

# MICE

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**TOP Events**  
**at the very TOP**



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## CZECH REPUBLIC

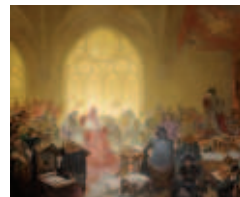
2018 is a significant year for the country because the Czech Republic is celebrating the 100th anniversary of its foundation. Czechoslovakia (the union of two nations: the Czech Republic and Slovakia) was founded in 1918, following the collapse of the Austro-Hungarian Empire after World War I. Its capital 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

## SLAVIC NATIONS

The "Slovane" are an Indo-European ethnolinguistic group who speak any of the various Slavic languages. The name comes from "sláva" which means "glory". Slavic people represent the largest nation in Europe - comprising more than 320 million people. The Slavic nations are classified as either Eastern Slavic (including Russia, Ukraine and Belarus), Western Slavic (Czech Republic, Poland, Slovakia and others) and Southern Slavic (including Bulgaria, Croatia, Macedonian, Montenegro, Serbia and Slovenia).



## 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 Łódź (698,000). Almost 90% of the Polish population are Roman Catholics.



# MICE

## DEAR READERS,

**A**utumn has arrived in Europe with its festivals and colourful leaves, and I am happy to introduce the latest issue of our magazine. Occupying an excellent eighth position in the ICCA rankings, Prague remains the region's big meetings star with its long tradition of hosting congresses. At the same time, we are seeing growing interest in other regions of the Czech Republic. It is not hard to see why: picturesque countryside, hills, rivers, castles and manors, spas and wellness facilities, crafts and typical regional products – all of this you can find in the CEE countries.

If you opt for a destination that is still relatively undiscovered, you can try Slovakia, especially its mountainous region with newly developed structures for your meetings. Hungarian MICE offers traditional spa culture, and we bring you a new trendy destination in “Slavic” Europe – magical Montenegro that has recently built new hotels and resorts for luxury tourism.

Recent travel and tourism discussions show that as trips and visits continue to increase, it is becoming more and more important to be conscious of your behaviour, and follow the cultural and social “norms” in the country that you visit.

Most CEE countries belong to the “Slavic” group of nations, characterised by spirituality and love and respect for nature, among others. It is important not to disrupt the local culture but approach it with respect and a positive mind. We bring you Behaviour Rules that will make it easier for you to enjoy these cultures that represent more than 300 million people.

Let MICE CEE be your inspiration and guide.

Sincerely,

**Zuzana Adamson, PhD.**

Publisher

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

## NEW 5-star Radisson Blu to open in Prague

The opening of a new hotel is scheduled for the second quarter of 2019. The new Radisson Blu will be located close to Karlovo náměstí (Charles Square) in the Prague 2 district. It will join the Park Inn Hotel Prague as part of Radisson Hospitality AB's portfolio.



The new hotel will offer 160 rooms including apartments of the highest category (they will be more than 40 square metres in size), a professionally equipped fitness centre and a wellness centre with an exclusive spa programme. For conference and MICE guests, there will be six conference rooms connected by a foyer ■

## Airbnb in 2017 in the Czech Republic accommodated more than one million guests

The number of visitors to the Czech Republic staying in apartments listed on Airbnb grew by 52% in comparison with the previous year. This represents 1.02 million people. In regions outside of Prague, the increase was even more significant – 108%. In terms of numbers, there are about 11,000 rooms available.

The largest number of people came from Germany (137,000 people), and the USA (130,200), the UK (84,700 people) and France (78,500) and they stayed for an average of 3.3 nights. The fifth largest group was people from the Czech Republic, representing local domestic tourism.

And which places were the most sought after by this group of visitors? The areas which drew the highest interest, after the beautiful capital, were South Moravia and the Moravian-Silesian region ■



## AIRHELP: compensation for delayed flights

Flights frequently get delayed, but that doesn't mean you have to accept it if it happens to you. You may be entitled to as much as US\$ 700 in compensation if your flight has been delayed, cancelled or overbooked within the last three years. Find out more at [www.airhelp.com](http://www.airhelp.com) ■



# Harley Davidson chooses Prague for 115<sup>th</sup> anniversary celebrations



The organisers chose Prague for this landmark celebration, and in July 2017, the four-day event centred around the iconic motorcycle welcomed 110,354 people from 77 countries. The number of motorcycles was also impressive – there were some 67,500 machines!

The largest number of people came from Germany and Italy, followed by visitors from France and the UK.

There were also many participants from central and eastern European countries, including Russia, Ukraine, Belarus and Poland.

Prague also welcomed Karen and Bill Davidson from the founders' family. *"I am so glad that Harley-Davidson celebrates its 115<sup>th</sup> anniversary in Prague,"* Karen said. *"It is my third visit to your beautiful city, and I must say that I really love Prague,"* she added. The venue for the event was the Výstaviště Holešovice exhibition ground located in the Prague 7 district ■



## CROATIA: Dubrovnik invaded by masses of tourists

This iconic and historic city in Croatia is completely overcrowded with day visitors. Partly due to the popular "Game of Thrones" HBO series (parts of which were filmed in Dubrovnik), it is also because of three main factors: cheap plane tickets, peer-to-peer accommodation and hugely popular cruises.

Tourists come for a day or stay for a few days using Airbnb, which is becoming increasingly popular as well as more traditional accommodation services. In the first half of 2018, Dubrovnik welcomed 280,000 people from 188 ships. About 60,000 people visit annually having been inspired by Game Of Thrones. In 2017, cruises brought 749,000 tourists to the city on 539 ships. However, this is a problem because cruise tourists do not spend money in the city; instead, they walk around, or sit and have a coffee, and later go back to their cruise ships where they enjoy full-service hospitality.

In 2017 and 2018, Cruise Critic voted Dubrovnik as the best cruise destination ahead of Kotor (Montenegro), Venice (Italy), and the Greek islands of Santorini and Rhodes ■

## Barcelona claims first place in the ICCA rankings

by number of meetings in 2017 for the first time since 2004. The association meetings market continues to show robust growth.

In another successful year for the international association meetings industry, ICCA captured a record number of 12,558 rotating international association meetings taking place in 2017, with 346 additional meetings taking place compared to 2016. This is the highest annual figure that ICCA has ever recorded in its yearly analysis of the immediate past year's meetings data ■

### TOP 10 COUNTRIES

Rank	Country	Number of Meetings
1	USA	941
2	Germany	682
3	U.K.	592
4	Spain	564
5	Italy	515
6	France	506
7	Japan	414
8	China-P.R.	376
9	Canada	360
10	Netherlands	307

### TOP 10 CITIES

Rank	Country	Number of Meetings
1	Barcelona	195
2-3	Paris	190
2-3	Vienna	190
4	Berlin	185
5	London	177
6	Singapore	160
7	Madrid	153
8	Prague	151
9	Lisbon	149
10	Seoul	142

# 3,000 Petrochemists meet in Vienna

The European Petrochemical Association (EPCA) comes to Vienna for its 52nd EPCA Annual Meeting. Approximately 3,000 participants from all over the world will gather in Vienna around the City Park area for the opportunity to meet industry leaders and selected external stakeholders and stay abreast of international market developments as well as technological and societal trends. The event takes place in all the hotels around the City Park and the organiser expect an impact for Vienna of approx. 12-15,000 overnights ■



## In the first half of 2018, the number of passenger at Prague Airport increased by 10% compared to last year

Prague Airport served 7,463,975 passengers in the first half of 2018, which means a 10% increase compared to the same period last year. As usual, the largest number of passengers traveling from Prague went to UK. The country with the highest increase in the number of checked-in passengers was Spain and for individual destinations, it was Barcelona. The largest number of travelers over the first six months of the year flew to London, which meant a 6% inter-annual increase in the number of checked-in passengers. Paris came second, followed by Moscow, Amsterdam and Milan. The fastest growing destination in terms of passenger count was Barcelona (+51 %) thanks to the substantially increased number of flights. As for countries, UK ranked first with 12% growth, followed by Italy, Russia, Germany and France. The record holder of countries in terms of increased checked-in passengers is Spain (+40%). The busiest day of the first six months was June 29, when the airport registered 68,568 passengers. Last year, the busiest day at the Prague Airport was June 23 with 64,008 passengers. As can be expected, this year's record to date will be surpassed during the traditionally busy vacation months, largely in respect of the higher number of flights. On July 1, Emirates started its second daily flight to Dubai and on the same day, Aeroflot opened their sixth daily flight to Moscow.

New destinations are planned for the winter season of 2018. These include new Ryanair

### TOP DESTINATIONS (all operated airports):

1. London	639,012 passengers	+6.0%
2. Paris	410,552 passengers	+3.4%
3. Moscow	409,004 passengers	+2.3%
4. Amsterdam	327,317 passengers	+3.0%
5. Milan	249,874 passengers	+0.0%

### TOP COUNTRIES:

1. UK	963,142 passengers	+11.8 %
2. Italy	658,812 passengers	+ 3.7%
3. Russia	588,779 passengers	+2.0%
4. Germany	557,382 passengers	+ 8.5%
5. France	547,804 passengers	+2.7%

flights to Marrakesh, Paris/Beauvais, Eilat, Pisa and Amman; a new EasyJet flight to Belfast and a higher number of British Airways flights to London/Heathrow ■

## CROATIA: A new Marriott to be located in Split, in an ugly building out of context with its environment

The first Courtyard by Marriott will open in summer 2019 in the highest building in Croatia – The Dalmatia Tower in Split – according to project investors Westgate Tower d.o.o.

The Westgate Tower Split project, when finished, will have two towers. The higher of the two, at 115 metres, will be the tallest building in the country and because of that, an excellent tourist attraction. The Courtyard by Marriott will occupy the higher



floors of the tower, enabling guests to enjoy spectacular views of the city, and, considering the building's specific shape, each of the 190 rooms and four apartments will have views of the sea. However, the building does not sit well within its environment and creates a problem in aesthetic terms ■



# GO CZECH REPUBLIC



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

# TRAVEL INDUSTRY STATISTICS



Based on the latest Czech Statistical Office (CSU) statistics, more than 20 million tourists stayed in Czech hotels, guesthouses and other public accommodation establishments in 2017. This number of tourists represents a 9.1% increase in comparison with the previous year.

