokaj wine, increased Slovak involvement in growing and processing grapes, and a rise in production has prompted local wine enthusiasts, growers, and producers to create the



Tokaj Wine Route. Tokaj, just a 75-minute drive from Košice, is the smallest of the six vineyard regions in Slovakia. It dates back to the third and fourth centuries BC. Hungary's Tokaj region enjoys a high profile among the world's most prominent wine countries, but Tokaj in Slovakia has remained in its shadow. It is "an undiscovered jewel," according to some experts ■

## 2 VISIT LIPTOV

The natural scenery of Liptov, in northern Slovakia, astride the Polish border, offers some of the most breath-taking views in the country. This mostly mountainous terrain includes Tatra National Park, Veľká Fatra, and the Low Tatra Mountains, where you will find caves open to the public, numerous medical and thermal springs, and the Liptovská Mara Reservoir. There are also medieval castles, ruins, and historic villages that have been designated UNESCO World Heritage Sites ■



## 4 VISITING CAVES - SUBTERRANEAN TREASURES



Slovakia has a large volume of diverse underground karst formations. There are over 6,200 known caves, eight of which you can visit. They include the most significant and most precious, the UNESCO-listed caves of the **Slovenský Kras** (Slovak

Karst) and **Dobšinská ľadová jaskyňa** (Dobšinská Ice Cave). Of particular interest is the **Ochtinská aragonitová jaskyňa** (Ochtinská Aragonite Cave), the only cave of its kind in Europe ■

## 5 HORSE RIDING



Connected to your stay in the countryside, with accommodation in the private sector, this is an ideal option for those who wish to relax away from civilisation. You can view and get to know the way of life in a Slovak salash (mountain sheep corral with a chalet) and taste local products, made traditionally ■

# Your successful congress in Low Tatras - Slovakia



"Hello,

I would like to thank you for the pleasant two days (September 8th and 9th) that we spent on an event in your hotel. According to my colleagues, we were greatly satisfied with all: beautiful rooms, excellent food, helpful and smiling staff. Personally, I would also like to thank Mrs Bukovcova who looked after us and met our requirements and changes with a smile.

Thank you, and we wish you many satisfied clients.

Sincerely,  
M.K.  
HR Business Partner"



## YOUR SUCCESSFUL CONGRESS IN THE LOW TATRAS

Let us invite you to the Partizán\*\*\*\* Hotel in the Tále area, which is located in the beautiful Low Tatras.

Partizán\*\*\*\* Hotel is a family wellness & congress hotel run by Kič family. We have been known for the high quality of our services for several decades and, currently, we belong among the best congress hotels in Slovakia. We offer ideal facilities for organising successful conferences, workshops, teambuilding and events. Our success can be corroborated by the number of professional or teambuilding meetings excellently provided by our hotel. Our clients include the most important companies from the field of pharmacy, car industry, construction, property development, finances, chemistry, food, and hardware and software, as well as state administration.

**If you are looking for a place to organise your business meeting and you are interested in a seamless, flexible and professional approach, your stay at the Partizán\*\*\*\* Hotel in Tále will be an unforgettable event for you and your guests.**

Why should you organise your event at the Partizán\*\*\*\* Hotel?

- 1. Stylish conference facilities** – area of 1000 square metres, variability of arrangement, foyer for exhibitors patio with panoramic vistas, a separate bar, the largest conference hall with a capacity of 450 seats, registration, dressingroom
- 2. Generous accommodation capacity** – more than 300 beds
- 3. Proven quality** – flexibility in providing services, friendly trained-staff, precision, responsibility, individual approach
- 4. Miscellaneous Sports & Recreation area**
- 5. Tálska Bašta** – architecturally magnificent restaurant, live music, experience gastronomy
- 6. Nature Wellness Center** – stylish area of 2255 square metres
- 7. Limbus** – night bar, bowling, billiards, DJ
- 8. Multifunctional sportshall** – various sports activities
- 9. Panoramic hotel restaurant** – capacity 230 seats, exclusive wine cellar spectacular vista, connection to the hotel patio
- 10. Audio-visual and technical equipment** – sound system, projection, airconditioning, blackout curtains in rooms with daylight

# WOW! HUNGARY



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

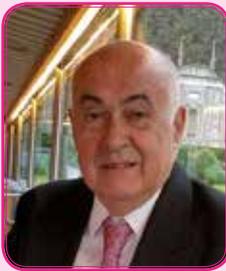
# Why choose Hungary FOR YOUR NEXT MICE EVENT?

We spoke to various professionals from the meetings industry about Hungary, and its capital Budapest – the „city of spas.“ We asked those who promote Hungary and those on the other side: buyers with experiences about this beautiful country.

■ **By Zuzana Adamson**

BUYERS TALK

## REPRESENTATIVES & SELLERS TALK



**Misha Radulovic, MBA**

*President & CEO, Unique Meetings and Incentives, USA*

I love Budapest. It is a great city. For years we have sent many MICE groups to Budapest, starting several years ago with large groups from Westinghouse and General Electric. At that time the only good hotel was the Intercontinental.

Budapest has changed a lot, and the city has seen great improvements. It is now lovely and clean; the dirty old

buildings have gone. In the centre, they are washed and painted. There are great 5-star hotels from leading hotel chains like Kempinski, Ritz Carlton, Iberostar, Four Seasons, Sofitel, Hilton, and Marriott. There are great restaurants with typical Hungarian food and music. My favourite is Gundel, where you will find excellent food, service, and entertainment with a long history behind it.

We still send large groups to Budapest, and we get excellent responses from our clients, including leading USA banks and insurance companies. The only problem is air travel. We book and issue airline tickets via our sister company Unique World Tours, and there are no direct flights from the US. We split groups via several airlines connecting through major US airports.

It was much better before when you could fly directly to Hungary from New York thanks to the Hungarian Tourist Board Office in New York. Nevertheless, Hungary and Budapest are safe, hotels and restaurants are reasonably priced, and they have a lot to offer.

Americans like to visit, so destinations need to promote themselves promotions more here. The Hungarian Convention Bureau in Budapest has given us excellent support, and we are working with them to promote the city.



**Zsolt Makkai,**

*Managing Partner of Makkai & Co, ROMANIA*

Hungary is a country where organising MICE is always a great option. Let me tell you why: they were the first ex-Soviet country to focus on tourism, realising that this industry can make them into one of the top destinations in the whole world. The capital of Hungary, Budapest, is professionally, logistically, and from a human resources point of view, well prepared,

combining food, wine, and spa options with active cultural and historical sites to visit.