There was little difference between domestic and foreign tourism: 10.2 million foreign tourists versus 9.9 million domestic (local) tourists. Foreign tourists came mainly from Germany (1.954 million), Slovakia (688,000) and Poland (578,000). In comparison with the previous year, there were significant increases in the number of visitors from China (up by 44.2%), Russia (up by 35%) and South Korea (up by 31%). There were also more than half a million foreign visitors coming from the USA.

The majority of guests (about 1.6 million people) stayed in 4-star hotels, a rise of 8.3% from 2016.

However, the latest statistics do not include one significant group of tourists – those that chose Airbnb locations or private guesthouses and apartments. Based on CSU comments, the actual number of tourists could even be double the quoted figure ■

## THE ECONOMY

Data published at the end of 2017 revealed that the Czech Republic's unemployment rate was a mere 2.9%, compared with 3.8% in Germany and the 7.7% average throughout the European Union. In the Czech Republic, labour is cheap – in 2016, the average labour cost was just €10.20; in the EU it was €25.40. Czech people love to work, they are creative and productive and enjoy participating in larger projects. Nevertheless, the character of these projects has been questioned, and there have been many recent discussions about them in the country.

In the 20th century, the Czech economy was consistently strong in creative, innovative industries

having transformed after the 1990s into a manufacturing economy. The Czech Republic's manufacturing industry dominates its economy compared with other countries in the EU and provides more than one-third of all employment.

Government incentives dating back to the 1990s, which include tax breaks for new companies and cash for creating new jobs, attracted high levels of foreign investment, and it was boosted after 2004 when the country joined the EU. These were mainly global manufacturing companies, the number one sector being the production of cars. This situation is no longer sustainable and blocks the country's progress on an international level ■

## MICE STATISTICS

Based on CSU statistics, there were 12,542 MICE events organised in the Czech Republic in 2017. More than 1.3 million delegates attended these MICE events. Prague, the capital, held more events than anywhere else. The Czech capital remains highly ranked among TOP congress and events destinations worldwide – as it has for some time.

In Prague itself, there were more than 4,000 MICE events organised with around 500,000 participants. However, there were notable increases in the number of events in other Czech regions. Following Prague, the most sought-after were the South Moravia, Olomouc and Moravia-Silesian – and its capital Ostrava – regions. In the Plzeň Region, the number of MICE delegates increased from 43,000 to 72,000 ■



# 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 **Zuzana Adamson**

## REPRESENTATIVES & SELLERS TALK



**Roman Muska,**  
*Director of the Prague Convention Bureau*

Prague is the most attractive tourist and meeting destination in the Czech Republic. The city of a hundred spires on the Vltava River is known to people from all over the world,

and it ranks among the most beautiful cities in Europe. Prague is regularly listed in the TOP 15 meeting destinations, and every year more than half a million people attend MICE events held there.

Let Prague inspire you, just as it inspired many significant artists and scientists in the past. The city's mysterious atmosphere is reflected in the works of Prague's native son Franz Kafka. W.A. Mozart, whom "the people of Prague understood", completed and first performed his best-known opera Don Giovanni here. Prague also became an important university centre which gave the world a number of personalities without whose discoveries and inventions we could hardly imagine our lives today - contact lenses, silicon, screw-propellers or nanofibers.

Prague is never off-season, and with direct routes from 157 destinations, nearly 800 hotels and 92,000 hotel beds, the city can accommodate the most demanding clientele.



**Antonín Nevole,**  
*Director of Sales at the Centrum Babylon*

The city of Liberec, where our Centrum Babylon is located, with its 100,000 inhabitants is unique from the point of view of services: art, culture

and sports. Liberec is the location of the iconic Hotel Ještěd, the legendary building by well-known architect Karel Hubáček which sits atop the mountain of the same name. And you can even reach the lowest part of the mountain via city tram.

Our Centrum Babylon is a unique resort as well: it offers you the complete infrastructure for your MICE events. Under one roof, you can find large conference facilities ranging from small salons to a large meeting hall that can hold up to 1,000 delegates. Altogether, we have a range of 15 different meeting rooms for up to 2,000 people.

We can manage complete catering including coffee breaks, buffets and meals prepared to meet your demands. While staying in our 4-star Wellness Hotel Babylon, you can spend some time in our Lunapark waterpark, go bowling or have fun and dine out at one of our restaurants.

We will be looking forward to your visit!



**Isabelle Favillier,**  
*Deputy Director, The National Health Insurance of France (CNAM)*

Coming from Paris, where life can sometimes seem quite hectic and rushed, it's a pleasure to visit another beautiful European capital, Prague, where the pace is on a more human scale. Casually seeing this marvellous city by foot is, I think, the only way to appreciate its beauty and splendour. Walking through its old cobblestone streets, leisurely taking in its incredibly diverse architecture, strolling along the Vltava river, or stopping to enjoy the music seemingly playing everywhere, is reason enough to visit.

From the meetings and incentives point of view, I would highly recommend choosing an accommodation in the city centre, where one can easily access the pleasures of the city in between the busy agenda of any congress, seminar or incentive event.

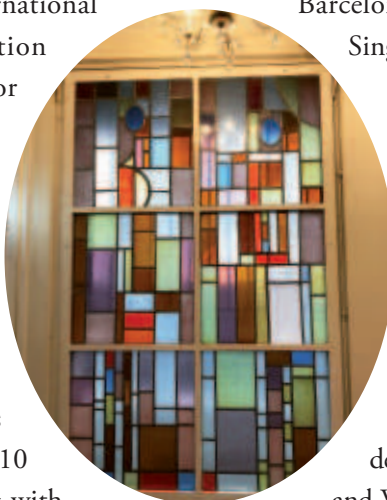
The hotel and restaurant service that I experienced was very professional, helpful and polite, and my stays in Prague always leave me with the urge to return soon, as if there's still something left to discover next time.

I think for me, being an avid golfer, I will be planning to fit in a round of golf in one of the golf courses just outside of Prague. So, I'll be bringing my golf clubs next time I visit, whether for professional reasons or simply as an enthused tourist.



# PRAGUE: *a magical* CONGRESS DESTINATION *that reaches the* TOP 10

Based on ICCA (the International Congress and Convention Association) statistics for 2017, Prague ranked eighth among all worldwide destinations hosting international congresses. It represents a jump from 11th last year. This excellent position, representing 151 international congresses (Barcelona, at number one, has 195 international congresses) means Prague finds itself among the TOP 10 congress destinations in the world along with



Barcelona, Paris, Vienna, London, Berlin and Singapore.

Across the Czech Republic, there were 187 international association meetings organised in 2017, in which 73,000 delegates participated. As a country, the Czech Republic ranked 23rd in the world. In comparison with the previous year, this represents a 13% increase in international events.

Behind Prague, the most sought-after destinations in 2017 were the South Moravia and Vysočina regions. The congress and meetings



## DESTINATION PRAGUE

industry is a very lucrative sector, and one delegate spends about CZK 12,000 per day, while the daily spend of a typical tourist is around CZK 2,300. The average duration of a meeting or a congress is 3.72 days.

Prague is located in the heart of Europe and is no more than 2.5 hours away from all major European hubs. Prague's airport offers direct flights to and from 145 destinations, operated by 64 airlines. It is a 30-minute car drive from the city centre, and traffic in the Czech capital runs relatively smoothly.



Lobkowicz  
Palace

Lobkowicz Palace  
Prague Castle

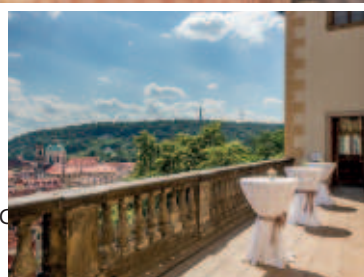
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## THE EVOLUTION OF PRAGUE

For MICE events, business and incentives in the last ten years, Prague has progressed from being an alternative place to now being a first-choice MICE destination.

The professionalism of people involved in the MICE industry is now world-class; one can find a range of venues from large congress spaces to original and authentic options

including old historic churches to renovated industrial factories that are now breathing new life as exciting MICE venues.

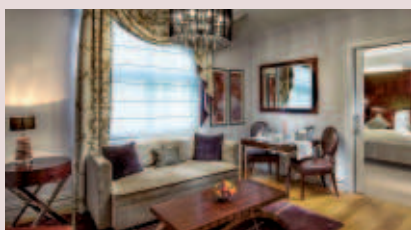
Dining in Prague has become an international affair. From interiors of restaurants that boast incredible architecture, from the old world to the new metallic and incredibly modern architectural features, all offer you great spaces for your events.

No longer limited to roasted duck and dumplings or Czech “goulash” with local beer, now Prague has become a centre for international cuisine, where you can find satisfaction whatever your tastes: from authentic modern Italian “Cucina”, French cuisine and fusion cuisine to high-end sushi including a plethora of vegetarian and vegan alternatives.

And the good news is that beautiful and hip satellite destinations are a mere hop and a skip from Prague. Do not forget that the Czech people have a special character all of their own. They can appear timid but are ready to help, and they have a unique sense of humour. Remember that this is the country of Franz Kafka ■

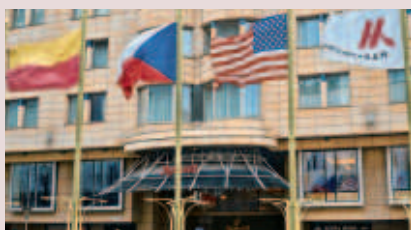
# MICE *Meetings hotels*

### The Grand Mark Prague



There will soon be a new glass space in the garden of this luxury 5-star property, formerly known as Kempinski Prague, that will offer a conference space for up to 120 people.

### Marriott Prague



Located near the Obecní Dům (Municipal House), right in the historic centre of

Prague and next to the Palladium shopping centre, the Marriott Prague hotel offers 293 rooms and 11 conference and meeting rooms in an area of 1,450 square metres.

### Holiday Inn Prague Congress Centre

The 4-star hotel connected to the Prague Congress Centre offers 254 newly refurbished executive rooms (situated on the fifth and sixth floors), standard rooms and five conference rooms. From its location in Vyšehrad, you can see Prague as if it is in the palm of your hand.

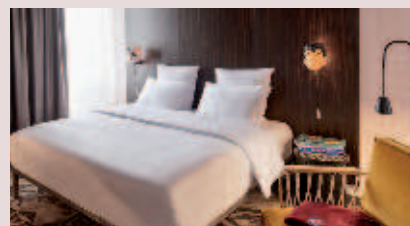
### Luxury Family Hotel Royal Palace

This 5-star property offers accommodation in 36 luxuriously furnished rooms, equipped sufficiently to satisfy even the most discerning clients. All rooms have a beautiful view of either Prague Castle or the Old Town.

### Park Inn Hotel Prague

Conveniently located near the Vltava river, within walking distance of many of Prague’s most important sights, this hotel offers 210 stylish rooms, each equipped with a spacious bathroom. The five meeting rooms can accommodate more than 250 guests.

### Mama Shelter



The first example of a hotel specially designed for “millennials” in Prague. It was formerly Parkhotel Prague, located close to the Prague exhibition centre Výstaviště Incheba situated in the Prague 7 district near the Stromovka Park.





## PRAGUE CONGRESS CENTRE GOES GREEN



Feeling responsible for the environment, the Prague Congress Centre (PCC) draws energy from renewable resources. Nonetheless the purest energy is the one that we don't consume at all – as we at the PCC believe – setting our long-term goal to reduce overall energy consumption by 30 %.

**T**he Prague Congress Centre has recently undergone a vast reconstruction of its technical areas. Since then its savings on energy consumption have been considerable and the building from 1981 has been run according to the principles of sustainable development.

The reconstruction focused on our boiler room, cooling system, air-conditioning system, engine room, measurement and regulation systems as well as lighting system. The whole energy saving project guarantees that the PCC will save in total 8,3 million EUR in ten years.

The Prague Congress Centre is not only into reducing but also into recycling. All waste is separated and even the visitors can contribute and use recycling waste bins, which is by most of them very welcomed. With our main catering partner Zátíší Catering Group we seek for new zero waste solutions because food and dinnerware constitute the most significant source of waste and environmental impact at

most events. Carefully planning to avoid excess of food we also limit the use of dinnerware making sure to provide only reusable or compostable one, aiming to spare for example the annual consumption of 300 000 straws and 1 200 000 napkins. It is simple but efficient to substitute plastic with pasta-made straws that will last for 4 hours before getting soaked up and giving any taste to your drink.

Sharing a meal is an important part of team-building and so by offering pre-consumer food waste in our community fridge we also feed our employees with food for thoughts. Together we not only go sustainable, but we also won't let the work of our colleagues, the chefs, go down the drain ■

### What does it mean in numbers?

855 thousand EUR saved annually for energy, gas and water.  
Annual energy saving = consumption of 5,013 households.  
Annual water savings 11 533 m³ = three Olympic swimming pools.  
7 258 tonnes of CO<sub>2</sub> not released into the air.



## CASE STUDY

# PETROLEUM INDUSTRY *professionals* *from all around the world met* **IN PRAGUE**



**EVENT NAME:** IDW (International Downstream Week) 2018, IDTC (International Downstream Technology & Strategy Conference), and BBTC 2018 (Bottom of the Barrel Technology Conference).

**ORGANISERS:** Euro Petroleum Consultants (EPC), co-hosted by Unipetrol and Orlen Group. Euro Petroleum Consultants, located in the UK, is a leading independent consulting company with worldwide experience in the oil, gas, and petrochemical industries.

**EVENT DATES:** May 22-25, 2018

**NUMBER of PARTICIPANTS:** 350

**EVENT VENUE:** Hotel Marriott Prague, gala dinners hosted by The Lobkowicz Palace at Prague Castle and The U Pavouka Medieval Tavern

### EVENT DESCRIPTION:

This well-known and long-established event is a platform for all parties involved in the petrochemical industry and was created to review current challenges, exchange opinions on the industry's prospects, and discuss partnership opportunities.

Ivan Soucek, Director of the Association of Chemical Industry of the Czech Republic,



explained that the event, "is rotating in European destinations, and returned to Prague after ten years, as Prague was the place for the International Downstream Week in 2008." Last year, Dubrovnik hosted IDW. This year's delegates were pleased, as Prague is a beautiful city for people coming from South Korea, France, UK, USA, China, Russia and elsewhere – delegates came from about 40 countries in all.

On the first two days of a very focused and informative conference, the first conference, IDTC, introduced papers from representatives of influential companies, while the final two days were for BBTC. To help attendees learn more about products from the industry, the organisers prepared an educational game. The organisers split the delegates into groups named after modes of transport such as cars, motorcycles, trains, planes, and so on.



As MICE CEE representative, I attended the event and found myself in a "boat" group. Each group had 10 minutes with one exhibitor. Rotating among the exhibitors, we collected labels – sometimes there were questions to answer, sometimes a presentation of the company to hear, and then we were supposed to respond to questions and talk to exhibitors.

Once finished, both exhibitors and groups had to determine the best group and the best exhibitor. It was fun and at the same time, an excellent way to introduce ourselves to each other and make connections for future business cooperation.

The delegates enjoyed Prague and the gala dinner at the Lobkowicz Palace at the Prague Castle ■



# Instead of seeing the famous Orloj, a pearl of Prague, you could see a large LED screen

The unique Prague Astronomical Clock (Orloj in Czech) is without doubt one of the iconic symbols of the city. You can find it in the Old Town Square and for centuries, hundreds of tourists and visitors to Prague watch every hour – between 9am and 11pm – to see the spectacle of 12 apostles appearing.

The Old Town Hall was established in 1338 as the seat of the Old Town administration. The oldest part of the complex consists of a beautiful Gothic tower with a chapel and the Orloj.

Currently, the Old Town Hall Tower is undergoing renovation which began in January 2018. While its observation deck is open to the public, the Prague Astronomical Clock is being repaired. Until August 2018, a large LED screen was temporarily installed, designed to satisfy tourists and visitors of Prague that would most likely be unhappy to see nothing more than a reconstruction ■



The city plans to ceremonially unveil the medieval clock **at 6pm on September 28, 2018 – the feast day of St Vaclav, the Czech nation's patron saint.**



## Sense the *Pure Emotion of Prague* with AIM Group International

### WHO WE ARE

AIM Group organises over 3.000 events and meetings every year. Our team of about 350 staff members works out of 15 offices around the world to put an extraordinary depth and width of experience at your service.

### WHAT WE DO

Despite its size, AIM Group still has a "small company" approach to client partnership. From the very start, we are committed to helping clients reach their goals, to personalising their event experiences, to providing an innovative environment, and making a difference.

At AIM Prague, we pride ourselves on our local knowledge, creativity and experience needed to ensure your event runs smoothly from the beginning till the end.



### AWARDS

- 85th EAS Congress: Prague Convention Bureau Ambassadors Awards - Congress of The Year 2017
- Motorola Solutions event: Prague Convention Bureau Ambassadors Awards - Corporate Event of The Year 2017

### HIGHLIGHTS

- St Gobain 350 years Anniversary, 2000 delegates - Gala Dinner
- Euro CMR Congress, 1000 delegates - PCO Services
- 85th EAS Congress, 2500 delegates - PCO Services
- UniCredit Leasing Sales Conferences, 200 delegates - Conference and Incentive Trips
- Motorola Solutions, 400 delegates - Gala Dinner



## 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.*

## SPECIAL FOR HOTELS

7. *In hotels, you will often have not only a shower but also a classic bath. When you use the shower, it is normal to stand inside the bath, not outside of the bath.*
8. *In a hotel with tea and coffee-making facilities available, you can boil water, but you are not allowed to cook your own food.*

# 4 *meeting* HOTELS in Prague



### 1 Hotel Majestic Plaza Prague

This 4-star property is conveniently located near Wenceslas Square in the centre of Prague and offers 182 rooms in Biedermeier and Art Deco styles including eight Deluxe Quality, five apartments, and one Panorama Suite. Some of them give you a great view over Prague. For meetings and events, there are meeting spaces for up to 200 people.

### 2 TOP Hotel Prague

The largest congress hotel in Europe is a 4-star property and offers accommodation in over 800 rooms and suites. For your MICE events, it has five congress halls and 16 lounges. There is capacity for up to 5,000 congressional seats, and the largest conference hall has 2,000 seats. You can enjoy many services as well: there are restaurants and bars featuring both Czech and international cuisine, catering, wellness, a Japanese garden and a large car park.



### 3 Hotel Don Giovanni Prague

Named after the Mozart opera, the building was supposed to commemorate a grand theatre and architects previously passionately debated its future. Nevertheless, from today's point of view, it is a lovely and kitschy 4-star property with a pleasant atmosphere suitable for MICE events. This "rose cake" offers 20 meeting rooms – all of them benefitting from natural light. The main meeting venue has the capacity for up to 500 people. The 11 floor-high property offers 397 rooms.

### 4 OREA Hotel Pyramida

Superbly located just a 15-minute walk from Prague Castle, the hotel is quite close to the town and is easily accessible from Prague Airport. The hotel offers 336 rooms and apartments, the Restaurant Bohemia, the Lobby Bar Franz Kafka and its multifunctional conference spaces are suitable for up to 1,100 people.





## CASE STUDY



**EVENT NAME:** NXL PRAGUE OPEN 2018

**EVENT SIZE:** 1,060 participants + visitors

**ORGANISED BY:** Europea Travel - MICE division of Asiana

**EVENT DATE:** 24<sup>th</sup> – 27<sup>th</sup> May 2018

**LOCATION:** The location of Letňany was chosen because of the size needed for the event and excellent public transport connections required by participants. Part of the event took place in the PVA EXPO Prague car park (trade zone, catering area and backstage) which is gravel, fields and background for players who were placed in the grass area provided by Letňany Airport. Because the international airport was so close to the event we had to deal with aviation regulations which we met, the biggest challenge being the distance from the runway.

**PREPARATIONS:** The company (NXL Paintball) wanted to bring their paintball tournament to Eastern and Central Europe to promote paintball and to boost participation in the sport in the region. There were two destinations considered – Amsterdam and Prague – the offer for Prague interested NXL, and we successfully brought the event to Prague.

The number of participants and visitors took some time to finalise because of the new destination for the NXL tour. This presented the most significant challenge regarding the size of the event and services related to the number of participants where catering was important.

The first model was based on five fields and then reduced to four with the possibility of extending before the event with better knowledge about the number of teams. Eventually,



the number of fields was ideal for the number of people coming.

Catering was a big challenge. Providing the event was 1st time in Prague, even organizer NXL did not have clear idea, how big the event can be. At first information about the number of people visiting suggested about 1,500, during the preparations the number increased between 3,500 and 5,000 (1,500 participants and 2,000 to 3,500 visitors) per day.

**EVENT DESCRIPTION:** Set-up for the event took six days, the central part of the event took four days and pack up took three days in total while the different technical teams and tools were used on site. All playing areas were equipped

with six-metre high netting to protect the nearby fields, so spectators, participants and also the planes were safe.