The airport is critical, it has easy access to the centre, there are three railway stations in the heart of the city, and the metro covers all areas of the capital.



**Dr. Zoltán**

**Guller,**  
*CEO of  
Hungarian  
Tourism  
Agency*

Hungary is becoming increasingly popular among business travellers. Year in, year out, statistical data proves that Budapest is one of the most attractive MICE tourism destinations both in Europe and the world, but there is also a growing demand for destinations outside of the capital city.

This is no coincidence: an inspiring environment, reliable infrastructure, and professional services await those who organise their business meetings in Hungary. Besides being an increasingly favoured destination for meetings, Hungary offers a tremendous selection of leisure programmes for business travellers as well. Our cultural assets, health spas, excellent gastronomy, and wines ensure that visitors return home with a wealth of experiences after taking part in our leisure programmes.

The outstanding Hungarian achievements in the fields of science, innovation, sport, and the arts are like magnets in the way they attract conferences, congresses, and large-scale events to Budapest. Hungary, meanwhile, is one of the safest places in the world: it is among the TOP15 safest countries in the 2017 Global Peace Index.



# Budapest:

UNFORGETTABLE MICE EVENTS ON THE RIVER DANUBE

*Országház (Hungarian Parliament Building)*

**F**or many years, Hungary's capital has been a very popular location for MICE groups, corporate events, and various incentives. Regarding large congresses, Budapest regularly tops the ICCA rankings, and it seems that things are on the up for this charming pearl on the River Danube.

This easily accessible city has earned a reputation for catering to visitors' needs and offering luxury experiences at affordable rates. You get much more in Budapest for your money than you do in western European cities, and it comes with the bonuses of increased safety and security too.

Budapest is a picturesque central European capital which extends around the Danube. The river divides it into two completely different parts: on the right side, there is "Buda" (hilly) while on the left side, the city is called "Pest" (it is very plain). Once in Budapest, it is recommended to stay in a 4-star or 5-star hotel that offers your group exceptional views of the city and the river. Being located centrally is also a must because you can then feel the charm of the city that surrounds you. One more advantage of Budapest is that everything is within walking distance.

## BUDAPEST SEES HIGHER DEMAND FOR LUXURY HOTELS

There has been a noticeable recent shift towards quality accommodation in Budapest. The most significant increase in reservation numbers has come at 4-star hotels. The constant growth of Hungary's popularity among tourists is highlighted by the fact that among European cities, Budapest had the most significant RevPAR growth in 2017.

If you want to try the "best hotel in the world" and to feel the charm of Central European music, architecture, and atmosphere, you should stay in the Aria Hotel Budapest, where the rooms, suites, and even floors, are inspired by music. Each room represents a different musical style – from classical to jazz. The hotel opened just two and a half years ago.

Several more properties will open this year in Budapest. The Hilton Garden Inn Budapest City Centre is being built on the Pest side, within easy reach of Andrássy Avenue's exclusive shops. Only 100 metres



from the Hungarian State Opera, the new hotel will offer 214 rooms, and it will be Hilton’s third hotel unit in Hungary.

Since early 2018, Budapest has had a new ibis Styles Budapest Airport hotel that offers 145 rooms, a restaurant, a bar, and ample conference facilities, all located within walking distance of the airport terminals.

## HUNGARY – A SPORTS EVENTS DESTINATION IN 2017

In 2017, Hungary was the location for several exciting and prestigious events. According to the Hungarian Convention Bureau (HCB), 2017 was a year of sport and successful sports events. Not only was the 14th Summer European Youth Olympics Festival held in the city, but so too were the Judo World Championships and the Motorboat World



Championships. The Hungarian Formula 1 Grand Prix remains a traditional part of summer and has been for more than 30 years.

Probably the most “spoken about” event was the 17th FINA World Championships. The President of FINA, water sports’ global governing body, Julio Maglione, says that the 17th FINA World Championships organised in Budapest was “the best world aquatic championships of all time”. Held in Budapest and Balatonfüred in July 2017, more than 485,000 people cheered on the athletes at the various competition venues during the fortnight-long event. Most of the foreign fans came from France, Germany, UK, and the US.

The Duna Arena, which was the event’s main venue, is the latest attraction in Budapest and has two Olympic swimming pools in a modern sports complex capable of accommodating more than 12,000 spectators ■

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★★★★★ TOP 5-STAR MEETING ★★★★★  
**HOTELS**  
*in Budapest*



**1 Corinthia Hotel Budapest**

The conference facilities, located on the first floor, include a ballroom with up to 450 seats (theatre style), and seven meeting rooms, which can be combined into one large room. There is also another large conference room, which can be partitioned into six breakout rooms, as well as an 850 square metre Exhibition Hall.

**2 The Ritz-Carlton**

There are four meeting rooms and a large ballroom where you can hold an event for up to 200 people (capacity reception) and 180 people (theatre style). These spaces, including the stained glass-domed Atrium, are suitable for elegant weddings as well as for meetings, roundtables, conferences, gala dinners, and more.



**3 The Aquincum Hotel Budapest**

With its panoramic views of the Buda Hills, 310 guestrooms, restaurants and bars, 14 versatile meeting rooms, and 1,660 square metre spa, the hotel provides a relaxed atmosphere for leisure visitors and a comfortable business environment for corporate guests.

**4 Four Seasons Hotel Gresham Palace**

The exquisitely transformed Art Nouveau palace accommodates up to 220 people in flexible function spaces totalling over 761 square metres. All meeting spaces are fully equipped to support the most demanding presentation and communication requirements. The hotel is right on the banks of the Danube River, and it provides a stunning backdrop for car launch events.



# Lake Balaton

## The Balaton-made soap that conquered the world

There is a small factory hidden among the slopes of the Balaton Uplands. They mix and refine the batter, they press the name into the soaps with gloved hands, then they wrap it in the carefully selected and designed paper in the shed of a fairytale-like thatched farmhouse. From a small village called Pécsely, Floran's soap goes all over the world ■

More at: [www.welovebalaton.hu](http://www.welovebalaton.hu)

## Create unforgettable **congresses & incentives**

**H**ungary's Lake Balaton area is an ideal destination for your MICE events, and it scores highly for value for money, outstanding infrastructure and services, and warm Hungarian hospitality. Lake Balaton is Europe's largest freshwater lake and is considered by Hungarians as an inland sea. It is 77 kilometres long, and its width ranges between 4 and 14 kilometres. You can find many MICE hotels in the area and many exciting places for teambuilding activities.