The main event consisted of two parts – registration and game days. Registration for teams was opened on Thursday when training also took place, while from Friday until Saturday there were matches in different categories and eliminations ahead of Sunday's final rounds. A special addition was Thursday's Women's World Cup as an extra competition for this event.

The most visited part of the event was the area around the primary field where three stands were erected (two normal and one grandstand including a roof). In total, the stands had a capacity of approximately 450 visitors while the grandstand was reserved for VIPs with a capacity of 50 guests.

*"The biggest challenges were before the event, because of the short time for preparations and some appeared during the event of course," Daniel Kop said. "The events ones were mostly technical issues like fixing the punctured tyre of a heavy-duty forklift with superglue."*

### CLEANING AND PACK UP:

Approximately 2.5 million paintball bullets were shot during the four days! And all of them had to be cleaned up. For this purpose, we used a skid steer with a brush, and it worked well, as almost 95% of all bullets were cleaned or popped – this will help them decompose.

Other operations were completed faster than expected and we left the venue one day ahead of schedule, leaving it nice and clean for following events ■

## 22 QUALITIES THAT MAKE A GREAT LEADER

1. FOCUS
2. CONFIDENCE
3. TRANSPARENCY
4. INTEGRITY
5. INSPIRATION
6. PASSION
7. INNOVATION
8. PATIENCE
9. STOICISM
10. WONKINESS
11. AUTHENTICITY
12. OPEN-MINDEDNESS
13. DECISIVENESS
14. PERSONABLENESS
15. EMPOWERMENT
16. POSITIVITY
17. GENEROSITY
18. PERSISTENCE
19. INSIGHTFULNESS
20. COMMUNICATION
21. ACCOUNTABILITY
22. RESTLESSNESS

# 3 Great Restaurants for Your Events

## 1 VINOGRAF

Two of Prague's wine bars are more famous than the others. The first one, the Vinograf wine bar & restaurant, was named as the "Best Czech Wine Bar" in the Czech Bar Awards 2014 (they were runners-up in 2015). It offers more than 700 wines available on the wine list, and 50 by the glass, together with "wine-friendly" dishes – cheese, smoked meats and more – prepared by chef Milan Hořejší.



Aided by the Coravin wine preservation system, we offer the most expensive wines by the glass. The Vinograf is a great place for business meetings, parties and private events. We have degustation and education rooms equipped with the latest technologies. [www.vinograf.cz](http://www.vinograf.cz)

### VINOGRAF Míšeňská, wine bar

Míšeňská 8 | 118 00 Praha 1 | TEL: +420 604 705 730

### VINOGRAF Senovážné, wine bar & restaurant

Senovážné nám. 23 | 110 00 Praha 1 | TEL: +420 214 214 681



## 2 LA CASA ARGENTINA

This restaurant offers "the best steaks in Prague". For meat lovers, this is probably the right place to go. You can taste steaks accompanied by an original dance and music programme which creates a unique atmosphere. For business meetings, La Casa Argentina offers private lounges and an elegant interior. Open since 2005, the

restaurant focuses on the preparation of specialities from Argentina, and it is one of the largest in Prague, with 380 seats. Part of the restaurant is a "shisha lounge" where you can enjoy shisha with your colleagues or friends.

**CONTACT :** Dlouhá 35/730, Praha 1, 110 00

**RESERVATION :** (+420) 222 311 512, (+420) 602 360 060

## 3 AROMI

Italian restaurant Aromi offers a wide range of fresh fish and seafood and serves authentic Italian cuisine with an emphasis on quality and fresh ingredients. Aromi – which opened in 2005 – offers both individual and corporate clients the chance to rent unique facilities; this separate section of the restaurant is 132 square metres and includes a bar and fully equipped professional kitchen. Aromi has received many prestigious international awards for its quality of service. For nine consecutive years, between 2006 and 2014, it was given the Michelin Bib Gourmand Award.





# Shop UNTIL YOU drop

Shopping in Prague is an enjoyable activity: the centre of the city is small, so you will find plenty of shops within walking distance of each other, and as you shop, you can look at the gorgeous historic architecture of the city centre's buildings. For example,



there is even a unique Czech STYLE in art; design, furniture and architecture, invented by Czech artists in the first half of the 20th century: "Cubism" (kubismus). You can buy cups, plates, or decorative vases in this original style.

There are plenty of local products worth discovering and trying. The large shopping centres in Prague as well as

the small and luxurious boutiques lining Parizska Street (the number one street for luxury brands) offer both international brands (fashion, cosmetics, electronics) and local, Czech-made products (porcelain, famous Bohemian Crystal and glass products, cosmetics, natural cosmetics, Czech beer, distillates like Absinthe, fashion, marionettes and Czech wooden toys, and more). You can also buy individually handcrafted Garnet Jewellery. Bohemian garnet can only be found in Bohemia and has always maintained a unique position among other garnet stones due to its unique, fiery red colour and light refraction ■

## Our Tips and Bestsellers...

**SOFT VEGETABLE SOAP**  
with almond oil, brewer's yeast, glycerine and delicious aroma for soft and smooth skin.



**THE FINE HAIR SHAMPOO**  
with beer, panthenol and grain extracts supports hair growth, calms scalp, makes hair stronger and bright.

**EXCLUSIVE FACE ELIXIR**  
with precious vegetable oils, daisy extract and Coenzyme Q10 regenerates, nourishes, softens and hydrates the skin and protects it against premature aging.



## MANUFAKTURA®



MANUFAKTURA is an exceptional 100% Czech concept of brand name stores with its own original cosmetic products and accessories inspired by Czech nature and tradition, wooden toys and traditional handicrafts. Formulae of the original and high quality cosmetic products exploit beneficial effects of traditional Czech natural ingredients – Czech beer and hop extract, Carlsbad thermal spring salt, wine and grapevine extract, daisy, apricot and other fruits and herbs typical of our country.

List of Manufaktura stores:

**Prague:** Melantrichova 17 | Mostecká 17 | Karlova 21 | Karlova 26 | Celetná 12 | Main Railway Station | Václav Havel Airport | PALLADIUM | Na Příkopě 16

[www.manufaktura.cz](http://www.manufaktura.cz)

# 3 INTERESTING EXPOSITIONS in Prague

## 1. FRANTISEK KUPKA (1871 – 1957)

The extensive exhibition presents Kupka's work from his earliest pieces created in 1980's till his abstract works from 50's. The exhibition consists of different thematised parts, which help visitors to follow the Kupka's journey from symbolism to abstraction. The retrospective exhibition puts a stress on his symbolist paintings, expressionist portraits, colour verticals, a language of colours and shapes, mechanism and geometrical



abstraction. His work on paper will show him as a satirical drawer and a great illustrator, an artost interested in philosophy, religion, antics and

science. The exhibition is located in the National Gallery Prague – Valdstejska Jizdarna until the 2019, January 20.

## 2. THE SLAVIC EPIC

In the Municipal House in the center of Prague, between July 19<sup>th</sup> and 2019, January 13<sup>rd</sup> you can see The Slavic Epic, famous work by Alphonse Mucha (1860 – 1939), one of the most popular Art Nouveau artists. It is a cycle of 20 allegories tracing the history of the



Slavic people and inspired in part by mythology. Here you can see eleven smaller-scale paintings mostly created

during the First World War and then later on, when Mucha was forced to adapt the original dimensions to the limited supply of canvas from Belgium. The Slavic Nation – today, it is about 300 millions people which represents the largest nation in Europe.



## 3. HANA PODOLSKA, LEGEND OF THE CZECH FASHION



The exposition shows the most famous fashion salon of the Czech society between 1918 and 1939 – the Salon of Hana Podolska. High level of couture, knowledge for fabrics, knowledge of fashion trends coming from Paris, integration of the Czech arts and commercial „spirit“ contributed to that the salon became the most preferred in Prague, where famous people, politicians, celebrities, business people went to purchase their garderobes.

The Salon of Hana Podolska survived the WW II but in 1948, it was confiscated by communists and it became a „national“ enterprise under a new name „Eva.“ Hana Podolska worked there in their company until 1954 when she was sent to take her „retraite.“ What lovely people, these communists.

This exhibition is open in the Museum of art and industry in Prague until 2019, January 20<sup>th</sup>.



# Walk up – take your or business partner

## Petrín Hill “horrible boss” to the Mirror Maze

Prague is a small city and one of its advantages is that you can see many sights just by walking and while you walk, you will see many beautiful things including buildings, areas, squares, small parks, corners with cafés, galleries, shops, and more.

When you are in Prague, one of the most beautiful sights is the walk up Petřín Hill from Malá Strana Quarter which takes you close to Prague Castle. Petřín is a hill right in the centre of Prague that rises some 130 metres above the left bank of the River Vltava. It is almost entirely covered with parks, and it is a favourite recreational area for Prague inhabitants. If you don't feel like walking, the summit of the hill is linked to Prague's Malá Strana district by the Petřín funicular, a funicular railway that first operated in 1891. There is an excellent restaurant in the middle of the hill.

Petrín Hill is well known as a place for lovers, and there is a beautiful sculpture of Karel Hynek Mácha (1810-1836), the Czech romantic poet who wrote the famous lyrical epic poem “May” about love, death, freedom and tragedy. Petřín Hill also features prominently in Franz Kafka's early short story entitled “Description of a Struggle” and briefly in Milan Kundera's novel “The Unbearable Lightness of Being”.

Before he wrote his novels, Kundera wrote a poem entitled “Last May” in which Petřín Hill played a large part: it was an allusion to Mácha's “May”, but Kundera wrote about Julius Fučík walking through its beautiful flowers in Spring, being carried by a KGB man into prison.

As well as the view from the top of Petřín Hill there are also some sights on the way up worthy of your attention. The Petřín Lookout Tower is a 63.5 metres tall steel framework tower which strongly resembles the Eiffel Tower. It was built in 1891 and used as an observation tower as well as a transmission tower. There is also a Mirror Maze, a favourite spot for children and adults alike. There is a labyrinth with mirrors: in each of them, you will see yourself “transformed” in different ways. I

would recommend this activity for your teambuilding: the whole group might see their “horrible” boss looking even more “horrible” – like a monster – which may reduce stress in the workplace!