### Pálffy Wine Terrace

Köveskál has many popular joints, but the Pálffy Wine Terrace, located on the western edge of the gastro village, is by far the best in this category. From the small hill rising next to the cellar building, you can see the entire Káli Basin, flocks of sheep graze nearby, and the rustic idyll location deserves five stars for sure. The Rieslings and the Furmint made by Pálffy and co. are perfect accompaniments for this setting.

### KOGART Tihany

Kogart Budapest's younger brother opened during the summer of 2013. While the venue on Andrásy Avenue is located in a turn-of-the-century palace, the Tihany unit found its home in a contemporary building near the abbey, designed by architect István Bársony. Inside, there is a selection of works by Miklós Borsos, one of the greatest Hungarian sculptors of the 20th century.



### Homola Wine Terrace

In the past year, Homola Winery has proved that it deserves its spot among the best Balaton wineries. The

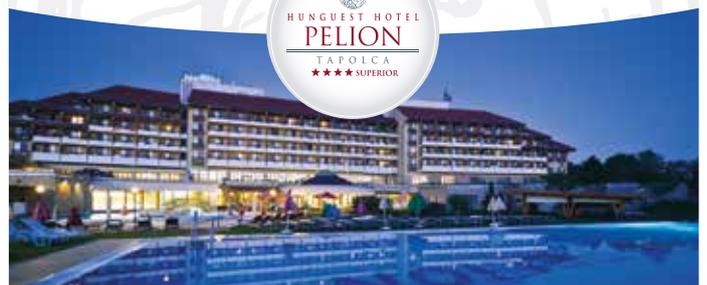


cooperation of Szabolcs and Attila Homola has produced an entire wine empire in Paloznak: as well as the winery, they also welcome guests to their wine terrace. The terrace offers viewers a beautiful Balaton panorama.

## ENJOY OUR PREMIUM SERVICE ONE OF HUNGARY'S BIGGEST CONFERENCE AND EVENT CENTERS!

**Hotel Pelion's conference rooms for 1000 persons -**  
8 conference rooms, 50-600 m<sup>2</sup> equipped with all the important and necessary technical equipment.

Catering: gala dinner, grill parties, wine-tasting, coffee breaks, business lunch...



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

# USA: GBTA Convention 2018: Celebrating 50 Years



Don't miss the nearly 1,300 business travel buyers who will be making their purchasing decisions on the GBTA Convention 2018 Expo Floor. 95 % of travel buyer attendees say the GBTA Expo influences which suppliers they select for their travel program.

**+ On average**, buyers anticipate their organization will select 3 new suppliers based on their interactions at the GBTA Expo

**+ 87 % of buyer** attendees rely on renewing industry relationships with suppliers

**+ 8 out of 10 travel buyer** attendees look forward to new products and technologies introduced at the GBTA Expo

GBTA – Global Business Travel Association ■

# JAPAN: Record Breaking Tokyo - IAPCO Celebrates highest ever Annual Meeting Attendance

Each year in February IAPCO holds its Annual Meeting, bringing together its members from around the globe. This year is particularly special as it marks the 50th Anniversary of the founding of the Association and the start of twelve months of celebratory activities. This was kicked off in style, with over 100 members and destination partners from over 32 countries attending, this meeting has broken attendance records to make it the largest IAPCO has ever held!

The numbers are in, social media was buzzing and the emails keep coming - the IAPCO Annual Meeting in Tokyo was an all around success. This was in large due to the outstanding organization by our Japanese friends, who took care of every detail and truly captured the "IAPCO spirit" says Mathias Posch, President of IAPCO. Based on participant feedback the meeting scored second highest of all time, narrowly missing the top spot by a mere fraction of a percent.

## Team Tokyo

The successful collaboration between IAPCO and the host, Congress Corporation, in co-operation with other IAPCO members, JCS and JTB, all of whom worked hard to bring the vision for the meeting to life. JNTO and various cities throughout Japan provided valuable support and offered popular FAM trips to various cities, pre and post conference. The Tokyo Annual Meeting programme was packed full of inspirational keynotes, engaging teamwork exercises, an excellent panel discussion entitled 'Lost in Translation' focusing on the cultural nuances that will make all the difference to international clients/PCOs when bringing meetings to Japan alongside a spectacular cultural social programme which allowed for plenty of networking.

IAPCO brand awareness and membership growth in Asia was a key focus of the strategic plan. Holding the Annual Meeting in Tokyo and the excellent relationships this has created has been a big contributing factor to meeting these goals ■

# ACTE-BCHA to Standardize Worldwide Hotel Rating System for Corporate Travellers

ACTE Global (Association of Corporate Travel Executives) announced the launch of a global hotel accreditation program tailored to business travellers in an effort to standardise lodging expectations worldwide. While many hotels and conference centers around the world have leisure-travel industry recognized ratings, many more lack metrics for the business travel sector. The new program, ACTE-BCHA (Business Conference Hotel Accreditation), guides corporate travel buyers in selecting the most appropriate business-quality accommodations for their internal clients.

"More than 70 percent of hotels around the world are independently owned and operated. Even hotels that are part of a franchise system may not meet brand standards. This program will identify facilities that meet business travellers' needs," said Vadim Zelenski, CEO of ACTE-BCHA.

"There are all sorts of ratings out there--diamond ratings and star ratings and TripAdvisor's crowdsourcing. But they cater to leisure travellers, who are most interested in whether a venue is kid-friendly, offers perks or packages, or is close to local attractions. Business travellers, on the other hand, want well-stocked business centers, safes for laptops, conference centers, room service and a fitness center, along with a secure environment," said Greeley Koch, Executive Director of ACTE Global and Head of Supervisory Board, ACTE-BCHA. "That's what this new rating system seeks to standardise."

ACTE-BCHA plans to accredit more than 10,000 hotels globally by 2020. Facilities will pay an annual membership fee, and compliance will be verified by independent monitors. Among the first participants in the

program, Dubai-based DNATA has been selected to inspect properties in the United Arab Emirates and the Middle East, effective September 2017. The program will rate other regions as it identifies and adds inspection partners.

"Business travellers want safe and productive experiences when they're on the road—no matter where they travel. This new collaboration will help ensure they get exactly what they expect when they're in the Middle East," said Savio Vaz, DNATA's Vice President Government & Corporate Travel.

Winfried Barczaitis, a travel industry expert with more than 40 years in the business, has been named ACTE-BCHA's chief operating officer. He will be based in Bad Honnef, Germany.

**About DNATA** Established in 1959, Dubai-based DNATA provides air services in 84 countries, offering ground handling, cargo, travel, and catering. DNATA is a franchise partner of HRG in many countries of the region. The publicly held firm employs more than 38,000 employees.

**About ACTE Global** ACTE Global (Association of Corporate Travel Executives) has a 30-year reputation for leading the way corporate travel is conducted. As a global association comprised of executive-level members in more than 100 countries, ACTE pioneers educational and technological advances that make business travel productive, cost-effective and straightforward. ACTE advocacy and initiatives continue to support impactful changes in safety and security, privacy, duty of care and compliance along with traveller productivity that supports global commerce. Learn more at [www.acte.org](http://www.acte.org) ■

## UAE : DUBAI : 15.8 million people visited Dubai in 2017



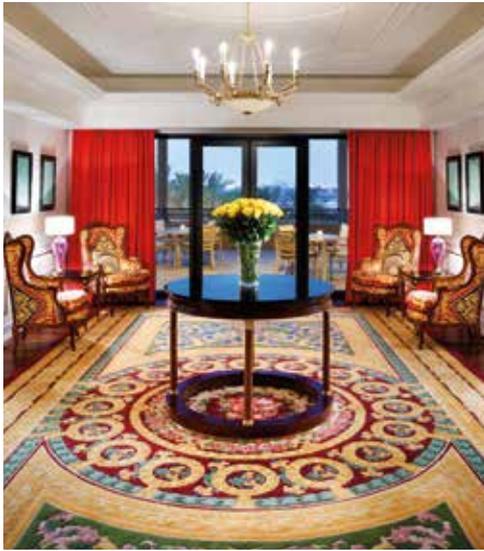
Dubai's record-breaking 15.8 million international travellers helps close gap on Tourism Vision 2020 goal to welcome 20 Million visitors a year by 2020.

In February, Dubai announced that a record-breaking, 15.8 million international travellers visited the emirate in 2017, representing a 6.2 per cent year-on-year increase in comparison to 2016.

The results have further commented Dubai's global position as one of the leading tourism destination in the world. Dubai is not just home to iconic towers and world-class infrastructure, the city appeals to travellers from around the globe and offers a superlative destination experience ■

Palazzo Versace Dubai:

Meet ultimate Luxury



Unrivalled in elegance and splendour, Palazzo Versace Dubai is the ultimate setting for prestigious events and celebrations remembered for exceptional venues, idyllic location and immaculate service. Choose to host your event at one of three impeccable meeting rooms, the self-contained Conference Centre, or at the lavish Gala Ballroom.

Leave a lasting impression on those you invite with the elegant event spaces of the Palazzo Versace in Dubai. Gala banquets, meetings and private receptions can be organised for from 10 to 600 guests. The magnificent Gala Ballroom provides the perfect setting for exclusive events, from wedding and award functions, to fashion shows and corporate gala dinners ■

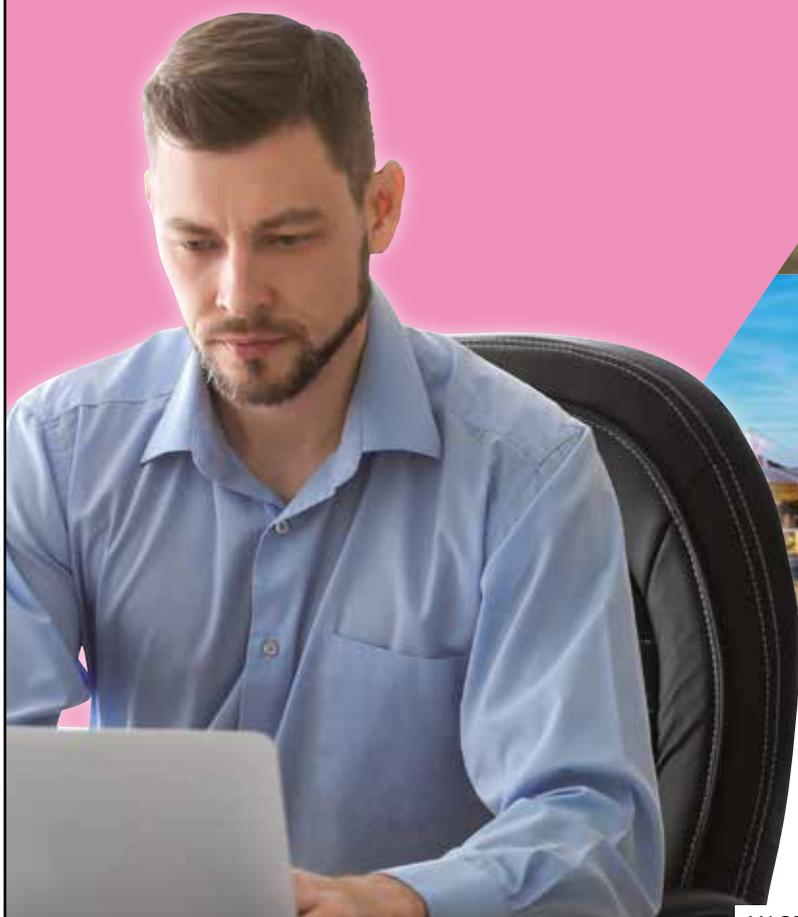
MOSCOW:

Tretyakov Gallery

If you want to see the “Russian Soul” and find out more about it, this gallery is an absolute must-do. It is a famous art gallery in Moscow and the foremost depository of Russian fine art in the world. The gallery dates back to 1856 when Moscow merchant Pavel Mikhailovich Tretyakov acquired works by Russian artists of his day with the aim of creating a collection. He went on to collect approximately 2,000 paintings, drawings, and sculptures by Russian artists ■



# & MICE INDUSTRY



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



## SINGAPORE: high-flying lifestyle, iconic Marina Bay Sands resort, and romantic Clarke Quay

It is a real pleasure to find yourself in the middle of a clean city overflowing with green areas, parks, and modern architecture. A city where its citizens – about 5.5 million of them – enjoy living, based on research by the Economist Intelligence Unit that rated the quality of life here as the best in the world.

■ By Zuzana Adamson

**S**ingapore, which translates as “The Lion City”, was founded by Sir Thomas Stamford Raffles of the British East-India Company in 1819. After many transformations and historical shifts, in 1965 it became an independent republic. Its population density is the third highest in the world – lower only than Macau and Monaco, and higher than Hong Kong. The small area of 719.9 square kilometres boasts one of the highest concentration of billionaires in the world.

### MICE CITY par excellence

According to ICCA statistics based on numbers of large international congresses, in 2016, Singapore attained sixth position in the global “cities” ranking, and first place among cities in Asia, with its 151 international congresses. Singapore has topped meetings

of associations statistics for several years thanks to many factors including its excellent MICE infrastructures.