Štefánik's Observatory is an astronomical observatory on Petřín Hill which was founded in 1928. Nowadays the observatory specialises above all in the popularisation of astronomy and related natural sciences. From the very top there are some great views over the whole city of Prague, and then you can continue to walk to Prague Castle ■





# Choose from 3 great dmc AGENCIES

## DIZAK KETEX



**Nicolas Marty,**  
*General Manager*

### WHO WE ARE

I'm Hana, Olivier, Caroline, Viktoria, Nicolas., etc (we are 25 in 5 capitals). . . We are a team of professionals with strong knowledge of our destinations and long-term experience in the MICE sector. After 12 years of managing international events, we are ready for our next new challenge.

### WHAT WE CAN DO

"The Sky is the limit". Even if it's not exactly true, we loooovveee to imagine and create incentive events, to find new ways of doing things. Central Europe is our garden. We know each small part of it, all the people in different kind of jobs. Who knows whether we will need a good contact in the zoo tomorrow, to organise an event there?

### REFERENCES

MY MOTHER SAYS WE ARE THE BEST, OLIVIER'S HAIRDRESSER CONGRATS HIM ALL THE TIME, HANA'S BEST FRIEND SAYS SHE'S THE SPECIAL ONE. I PLACE MORE TRUST IN OUR 12 YEARS' WORTH OF LIFE EXPERIENCE.

### CONTACT DETAILS

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Skype: [DZK-nicolas.marty](https://www.skype.com/user/DIZAKKETEX/videos)

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## Europea Travel



**Daniel Nedvěd,**  
*General Manager*

### WHO WE ARE

Europea Travel is a Member of Asiana Multi-Brand Global Travel Company. It is the Central & Eastern Europe DMC and Inbound Tour Operator. More than 25 Years of Experience, based in Prague, specializes in the organization & execution of Meetings, Incentives, Conferences, Events and Special Interest groups. Europea Travel is right partner for you for complete solution. Our in-depth knowledge of the region, leading position in the travel industry, and creativity ensure our clients will enjoy a customized and successful program.

### WHAT WE CAN DO

Europea Travel is ready to help you in • Czech Republic • Austria • Germany • Hungary • Poland • Slovakia • Slovenia • Croatia

Wide range of services as destination search, venue search, accommodation, transportation, F&B solution, event management including AV design and performances will help you to create memorable event. A team of customer oriented, highly professional and experienced young staff is responsible for providing our clients with smart planning as well innovative and cost effective solutions, ensuring that each group's individual objectives will be met. Europea Travel team will always do an extra mile to help you design tailor made solution for you. No matter what the event or the occasion, just name it.

### REFERENCES

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

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W.: [www.europea.travel](http://www.europea.travel)

## AIM GROUP Prague



**Tereza Havlásková,**  
*General Manager*

### WHO WE ARE

AIM Group organises over three thousand events and meetings every year. Our team of nearly four hundred people, from over 25 countries, works out of 15 offices around the world to put an extraordinary depth and width of experience at your service.

### WHAT WE CAN DO

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### REFERENCES

ST GOBAIN 350 YEARS ANNIVERSARY, 2000 DELEGATES - GALA DINNER / EURO CMR CONGRESS, 1000 DELEGATES - PCO SERVICES/ 85<sup>th</sup> EAS CONGRESS, 2500 DELEGATES - PCO SERVICES/ UNICREDIT LEASING SALES CONFERENCES, 200 DELEGATES - CONFERENCE AND INCENTIVE TRIP/ MOTOROLA SOLUTIONS, 400 DELEGATES - GALA DINNER

### CONTACT DETAILS



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# & CITIES & REGIONS



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





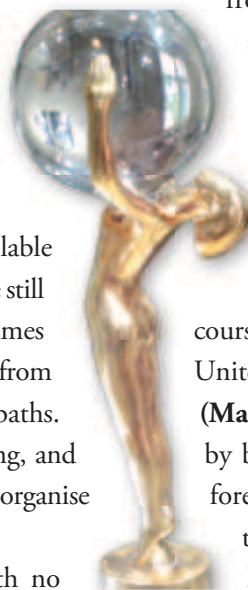
## West Bohemia: the region of spas

The Karlovy Vary Region (an area of 3,314 square kilometres and with a population of 306,000) is the region with the highest concentration of spa resorts in the Czech Republic. These spa services are its most prominent industry and help to create the area's image. There are around 500 mineral springs in this area, and the natural mineral healing waters can cure even the worst diseases. Although some spa treatments are available only for those with a medical prescription, there are still many pleasant wellness procedures and programmes available for anyone to enjoy at will. You can select from several types of relaxation wraps, massages, or baths. There is also a wide range of slimming, beautifying, and rejuvenating therapies. It could be a good idea to organise your event and connect it with relaxation there.

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

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

Another thing that you should not ignore is the presence of the greatest and oldest **golf courses** in the region, opened at the beginning of the 20th century. The oldest Czech golf course, launched in 1905 by King Edward VII of the United Kingdom, can be found in **Mariánské Lázně (Marienbad)**. The greens are small but well protected by bunkers. Most of the course is flat and the pine forests that surround it keep the players cool during the summer months. The second great course is in **Karlovy Vary**, and the Golf Club was established in 1904 before the golf course was built for spa



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

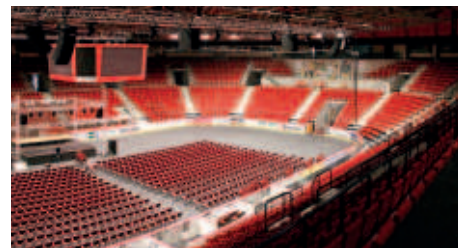


guests. There is another golf course of excellent quality, located in **Sokolov**, only built in 2005. It is accessible from the R6 highway that connects Cheb and Karlovy Vary ■



# KARLOVY VARY: Luxury spa hotels, movie stars and the KV Arena

**T**he regional metropolis is a picturesque and splendid city, highlighted by its classy white buildings in the Art-Nouveau style, built on the River Teplá. The famous “Colonnades” and their healing mineral water springs attract many visitors from all around the world every year. There are 13 mineral springs in Karlovy



Vary, and each of them treats different health problems and diseases. The spa tradition dates back more than 650 years. Every July, the city hosts an International Film Festival.

The town is located only 50 kilometres from the German border, it is easily accessible from Prague airport (around 90 minutes away), and it has its own airport.

The Karlovy Vary region offers 35 conference venues with the capacity to hold between 7,000 and 20,000 delegates. The total capacity is about 14,000 places.

The KV Arena is the most extensive indoor space used for events in the region. 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 region offers five 5-star hotels with 710 rooms, 85 4-star hotels with 5,050 rooms, and 123 3-star hotels with 4,600 rooms.

As well as the spa and wellness culture, the region possesses one of the most beautiful and best golf courses in the country, dating back to the beginning of the 20<sup>th</sup> century ■

## OUR TIPS



### Saint Peter and Paul Cathedral in Karlovy Vary

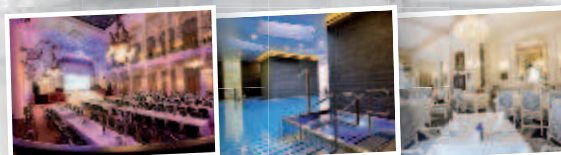
The beautifully decorated, Byzantine style Orthodox Church was erected in the then newly emerging, exclusive residential district of Westend at the western edge of Karlovy Vary between the years 1893 and 1898 according to the design of architect Gustav Widemann. It was built in the fashion of the Byzantine-old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

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



## GRANDHOTEL PUPP

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# DISCOVER...the Liberec Region



**T**he Liberec Region is situated in the northern part of the Czech Republic, easily accessible from Prague as well as from Germany and Poland. Its capital Liberec is only around 100 kilometres from Prague and traffic flows smoothly along the excellent connecting road. The region is decorated by numerous mountains like Jizerské Hory (Jizera), Krkonoše (Giant), and Lužické Hory (Lusatian) with beautiful forests and valleys, creating an enjoyable environment for MICE events.

One of the most beautiful landscapes you can find in the Czech Paradise (and the name is not far from reality), only about 50 kilometres from Prague, combines diverse natural beauty with many historical monuments – castles, chateaus, towers, and folk architecture. Nature has created rock formations that look like people, forming “Rock Towns” which seem like they have come from a fairy tale (many international movies were filmed there) ■

## LIBEREC – the capital of glass, crystal chandeliers and valuable stones

Perched below Jested Peak (1,012 metres above sea level), Liberec is an excellent city in which to live. Its 100,000 inhabitants have many different sports activities available. In the winter, ski resorts are just a tram ride away. In the summer, there is walking in the mountains, swimming in the lakes or cycling.

The city itself was in the past a thriving centre for the textile industry and the production of crystal and glass. Today it is a hub for companies specialising in nanotechnologies. However, many glass and crystal production centres stayed alive, and some new ones were established. Some of them are open to visitors with workshops, and you can even create glass yourself – the glassmakers will show you how and teach you about blowing and cutting the glass ■



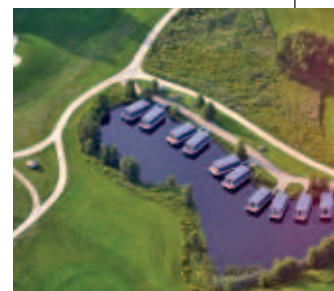
## JESTED – THE LOCAL LANDMARK



The Jested TV transmitter is a unique building, designed by the great Czech architect Karel Hubáček. The International Union of Architects awarded him the Perret Prize in 1969. The building also serves as an original 3-star hotel (it can accommodate 51 people), and a restaurant for 190 persons ■

## YPSILON GOLF Course

The golf course is situated between 420 and 470 metres above sea level, in the middle of beautiful countryside well away from civilisation, close to the Fojtka Dam near Liberec. In 2017, the resort received



an award from the American Golf Digest, which ranked it among the TOP 8 resorts in continental Europe. ■





# WELLNESS HOTEL BABYLON & EVENT COMPLEX BABYLON LIBEREC

The biggest event and hotel centre outside of Prague in the Czech republic



- air-conditioned halls and lounges with a capacity of 10 to 1,000 people
- more than 20 event venues of different types and sizes
- comfortable accommodation for up to 1,000 people
- Wellness center with an area of more than 1,000 m<sup>2</sup>
- professional catering services
- audiovisual technology
- a wide range of indoor and outdoor activities
- accompanying programs
- easy access from Prague within 60 minutes
- all-inclusive event according to your ideas and wishes

**ALL UNDER ONE ROOF!**



**WELLNESS HOTEL BABYLON**  
Nitranská 1  
460 07 Liberec  
Czech Republic



**[sales@centrumbabylon.cz](mailto:sales@centrumbabylon.cz) | [www.HotelBabylon.cz](http://www.HotelBabylon.cz)**



## China's **new mega-bridge** from **Hong Kong to Macau** to open soon

**A**n incredible new construction – the world's longest sea bridge – connecting Hong Kong (directly from the airport) and Macau will soon open. It will reduce the journey time between Hong Kong's airport and Macau to just half an hour. The bridge, a joint China-Hong Kong-Macau project, is scheduled to open by the end of 2018.



The Hong Kong-Zhuhai-Macau bridge is a bridge – tunnel system which consists of a series of three cable-stayed bridges and one undersea tunnel, as well as three artificial islands. This bridge connects Hong Kong with Macau and Zhuhai, three major cities on the Pearl River Delta. The main bridge is almost 30 kilometres long, and it is the largest part of the project ■

## **JW Marriott Marquis** Dubai, UAE

This Marriott is the world's tallest full-service hotel standing at a height of 355 metres – just 26 metres lower than the Empire State Building. The property is the FIRST in the UAE capable of hosting groups, meetings and conventions of up to 1,000 people where delegates can meet, eat and sleep in ONE location.

The large meeting spaces – more than 8,000 square metres (indoor and outdoor) – include two ballrooms and 32 flexible meeting rooms and come complete with high-quality technology. While taking a break, the delegates can enjoy stunning views over the city of Dubai. For the accommodation of your delegates, JW Marriott provides 1,608 guestrooms that are designed around the needs of today's modern traveller, achieving a balance of effortless style and modern functionality ■



## **PATA Travel Mart** welcomes over **1,400 delegates**

The PATA Travel Mart (PTM) 2018, held from September 12-14 at The Mahsuri International Exhibition Centre in Langkawi, Malaysia, brought together more than 1,400 professionals. PATA Chief Executive Officer, Mario Hardy, says: "The event's continued success is due to its ability to strike the right balance between quality and quantity when it comes to buyer and seller appointments. So far, PTM welcomed a total of 389 sellers from 208 organisations and 33 destinations. On the buyer side, we have a total of 252 buyers from 241 organisations and 53 source markets." ■



# Our focus is very much on the quality of Exhibitors and Hosted Buyers



We talk to **Shanne Hannam**,  
*ibtm events*  
*Portfolio Director*

**1 How many people, how many exhibitors and how many hosted buyers are expected this year? More or less than last year?**

Our focus is very much on the quality of exhibitors and Hosted Buyers we bring to the event, rather than on growing numbers year-on-year. That said, our numbers are strong, and we're expecting this year's figures to be broadly in line with last year's with around 3,000 exhibiting companies from over 150 countries. We're expecting an increase in Hosted Buyers, plus upwards of 15,000 visitors for a packed schedule of meetings, networking and educational sessions.

**2 Hosted Buyers - how many are new? Where are they coming from? Any new countries?**

With Hosted Buyer recruitment underway, the team is on track to secure a high-profile group of event planners and buyers from across Europe, Asia and Australasia, Latin America, the Middle East, North America and Africa. Buyers already confirmed to attend are from SONY, Samsung Electronics, Quimica Montpellier, SC Johnson and Grant Thornton.

**3 Exhibitors - are there new exhibitors from new destinations?**

An exciting raft of exhibitors have already been confirmed to attend, including first time attendees Bahrain Tourism and Exhibition Authority, Sixt, Hong Kong Tourism, Alternative Athens, Agencia Valenciana del Turisme, China a la Carta, Global Passenger Network, Tourism New Zealand, Plus DMC Group, Standard International hotel



group and creative technology company Codemodeon, which develops fun experiences by utilising breakthrough technology in virtual reality, augmented reality and mixed reality.

**4 Are there any differences in the**

**structure of the event, in comparison with last year?**

This year, we have a new zone right at the heart of the event floor - the Exploratory Zone - which will offer a lively and interactive experience for attendees as exhibitors display the latest technologies to enhance customer experience, including virtual reality, artificial

intelligence, facial recognition, projection mapping and 3D printing. Companies confirmed to showcase include 3DFoodlab, Skullmapping, Amondo, Mach 3 Management, Robots of London and Surround Vision.

Once again, we have some brilliant speakers headlining our Knowledge Programme, including Duncan Wardle, one of the primary creative forces behind The Walt Disney Company and Dex Torricke-Barton, former Head of Communications at SpaceX, Executive Communications Manager at Facebook, and Executive at Google. We're also very close to announcing a third keynote for 2018.

**5 About Barcelona - is it easy to organise the event in Barcelona? Do you get help from the local CVB, for example?**

Over the years, we have built extremely strong working relationships with our partners in Barcelona - the city is



very well located for our customers and benefits from excellent infrastructure making it a great location for IBTM World. We very much value our long-standing relationships with our partners there with whom we work very well on every aspect of the event, and we look forward to continuing to enjoy a fruitful relationship for plenty more years to come ■



## WARNING: ONLY FOR THOSE WITH 2020 VISION

The whole purpose of IMEX – its raison d'être – is to help event planners plan ahead. So we know you'll appreciate knowing the dates of **IMEX 2019** and **IMEX 2020** right now.

We're already researching, trend-spotting and teaming up with industry disruptors to make these shows the most current, useful and thought-provoking possible.

Discover new destinations, find inspiration of every kind and kick-start your business planning at IMEX 2019, and you'll have 2020 nailed! How's that for a plan?

**IMEX AMERICA 2018: 16–18 October**

**IMEX in Frankfurt 2019: 21–23 May**

**IMEX in Frankfurt 2020: 21–23 April (yes – April!)**

**Register your interest at  
[www.imex-frankfurt.com](http://www.imex-frankfurt.com)  
and we'll send you more info.**



# 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), Sliač 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



# Why choose Slovakia

## FOR YOUR NEXT MICE EVENT?

How do international buyers view Slovakia? What experiences do they have with this outstanding country? What makes this country on Danube attractive for them? And we asked sellers as well - what in particular can Slovakia offer to foreign MICE organizers, what is unique about this country?

■ By **Zuzana Adamson**

## — REPRESENTATIVES & SELLERS TALK —



**Joseph Stevens,**  
*Event Planner for Public Institutions in EU, USA*

I have been planning and organizing delegation visits for governmental as well as other public institutions in Europe for over 20 years. Not long ago a delegation desiring something out of the well-known European destinations came to me looking for alternative choices

to Paris, London, Amsterdam, and Berlin.

So I had an idea about Slovakia because I got this comprehensive B2B magazine, MICE CENTRAL & EASTERN EUROPE with the title, "TRY SLOVAKIA" - many interesting articles, dreamy pictures and features about the country. So I thought: why not? And I discovered an intriguing country, and especially its capital Bratislava, which offers a classical yet modern city, filled with restaurants, bars, art and architecture. There is a special modern and young spirit in Bratislava, with a mild temperature and environment perched above the Danube River. There are many quality hotels, conference hotels and structures for meetings providing a "western European" quality. Nowadays, it's also a tranquil and safe destination. And one can also visit Vienna - it is only 50 km by car.



**Allroy Collaco,**  
*Federation of Indian Chambers of Commerce, with his colleague TM, INDIA*

Bratislava is a pretty, clean city that is very centralised. You can walk to virtually all the tourist spots, and you can relax in restaurants, cafés and bars on your way.

The people are friendly, prices are very good, and the culture is quite similar to the Czech Republic and Slovenia. The air is so clean and within Bratislava there are a lot of natural areas with mountains and rivers, forests and hills in the country. We had a very good time taking a boat between Vienna and Bratislava on the River Danube which only takes about three hours, and it was a great experience. We also discovered other cities on the Danube like Budapest. I would recommend these cruises. Visiting the Tatra mountains in Slovakia and the many caves such as Belianska are other unique experiences.



**Eva Kičová,**  
*Reservation & Sales Manager at Hotel Partizán, SLOVAKIA*

Your MICE event and your time in Slovakia will be unforgettable for you and your guests.

Let us invite you to the **Hotel Partizán\*\*\*\*** in the Tále area, in central Slovakia. Hotel Partizán\*\*\*\* is a wellness and congress hotel run by the Kič family. Renowned for our high-quality services for several decades, we currently rank among the best congress hotels in Slovakia.

We offer ideal facilities for organising successful conferences, workshops, team building and events. Our success has been proven by the number of excellent professional or teambuilding meetings our hotel has already provided.

Our clients include high-profile and well-known companies from the fields of pharmacy, the car industry, construction, property development, finance, chemistry as well as state administration.

It is paramount to us that our hotel guests can enjoy their leisure time to the full, passively or actively and Slovakia offers plenty of opportunities for sports and recreational activities.

# Bratislava

MEETINGS WITH CENTRAL EUROPEAN CHARM

■ By Zuzana Adamson

**S**urrounded by vineyards and the Little Carpathian Mountains, the capital of the country – Bratislava – is a fairytale city occupying a scenic spot on the banks of the River Danube. Like any typical Central European city, you have a picturesque historic town filled with architectural pearls, built around the river, with a hill looking over the city and a castle sitting on the top of that hill – in this case, Bratislava Castle. Connections with other European capitals are excellent:

it is located only 50 kilometres from Vienna, Austria, 196 kilometres from Budapest, 324 kilometres from Prague, and 631 kilometres from Warsaw.

Strategically situated, Bratislava is one of Europe's newest capitals and has a young and dynamic local population that live a vibrant life: it is a melting pot for Czechs, Austrians, Hungarians, Russians,





Poles as well as tourists and young students from all around the world. In many areas of the city centre, you can connect to free, high-quality Wi-Fi. Tourists and visitors to the city welcome this service.

## THE RIVER DANUBE – CONNECTING CENTRAL AND EASTERN EUROPEAN METROPOLISES

The River Danube connects many cities in the region: Vienna, Bratislava, Visegrád, Budapest, Osijek, Belgrade, Bucharest and others. The river ends with the Danube Delta in Romania, an important natural reservation, home to over 300 species of birds, and providing some of the region's most beautiful backdrops before spilling into the famous Black Sea.

## CONFERENCE HOTELS FOR YOUR EVENTS

For your MICE events, you can find many conference hotels in the city, such as Hotel Saffron (850 persons in theatre layout), Double Tree by Hilton Hotel (650 people in theatre layout), Holiday Inn Bratislava (450), Radisson Blu Carlton Hotel (380), Sheraton Bratislava Hotel (380), Crowne Plaza Bratislava (350), Grand Hotel River Park (350), among others.