One of the many factors is its strategic location at the centre of Southeast Asia. Neighbouring Indonesia and Malaysia, Singapore is one of the world’s best-connected cities. Its airport was named the best at the Skytrax World Airport Awards in 2017. The services are excellent, and you can use a plethora of new technologies for free while waiting for your flight. Once you fly in, you are warmly welcomed, everything is easy including transport in the city, and it is peaceful, safe, and clean.

There will be many exciting events in Singapore in the coming years. Among others, the country has provisionally won the rights to host the Rotary International Convention in 2024, which is set to be the largest association congress ever organised by Singapore. More than 25,000 rotary members from around the world are expected to converge on Singapore





to connect, engage, and share insights on how to create positive, lasting change in their communities.

## ICONIC MARINA BAY SANDS HOTEL

The Marina Bay Sands, with its iconic three-towered hotel building and its famous infinity pool on top – where everybody is taking videos and pictures – is the number 1 of all the “must-dos”. You have to be a hotel guest to stay and swim in the world’s largest rooftop infinity pool, gazing down on the glittering city skyline from 57 storeys up. There is a 5-star hotel which offers various types of rooms, the most luxurious being the Presidential Suite with its 509 square metres, and the Chairman Suite with 629 square metres.

Altogether, there are 2,561 luxurious hotel rooms and suites. The Marina Bay Sands has ballrooms which can accommodate up to 10,000 people and two exhibition halls and 250 meeting rooms. There is capacity for 2,000 exhibition booths and 45,000 delegates.

## GARDENS BY THE BAY – SUPERTREE GROVE

This futuristic botanical garden opened more than five years ago, and it is an incredible complex of futuristic fantasy-themed supertrees and metallic sculptures. For a few years now, there have been some outstanding places

to organise MICE outdoor events. One unique venue is the Secret Life of Trees, which is a new event area carved out in Gardens by the Bay. It was launched in July 2016, boasts unrivalled views of the Supertree Grove and is ideal for private events for up to 150 people in a cocktail setting.

## ARTSCIENCE MUSEUM

Walking around Marina Bay, you can’t miss this building – it is Singapore’s most-viewed landmark. It looks like the splayed petals of a lotus flower on the upturned palm of a hand. It offers a programme of exhibitions, events, performances, and educational activities. It has 21 gallery spaces for hosting blockbuster international exhibits as well as permanent shows on three floors of gallery space across 6,000 square metres.

## TRADE SHOW MAKING ITS DEBUT IN 2018

One headline trade show is also making its debut in Singapore in 2018 – the International Luxury Travel Market Asia-Pacific taking place at the Sands Expo and Convention Centre between 21st and 24th May ■

**WATCH our VIDEO about the event ITB Asia at: [mice cee youtube](#).**

# ACE of M.I.C.E. in Istanbul 2018

## – Are You *Ready* For Inspiration?



Between February 21 and 23 – the fifth edition of the ACE of M.I.C.E. trade fair, Event & Meeting Exhibition, was held. This is an important MICE trade fair, not only for the Turkish MICE market, but also because it increasingly provides buyers and sellers from many different destinations worldwide with international exchanges, business connections, and networking opportunities. The event lived up to its motto: “Are You Ready For Inspiration?”

■ By Zuzana Adamson

The event’s traditional venue, the Istanbul Congress Centre (ICC), is ideally located in the city centre, and all the delegates stayed in 5-star and 4-star hotels close to the event venue including two Elite World Hotel properties: Ritz-Carlton and Metropolitan Hotels.

Just as it was in 2017, this edition of the ACE of M.I.C.E. was organised in cooperation with Turkish Airlines. Both companies, Turizm Medya Grubu and Turkish Airlines, are happy with this fruitful cooperation. Volkan Ataman, Director of the ACE of M.I.C.E., says: “*With the support of our name and airlines sponsor Turkish Airlines, we are able to host 153 International Hosted Buyers from 40 different countries. Furthermore, we are hosting 235 Visitor Hosted Buyers and*



*169 participants from 33 countries with 21 group coordinators and 41 media partners.”*

The number of delegates, visitors and hosted delegates, speakers, and exhibitors numbered around 15,000 this year. MICE CENTRAL & EASTERN EUROPE continued as the event’s media partner, and the event’s potential for cooperation with various other countries is growing.

The event started on Tuesday, and we could see a lot of business

exchanges, productivity activities, and meetings taking place. Hosted Buyers filled their schedules with quality meetings, and there were also educational programmes such as fascinating and relevant insights into the Chinese Outbound Travel and the MICE Market by Dr Marcus Lee, CEO ASIA Business Travel & MICE.

Many activities were also organised for delegates, enabling them to see the



city and hotel properties suitable for MICE events. On the first evening, after exhibition hours, the delegates enjoyed the Primetime Business and Entertainment cruise and then a lovely gala dinner hosted by the Hilton Bosphorus located next to the ICC. The second evening saw the traditional AMEzing party at the “Dome Tent” next to the ICC where all of the delegates could enjoy their time with colleagues until midnight ■



**VIDEO: WATCH OUR 10 minute Digest: mice cee youtube**



## MCE Central & Eastern Europe 2018: Explore, Excel, Exceed

The eighth MCE Central & Eastern Europe was successfully concluded in Zagreb Croatia at hotel Dubrovnik, Zagreb.

A total crowd of nearly 150 destinations, MICE suppliers and event buyers made its way to the gorgeous capital of Croatia for 2,5 days of networking, socializing, education but most of all, to get connected during pre-scheduled and match-made B2B meetings. The Europe Congress' clever forum format and varied program assured high results in a very short time.

This effectiveness is much appreciated as it reduces out of office time and increases productivity.

The forum started on Sunday with a welcome reception at the hotel Dubrovnik in Zagreb with welcome addresses by Iva Pudak-Mihajlovic, Manager at the Croatian National Tourism Board, Zlatan Muftic, Director at the Zagreb Convention Bureau, Gordan Susak, General Manager of the host hotel venue and Alain Pallas, Managing Director of Europe Congress.

The evening proceeded to the Esplanade Hotel Zagreb, where Europe Congress offered all participants a wonderful dinner with folkloric and magical entertainment at the hotel's Emerald Ballroom.

Monday offered the short and sweet presentations of many participating Central & Eastern European destinations. During the opening keynote

session all participating hosted buyers were to explore the CEE region. This was followed by the start of the renown B2B meetings. All participants got really to work now, talking and doing business. The day proceeded with social activities, more meetings, a networking luncheon, a marvelous keynote performance by the CEO of the Meetology Lab, Jonathan Bradshaw and more meetings. The busy day program continued with an evening program at the beautiful Mimara museum. Together with Majetic Catering company, the museum itself and other partners the evening and program became a glorious success.