If you want to opt for something new and different, you could choose the newly renovated accommodation on the banks of the River Danube: The Park Inn by Radisson Danube Bratislava that offers 240 rooms and meetings facilities; its largest room can hold up to 250 people ■



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

### PART II.

1. *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.*
2. *Dress yourself according to the local customs. Do not wear clothing that covers the face.*
3. *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.*
4. *One of the biggest signs of disrespect in any country is to throw rubbish on the floor, so stay away from this.*
5. *If you shake hands with people from CEE, do it with energy, and not like a "dead fish."*
6. *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.*
7. *Dress according to local customs. Do not wear clothing that covers the face. In public places, dress as smartly as possible. Respect public spaces in CEE as you would respect other people. In large cities, you cannot wear short pants like you can in a forest.*
8. *One of the biggest signs of disrespect in any country is to throw rubbish on the floor, so avoid doing this. Even spitting on the floor is regarded as being very rude and impolite.*

# 4 UNUSUAL VENUES *in Bratislava*

## 1 Slovak Radio Hall

This contemporary building, which replicates an inverted pyramid, was built in 1983. This hall provides excellent acoustics and hosts many professional music groups. The Radio Hall is the home of The Slovak Radio Symphony Orchestra and The Slovak Radio Children's Choir. The sizeable Slovak Radio concert studio has 523 seats.



## 2 Moyzes Hall

The Art Nouveau Moyzes Hall, owned by the state's national broadcaster, is a popular venue for events and concerts in downtown Bratislava. The impressive building on banks of the River Danube with towers on each of its four corners and a dome vault in the middle was built between 1911 and 1912 as a representative army headquarters. Today, the venue is part of the Faculty of Arts of the Comenius University in Bratislava, and it can accommodate up to 220 people (Theatre style).

## 3 Old Market Hall (Stará Tržnica)

The Old Market Hall sits in the historical centre of Bratislava. Built in 1910, it boasts eclectic and interesting architecture, thanks to a similar construction to that of the Eiffel Tower in Paris. Since 2012, it has served as an urban centre, offering regular food markets, cultural events and several other services. The venue can hold various events including cultural or corporate events, conferences and more and the maximum capacity is 1,500 people.



## 4 Nedbalka Gallery

This gallery venue is also located in the historic centre of Bratislava, and the street where it is located is one with its own historical traditions. The Nedbalka Gallery leases private premises with impressive interior structures resembling the Guggenheim Museum in New York. You can hold events for 150 people there.



# Tatra Mountains: TOP Events *at the very TOP*

The Tatra Mountains region is considered to be the pride of Slovakia. Here you will find a pristine natural environment, modern but tasteful mountain resorts, medieval castles and towns, and wooden architecture. Some of these are listed as UNESCO World Heritage sites. The Tatra region provides numerous opportunities for meetings and incentive trips and is also great for conferences. You will find conference hotels suitable for mid-size events, many activities and ideas for incentive programmes and fine dining.



The Lomnický štít mountain, which sits 2,634 metres above sea level, is the second highest peak in Slovakia's Tatra Mountains, and offers a great view of the

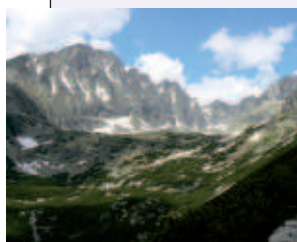


surrounding area. You can even organise your events up here, or you can stay overnight in the “one room” hotel. You can discover the most beautiful place in Slovakia all the while feeling as if you are touching the sky ■

## The Tatra Mountains extend 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)**





# Our Designers PAID ATTENTION to EVERY SINGLE DETAIL



We talk to **Marek Koumal**,  
*Executive Director of the Lomnica Hotel*

**1 The Lomnica hotel is a newly opened property in the Tatra mountains. Could you tell us more about it?**

The hotel offers its guests everything that a modern traveller may require while delivering full comfort. When putting together the accommodation concept, the

designers made sure they paid attention to every single detail. Accommodation is offered in two hotel sections: the historical building and the new modern extension. The equipment and the actual rooms are set into the neoclassicism era combined with elements of secession. The historical part consists of 30 rooms, while the extension adds another 37 rooms to the hotel's capacity which thus reaches the total of 67 rooms spanning across six different categories.

The main congress venue can accommodate up to 150 people in a theatre setup. If needed, it can be divided into two smaller rooms – both offering ample daylight, of course. For parties and celebrations, we offer our Mozart Café and Sissi Restaurant with capacity for up to 220 people.

As our accommodation capacity is limited to 67 rooms (all of them king or twin size as you prefer), we do cooperate with other nearby 4-star hotels while providing our own shuttle service, if necessary.

**2 What is special about your hotel? What makes it different from other hotels?**

The Lomnica is focused on art and gastronomy. Our gastronomy's emphasis



is on local products and farms. I wish you had had the chance to see and taste our breakfast; we know how important it is to start the day full of energy and with fresh products. We serve our own home-made bakery and pastry, jams, butter, and so on.

During the summer season, we offer a highly unique product – a pleasure ride in vintage cars, and we have also mapped out over 70 activities in the adjacent municipalities and the whole region for individuals and couples or for groups of over 100 people. We have already been honoured to welcome MICE clients from the Czech Republic, Poland, Germany, Hungary and the UK. We wish to present our hotel to clients from all around the world,





emphasising our unique products provided in a unique destination – a label that the High Tatras certainly deserve.

**3 Could you tell us about a MICE event that you have organised recently which stood out in terms of being particularly interesting, special, or very successful?**

Naturally, there are many events we have held, but if I had to pick one, then it would be this one:

Imagine hosting one of the largest businesses in Slovakia in your hotel. To make it more interesting for us, we knew in advance from the client that they were planning to welcome their own TOP 100 business clients. The purpose of the event

was to thank their customers for their outstanding business partnership in the past 12 months. At such an event, you know that there is not only the one client but actually 101 clients – and all of them will expect to get the best and beyond the best.

And you know that you have done your business well when the other companies from the TOP 100 start to plan their own events at your hotel.

**4 What kinds of groups and events can be hosted in your hotel?**

We do not have any limits when it comes to organising events for our clients. Even if the client mentioned that their group would comprise over 170 people

and we only had 67 rooms (which can accommodate up to 136 guests), we did not withdraw from the negotiation with the client and explained how we could make their event much more interesting. We presented them our idea on how they should change their usual way of organising the event and asked them to leave the burden on our shoulders.

After the inspection of the site, the client agreed they should try something new. Finally, it became one of the most successful events in their history. The best part of this job is when the client is leaving the hotel and is already booking another event with you. In those moments, you know you did your best ■





# CASTLES & MANORS

*your Central European - style fairy tale*

In our spring issue, we showed you some of the hundreds of incredible Slovakian castles and manors; now we will continue in the same vein. According to official Slovak figures, there are 425 manor houses and 180 castles and chateaux, including the remains of ancient fortresses, in the country. For such a small nation, those numbers are impressive. Furthermore, these buildings are captivating and make Slovakia a stunningly romantic place for your special events. Some of the numerous castles and manors have now been transformed into luxury accommodation.



*Trenčín Castle*

The **Krásna Hôrka Castle** stands on a hilltop overlooking the village of Krásnohorské Podhradie near Rožňava, in the Košice Region. The original Gothic castle was built in 1320. Fortifications were added to the castle to protect against the Turks, including three cannon bastions and a cannon terrace in the Renaissance style. However, the main attraction is the embalmed body of Sophia Andrassy-Seredy – the writer Mór Jókai used the motif of the mummy in his novel “The White Lady of Levoča”. The castle houses the Museum of Betliar.



*Krásna Hôrka Castle*

The imposing **Trenčín Castle** is the dominant feature of the city of Trenčín and the entire region. Its history dates back to the 11th century when it consisted of a residential tower and a rotunda, remains of which are still visible in the lower courtyard. Subsequent owners gradually altered and rebuilt the castle to fit their visions. One of them – King Louis of Anjou – built a new palace, which currently houses an exhibition of 17th to 19th-century furniture. There is even a legend of love connected to the castle and today, many cultural events take place there.



*Manor House Svätý Anton*

In the heart of the Štiavica mountains in central Slovakia is located the **Manor House Svätý Anton**, built in the Baroque-Classical style and surrounded by a beautiful English park. It was constructed in 1744 on the site of an older castle for the Count of Hont and Imperial General Andrej Kohary. Later the Bulgarian Prince Ferdinand of Saxe-Coburg and Gotha lived there until the end of World War Two. Now the manor house is home to a museum of history and hunting. The Days of St Hubert hunting festival is held in the manor every year at the beginning of September.■





## 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 à la slow food
- ♦ Indoor & Outdoor programs
- ♦ Wellness & Spa
- ♦ Guarded parking area

# CRAZY & FUNNY INCENTIVES in the SLAVIC way

## 1. UFO Skywalk: give them an adrenaline rush

Since April 2018, there has been a new HIT in Bratislava, **SLOVAKIA**, and a new and original way to view the city. From 85 metres up in the UFO restaurant on the SNP Bridge, the “skywalk” attraction will give you a real adrenaline rush. In the



UFO restaurant, you will meet an instructor, then wear a helmet and clothing suitable for such a crazy walk on a ledge around the restaurant, attached by a metal construction. The walk is for groups of at least eight people, and it costs €39 per person. If you want even more adventure, from the UFO Tower you can go down about 100 metres on a kind of “aerial tramway” – or lift – but if you want to try it, you must weigh more than 50 kilogrammes and be taller than 1 metre 30 centimetres.

## 2. The Most region: Czech Coal Safari

In the **CZECH REPUBLIC**, there is a long tradition of brown coal mining. In the Most region, it dates back to the 15th century. Two private Czech mining companies organise special trips to showcase mining localities in full operation which is a unique and remarkable experience. This Czech Coal Safari has been around since 2009, and visitors can learn more about the technologies and the processes of brown coal mining. More than 26,000 visitors from both the Czech Republic and abroad have taken the tours. A trip takes about 4.5 hours. [www.uhelnasafari.cz](http://www.uhelnasafari.cz)



## 3. Explore the historic city of Kraków

If you like charming historic cities in the CEE region, you should organise an event in Kraków, **POLAND**. Walk through the city and you can explore the treasures of the Old Town. These include the Gothic Franciscan Basilica which is an example of Polish Art Nouveau, the St. Mary's Basilica – home to a gothic altar created in the 15th century – and Wawel Hill, which offers views of the castle that overlooks the city and many sights of the Polish capital of culture.