What is the better way to wake up than win prizes? Tuesday morning brought just that in the opening session of the day. More meetings followed, separated just by a well-deserved coffee break. The closing session had already come and praises were offered because of



### PARTICIPANTS:

**60 Convention Bureaus and MICE Providers from Central and Eastern European Countries:**

- Albania
- Armenia
- Austria
- Azerbaijan
- Belarus
- Bosnia Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Estonia
- Georgia
- Germany
- Greece
- Hungary
- Latvia
- Lithuania
- Macedonia
- Moldova
- Montenegro
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Turkey

**80-100 leading event planners and decision makers in their organization of:**

### ORIGIN:

- Germany, Austria, Switzerland: 20%
- United Kingdom & Ireland: 15%
- France, Benelux & Scandinavia: 25%
- Spain, Portugal & Italy: 10%
- Russia & CIS: 10%
- Middle East & Asia: 10%
- North America: 10%

### TYPE:

- 65% Agencies
- 25% Corporate
- 10% Associations



the assistance of all forum partners and the high quality deliverance of the forum by Europe Congress.

Asking Europe Congress' Managing Director, Alain Pallas about the success he stated: "For us as Europe Congress the forums are only successful if they're successful to the participants. The selection of the right participants that have interest in doing business together is the key element to succeed in doing so. Of course, the varied event program, the flawless delivering of the forum and securing all meetings to happen as planned are assuring everyone to have a great experience alongside new business partners. We're pleased with the very positive feedback till so far and will keep on striving to make any of our next forums excel beyond".

Europe Congress exceeded expectations once again and will now continue to put together there other two popular forums, MeetingPlanners Russia, on 10 and 11 September in Moscow and MCE South Europe from 21 to 23 October in Thessaloniki ■

# Continuing innovation at **IMEX in Frankfurt 2018** as several **new initiatives are confirmed**

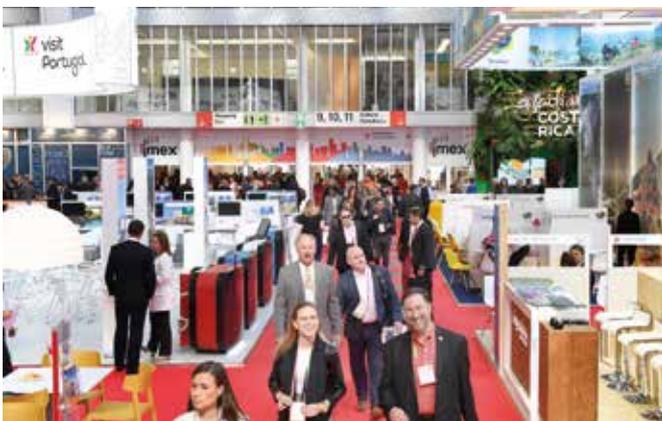


At IMEX in Frankfurt, thousands of hosted buyers and buyer attendees from all over the world will be meeting and doing business with almost 3,500 international destinations and venues under one roof. They'll also be discovering the latest learning ideas in 180-

*Ray Bloom & Carina Bauer, IMEX Group, Chairman & IMEX Group, CEO*

Following its successful launch last year, EduMonday, a free, full day of learning and insights open to all IMEX attendees and

Attendees from all sectors and levels can explore topics and trends that are truly relevant for them via a number of dedicated events within EduMonday specifically curated for various sectors of the industry. Association professionals from around the world are invited to Association Day & Evening, to share best practice and network. There's also education and networking exclusively for corporate executives at Exclusively Corporate. Also taking place on EduMonday is the She Means Business conference, a new event that will celebrate the role of women in the industry. Meeting and event strategists – both female and male – are invited to network and learn from a packed programme of highly influential speakers and mentors. One of Germany's only three female Eurofighter pilots, Major Nicola Baumann, and a former astronaut instructor and CEO of European Astronaut Centre, Laura Winterling, are among some of the high calibre speakers, discussing how they followed their intuition and beliefs to deliver truly pioneering work.



plus education sessions, making new contacts and catching up with colleagues at the many networking events. *"Innovation is at the heart of IMEX in Frankfurt and we're creating a series of new initiatives that will meet the needs of buyers and exhibitors and substantially enhance their business experience,"* says Carina Bauer. Several engaging new initiatives, new exhibitors and new hosted buyer groups are already confirmed for IMEX in Frankfurt 2018, taking place on 15-17 May. The innovations start on Monday 14 May and run throughout the week.

exhibitors, will be expanding, bringing together a vast range of learning sessions, with insights into event design, future trends and the power of partnerships. Some of the free education sessions taking place during the three days of the show will explore Legacy, IMEX's Talking Point for 2018, covering political legacy; knowledge legacy/social impact; CSR legacy; environmental legacy and personal legacy. Other education topics include Trends and Research, Business skills, Diversity, Health and wellbeing, Personal development, Technology, Creative learning, General education, Marketing/social media and Sustainability.

Carina Bauer, CEO of the IMEX Group said; *"IMEX in Frankfurt is firmly established as the place where the meetings industry worldwide comes together in May each year. We know it is in their diaries well in advance – and many senior people, as well the leaders of the future from all sectors - agency, association and corporate - have already planned their schedules to be there."* ■

**imex**  
Frankfurt  
15-17 May 2018

# PARIS: “La Capitale Mondiale” des Congrès

■ By **Zuzana Adamson**



The Paris Convention Centre is a venue that offers every possible configuration: halls for exhibitions, meeting rooms, conference rooms, restaurants and food service places, mobile and fixed, terraces with beautiful green plants and flowers, and ample parking areas.

“The Paris Convention Centre has the objective of bringing 75 events in the coming five years, and 55 of those should be congresses. We have as of now, 15 congresses signed and planned. This new venue strengthens the dynamism of the capital city on the international meetings scene: Paris will strengthen its place as a worldwide



leader in the business travel sector,” says Michel Dessolan, General Manager of Viparis, the company that manages the ten main conference and exhibition centres in the greater Paris region.

WHEN you attend an event at the Paris Convention Centre, Paris is just a short walk away ■



**I**n the International Convention and Congress Association’s (ICCA) 2016 report, Paris was ranked as the world’s TOP destination for international congresses. This is the first time that another city has overtaken Vienna, which for many years held ICCA’s top position. It seems that despite the threat of international terrorism, the French capital remains an attractive destination

November 22 2017, the new Paris Convention Centre was inaugurated. This is a completely NEW site, boasting impressive architecture, with one of the largest congress capacities in Europe.

The NEW Paris Convention Centre complements the existing Palais des Congrès de Paris and is located in the heart of Paris Expo Porte de Versailles Park. The “City of Lights” that gave the world so much culture, many great philosophers, writers, artists, and scientific pioneers, will be ready to hold large international congresses for more people than ever before. Its Plenary Hall can accommodate 5,200 people (theatre style) – it is the largest in Europe – connected to 44,000 square metres of exhibition spaces. The total surface area of the new Paris Convention Centre is 70,240 square metres. The venue announced that at the time of writing, more than 30,000 participants had confirmed their attendance, and congresses are planned until 2022.



not only for tourism, but also for large congresses and conferences, for the meetings industry sector, and is becoming more and more attractive.

Paris has invested heavily to develop its congresses and conferences industry and to become the absolute TOP destination for the MICE sector. On

# Moscow International MICE Forum 2018



**16-17 March 2018**

**Russia, Moscow, T-Modul Exhibition Hall**

The Moscow International MICE Forum is a specially designed B2B forum where International sellers can meet with Russian specialist and Corporate buyers in a calm and professional atmosphere with space and facilities for one-to-one meetings. The event is most suitable for the following sectors of the industry:-

- Convention and visitor offices • National and regional tourist offices • Resorts & Hotels
- Cruise lines • Airlines • Destination management companies • Spa resorts
- Conference centres • Technology providers • Golf destinations • Luxury trains
- Exhibition centres • Event management specialists.

**aigroup** Tel.: +7 495 777-25-77, e-mail: [Moscow@aigroup.ru](mailto:Moscow@aigroup.ru)

**[www.miceforum.ru](http://www.miceforum.ru)**

# MICE Forum in Moscow: the rebirth of a MICE event



The 12<sup>th</sup> edition of the MICE Forum in Moscow took place between March 15-16 at its usual venue, the Tishinka Trade and Exhibition Complex, located on Tishinskaya Ploscad (Square). This year, organising company aiGroup decided to create two events and connect them: the Moscow International MICE Forum and Medshow, a new exposition focused on medical tourism. This is a sector that is becoming more and more interesting for people from Russia and international exhibiting companies as well.

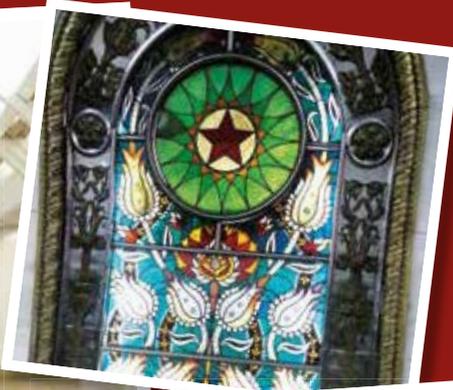


Previously, the MICE Forum ran only for one day, but this year the organisers extended the show to two days. On the first day, there were some educational seminars organised by foreign companies. International companies and local buyers from Russia came together to exchange ideas, to buy and sell, and to make connections with each other.

The Russian market is growing slowly and the choice of date, just after the MITT (Moscow International Travel and Tourism Exhibition, March 13-15), was a smart decision. MICE CENTRAL & EASTERN EUROPE magazine continued as one of the event's media partners, and we distributed news and magazines to MICE buyers from Russia ■



## METRO IN MOSCOW: DISCOVER SPLENDID UNDERGROUND PALACES



There are many stations, and these are real masterpieces: marble walls, high ceilings, beautiful grand chandeliers, paintings, sculptures, mosaics, and radiant designs. It is amazing! Altogether, there are 212 stations, the first line opening to the public in 1935. Russian people can see every day that the roubles they paid as tax were well spent on a “radiant future” ■



## SUCCESSFUL RECOVERY IN EUROPEAN CITY TOURISM IN 2017: +7.7%

European Cities Marketing (ECM) announced a 7.7% growth in city tourism in 2017, with the domestic market increasing by 5.2% and the international market by 9.2%, respectively. The top 10 cities in terms of bednights stayed the same as the previous year, with London, Paris,



and Berlin at the top of the list.

As for source markets Russia showed a tremendous increase of 27.3%, followed by China (17.3%) and USA (15.5%), while Italy (-3.4%) continued to decrease.

Tourism development 2017 was driven by a positive economic development in overseas markets, the volatility in international airline connectivity (airberlin, NIKI, Monarch, Alitalia), and travelers getting used to the increasing threat of terrorism around the world leading to a strong recovery and decreasing sensitivity.

European Cities Marketing reported the preliminary results from the forthcoming European Cities Benchmarking Report with the findings that European cities continued their growth with a 7.7% increase in 2017 in total bednights compared to 2016. International bednights growth (9.2%) surpassed domestic bednights growth (5.2%) in 2017. The preliminary data feature results from 65 out of 121 cities, representing a total of 456.9 million bednights.

### Top Performing Cities

**Notes:** Bednights in all paid forms of accommodation establishments: Berlin, London, Prague and Vienna.

**Bednights in hotels and similar establishments:** Amsterdam, Barcelona, Madrid, Munich, Paris and Rome.

The top performing cities in terms of total number of bednights stayed equal compared to last year. Madrid took over Barcelona (which was heavily affected by the Catalan referendum) as the 5th city in the ranking, while the other cities remained in the same ranking positions as last year. London had the highest number

of bednights in 2017 with a 7.6% increase, followed by Paris (+7.5%), Berlin (+0.3%), and Rome (+2.4%). Prague (+7.5%), Amsterdam (+11.2%), and Munich (+11.7%) had the Highest growth rate among the top 10 cities. Besides Barcelona which was heavily affected by the Catalan referendum, Berlin's impressive growth seen in previous years suddenly stopped, mainly driven by airberlin which filed for bankruptcy in 2017.

**Notes:** Bednights in all paid forms of accommodation establishments: Berlin, London, Prague and Vienna.

**Bednights in hotels and similar establishments:** Amsterdam, Barcelona, Madrid, Munich, Paris and Rome.

For international bednights, the list of the cities is the same as last year as well. In the rankings, Prague took over Barcelona in the 4th place. London (+7.9%) and Paris (+11.1%) are the top two cities with the highest number of international bednights. On average top 10 cities increased 6.0% in international bednights in 2017. Amsterdam (+11.6%), Madrid (+11.4%), and Paris (+11.1%) had the highest growth in the top 10 list. ■

## 2017 International Tourism Results: the highest in seven years

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer. This strong momentum is expected to continue in 2018 at a rate of 4% - 5%.

Based on data reported by destinations around the world, it is estimated that international tourist arrivals (overnight visitors) worldwide increased 7% in 2017. This is well above the sustained and consistent trend of 4% or higher growth since 2010 and represents the strongest results in seven years.

Led by Mediterranean destinations, Europe recorded extraordinary results for such a large and rather mature region, with 8% more international arrivals than in 2016. Africa consolidated its 2016 rebound with an 8% increase. Asia and Pacific recorded 6% growth, the Middle East 5% and the Americas 3%.

2017 was characterised by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years. Results were partly shaped by the global economic upswing and the robust outbound demand from many traditional and emerging source markets, particularly a rebound in tourism spending from Brazil and the Russian

Federation after a few years of declines.

*"International travel continues to grow strongly, consolidating the tourism sector as a key driver in economic development. As the third export sector in the world, tourism is essential for job creation and the prosperity of communities around the world,"* said UNWTO Secretary-General Zurab Pololikashvili. *"Yet as we continue to grow we must work closer together to ensure this growth benefits every member of every host community, and is in line with the Sustainable Development Goals."*

### Growth expected to continue in 2018

The current strong momentum is expected to continue in 2018, though at a more sustainable pace after eight years of steady expansion following the 2009 economic and financial crisis. Based on current trends, economic prospects and the outlook by the UNWTO Panel of Experts, UNWTO projects international tourist arrivals worldwide to grow at a rate of 4% - 5% in 2018. This is somewhat above the 3.8% average increase projected for the period 2010-2020 by UNWTO in its Tourism Towards 2030 long-term forecast. Europe and the Americas are both expected to grow by 3.5% - 4.5%, Asia and the Pacific by 5% - 6%, Africa by 5% - 7% and the Middle East by 4% - 6%. [More at www.mice-cee.com](http://www.mice-cee.com) ■

# Experts to take the stage at the ITB China Conference 2018

Power packed program includes sessions by Ctrip, Google, Tencent, VisitFinland, Wyndham Hotels and many more – three new areas of focus: Unique Travel, Business Travel and Education & Job Day Top Speakers from major travel companies, such as Ctrip, one of the biggest online travel agencies in China, as well as Google, Expedia Affiliate Network, VisitFinland, Wyndham Hotels, Tencent, Meituan, China Tourism Academy will provide exciting insights into their expanding markets in the conference of the second edition of ITB China (16 - 18 May 2018 in Shanghai).

This think tank of Chinese travel, co-hosted by TravelDaily will provide up-to-date key insights of these seven areas: 'Destination', 'Travel Tech', 'Corporate Travel & MICE', 'Online Travel', and - for the first time - 'Unique Travel', 'Business Travel' and 'Education & Job'.

The keynote quality of the first edition of the ITB China Conference in 2017 proved to be the main driving force of the high levels of attendance. A total of 2,700 attendees took part in the lectures, discussions and keynotes, given by 70 industry speakers. This year the ITB China Conference is once again expecting the leading travel organisations and tourism officials active in the Chinese market. This year, again leading travel organisations and tourism officials active in the Chinese market will be expected at the ITB China Conference. In addition other top companies such as CITS American Express Global Business Travel, Carlson Wagonlit Travel and BCD Travel, Merlin Entertainments, Mafengwo, Lushu, Abercrombie & Kent will be sending speakers to the ITB China Conference ■

## ITB China Conference Day 1

The first day of ITB China Conference is dedicated to sessions dealing with 'Destination' and 'Unique Travel'. Top speakers from Google, Meituan and Mafengwo, Lushu and Merlin Entertainments will focus on high-end travel which lately has become a huge growth market and offers enormous prospects for the global tourism industry.

China is the world's second largest source market for high end travel with 10 million foreign trips in 2016. This is the result of a special evaluation of the World Travel Monitor(r), conducted by IPK International and commissioned by ITB Berlin. More and more Chinese are able to fulfil their ultimate travel dreams. Interest for "themed travel" products to meet the diverse demands of Chinese market (e.g. sports/ adventure travel, educational trips, health care trips, wedding trips etc) is rising steadily. 61 percent of Chinese outbound high-end travelers travel in business or first class with an average in 3.3 trips per year.

## ITB China Conference Day 2

'Corporate Travel' and MICE', 'Travel Tech', 'Online Travel' and 'Business Travel' will be on the agenda for the second day of the ITB China Conference. The latter will be a new area of focus.

## ITB China Conference Day 3

The third day of the ITB China Conference is dedicated to the new area 'Education and Job' and will be conducted in partnership with Fudan University & Hong Kong Polytechnic University.

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7 – 11 MARCH	ITB Berlin, GERMANY ..... <a href="http://www.itb-berlin.de">www.itb-berlin.de</a>
16 & 17 MARCH	 INTERNATIONAL M.I.C.E. FORUM Moscow, RUSSIA ..... <a href="http://www.miceforum.ru">www.miceforum.ru</a>
5 – 7 APRIL	AITF – 16th Azerbaijan International Travel & Tourism Fair Baku, AZERBAIJAN ..... <a href="http://www.aitf.az">www.aitf.az</a>
22 - 25 APRIL	Arabian Travel Market Dubai, UAE ..... <a href="http://www.arabiantravelmarket.wtm.com">www.arabiantravelmarket.wtm.com</a>
29 APRIL	ACTE Global Summit & Corporate Leading Forum New York, USA ..... <a href="http://www.acte.org">www.acte.org</a>
15 – 17 MAY	 IMEX The Worldwide Exposition for Incentive Travel, Meetings & Events Frankfurt am Main, GERMANY ..... <a href="http://www.imex-frankfurt.com">www.imex-frankfurt.com</a>
15 & 16 MAY	 Leaders in Hospitality CEE & CIS Summit Budapest, HUNGARY ..... <a href="http://www.hotelcee.com">www.hotelcee.com</a>
16 – 18 MAY	 ITB China Shanghai, CHINA ..... <a href="http://www.itb-china.com">www.itb-china.com</a>
SEPTEMBER 11 - 13	MATIW - Moscow Travel Industry Week Moscow, RUSSIA ..... <a href="http://www.tourismexpo.ru">www.tourismexpo.ru</a>
SEPTEMBER 18 - 20	 IT & CMA – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World Bangkok, THAILAND ..... <a href="http://www.itcma.com.sg">www.itcma.com.sg</a>

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# 2019

- JANUARY ATF – Asean Tourism Forum  
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