## 4. Strengthen your team in a **5-star PALACE**

The Black Sea coast in **BULGARIA** offers many possibilities for your teambuilding events, as you can provide a lot of sports activities and competitions for your group. The 5-star Sol Nessebar Palace property, located in the small city of Nessebar is only 50 metres from the beach and



offers outdoor and indoor swimming pools, an aqua park, a wellness and fitness centre, tennis courts, volleyball, basketball structures, a nightclub and more. In the conference hall, you can organise an event for up to 500 people. More at [www.melia.com](http://www.melia.com)

## 5. Competitions in **exotic forests**



The mountain areas of the Tatras in **SLOVAKIA** offer excellent possibilities for outdoor teambuilding activities. The first mountain adrenaline park in Slovakia is in the Jasná resort in the Low Tatras. These parks take inspiration from the Tarzan movies and are suitable for those who like adrenaline rushes. Tarzánia Jasná has two routes with 34 platforms and

95 obstacles that are approximately four to seven metres high. Participants are protected by mountaineering outfits while making their way past the obstacles. As well as these activities, the Tatras are also ideal for paragliding, paintball, rafting and other sports.



## 6. Meet in **Silicon Saxony**

Silicon Saxony is a registered industry association of nearly 300 microelectronics companies – and those from related sectors – in Saxony, Germany, with around 40,000 employees. Many, but not all, of these firms are situated in the north of Dresden, the capital of the Free State of **SAXONY**, part of Germany. With its name chosen with Silicon Valley in mind, the area represents Europe's only genuine microelectronics centre. The city offers a lot of MICE infrastructures and beautiful natural surroundings.

On the site of the former East German city of Chemnitz, which is the third-largest city in Saxony, you can find old Slavic settlements where early Slavic tribes were located.



# WOW! HUNGARY



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



# THE ECONOMY

The Hungarian economy performed excellently in the last quarter of 2017. According to KSH's flash report, unadjusted data shows that in Q4 2017 the volume of Hungary's GDP (gross domestic product) rose by 4.4% year-on-year, while data adjusted for seasonal and calendar effects shows growth of 4.8% in the observed period. The pace of growth was higher than analysts had forecast, but it was in line with the figure the Ministry for National Economy predicted. The last occasion the KSH revealed a similar growth rate was in Q4 2005 – 12 years ago.

On the expenditure side, domestic consumption – the sum of investment volume and household consumption

– has contributed to growth. In Q1-Q3 2017 the total volume of investment was up by 22.8%, compared to the low base in the corresponding period of 2016 ■



## TRAVEL INDUSTRY STATISTICS

Hungary expects to welcome 17,427,000 tourists in 2018. Guest nights spent in commercial lodgings rose by 7.1% year-on-year to 1,914,000 in November 2017, the Central Statistical Office (KSH) has reported. Guest nights spent by foreign visitors increased by 8.7% while those spent by domestic travellers rose by 5.6%.

In January to November 2017, the number of guest nights increased by 6.7% year-on-year to 27,618,000. The largest number of foreign visitors in Q4 2017

(out of a total of 12 million) came from Romania (471,000), followed by Germany, Slovakia and Austria. A staggering 647,000 people visited the Hungarian Parliament in 2017, which is 11% more than in 2016 (79.5% were foreigners) and 30.6% came from outside of the EU.

Chinese arrivals in Europe were up 9.5% in the first four months of 2018, compared to the equivalent period last year. In terms of growth, Hungary performed particularly well, with Chinese arrivals up by 15.2%. Only two countries – Turkey and Ukraine – produced stronger growth. Regarding total arrivals, Hungary came second in the CEE region, behind the Czech Republic ■

## MICE STATISTICS

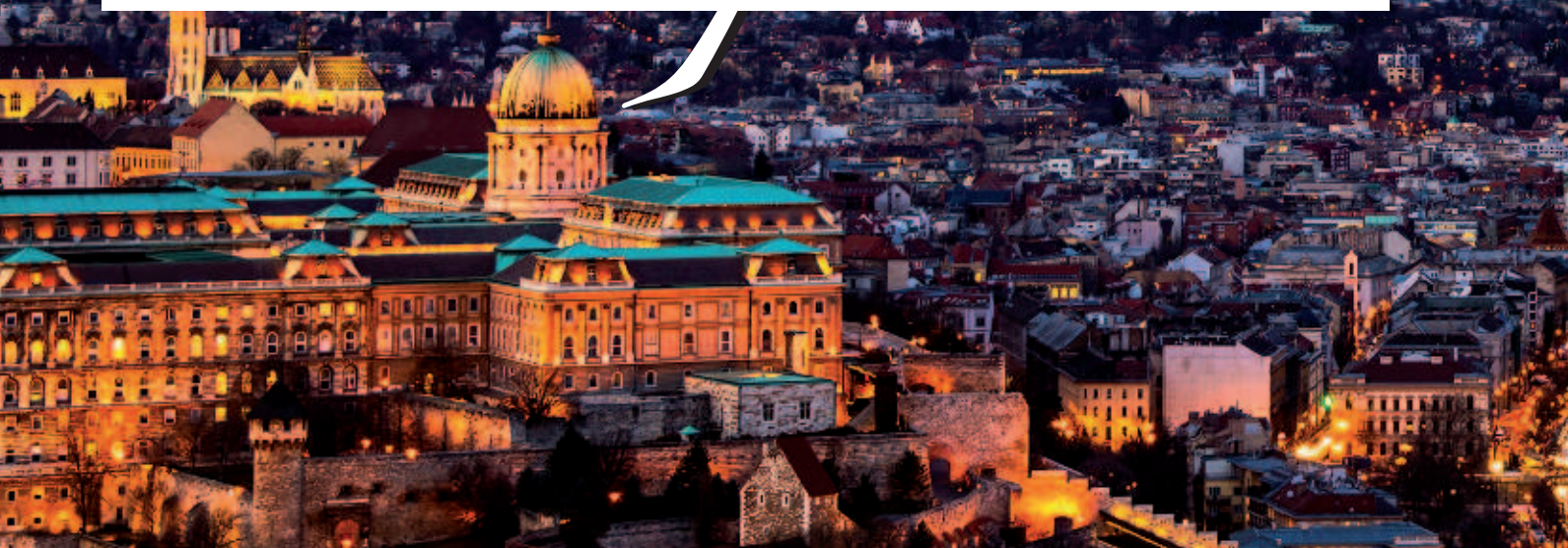
Based on statistics by the Hungarian Convention Bureau (data collected was non-systematic and provided on a voluntary basis), the country saw an 18.5% increase in the number of events in 2017, in comparison with 2016. In total, there were 4,262 MICE events. The average length of conferences was 2.8 days, and an average of 158 people attended one event. The statistics show that the largest number were conferences organised by Hungarian (domestic) companies – 3,183 (+21.6% in comparison with 2016) – while the number of international events reached 1,079 (+10% in comparison with 2016).

However, at the same time, in 2017 more companies responded and delivered data (284 companies) to create these statistics than in 2016. The largest number of conferences came from the corporate sector. The country also saw an incredible increase in agriculture-based conferences.

The total number of delegates at MICE events reached 674,640. The majority of international events were organised in Budapest (80.2%) while only 49.9% of the “domestic” events took place in Budapest. Which other cities in Hungary attracted the attention of MICE organisers? The most popular city after the Hungarian capital was Szeged, followed by Pécs, Szekesfehervar, Debrecen and Visegrád. In 2016, the city of Kecskemét was among the five most sought-after Hungarian destinations ■

# Budapest:

THE CITY OF SPAS, CENTRAL EUROPEAN CHARM  
AND PAPRIKA RISING UP THE MICE RANKINGS



■ By Zuzana Adamson

According to ICCA Statistics that take into account the number of international congresses, Hungary – with its capital Budapest – occupied 27<sup>th</sup> position in 2017. There were 159 international congresses held in Budapest, which represents an increase on the previous year's figure of 129.

Budapest remains a beautiful MICE destination where international events are increasing – in 2016, the Hungarian capital occupied 16<sup>th</sup> position, and in 2017 it jumped to 12<sup>th</sup> position with 128 international congresses.

BFTK's analysis of Budapest's MICE tourism statistics shows that in 2017, Budapest hosted approximately 2,500 MICE events (including large congresses). Hotels hosted 60% of those, university locations 10%, congress or conference centres 8% and unique venues 22%.

These unique venues in Budapest are very popular. In the meetings industry in general, it is a growing trend

to find original and authentic venues for events to help create an unforgettable experience for participants. They include boats, bazaars, theatres, thermal baths – the best in Budapest as the city is well known as being “the City of Spas” – water parks, railway museums, churches, libraries, parks, outdoor venues, art galleries and more.

In my opinion, the most interesting thing to do is to organise your event at a thermal bath. Budapest's traditional bath culture is one of the things you “must do” while you are in the city on the Danube because Budapest has more thermal water springs than any other capital city in the world. The city's 118 springs provide over 70 million litres of thermal water each day. The water temperature is between 21 and 78 degrees Celsius. Today, 15 public thermal baths are open in the city, including private thermal spas established in luxury hotels, such as Danubius Thermal Hotel Budapest and the Corinthia Royal or Ramada Plaza.





*Spoon The Boat Restaurant*



*Gellért Spa*



*Széchenyi Spa*



*New York Café*

The most famous are Gellért, Széchenyi (perfect for events for up to 200 people), Lukács and the Király and Rudas Turkish baths. You can organise your events there, or you can simply visit and spend some time in the healing medicinal water with your colleagues. In the bath, you can see men bathing in the healing water and playing checkers at the same time. This is a typical “Hungaricum”. And it is so lovely.

This detail was featured in the movie based on the Milan Kundera book entitled “The Unbearable Lightness of Being”. However, it is unique to Hungary; it is not a “Central European” custom. The American director Philip Kaufman mixed his countries up. However, he was right in one sense. The “Central European” countries have many similarities and much shared culture: stylish Art nouveau, lovely buildings and squares typical of CEE cities, music and great composers, hills with castles as the focal point of cities, Christian churches and small streets

with a historic feel, poetic landscapes with various hills and valleys, typically “mild” forests, and more.

Castle Garden Bazaar is a genuine cultural site and a sophisticated entertainment district right by the Danube at the foot of Castle Hill. It exists in a reconstructed historical building complex with connecting gardens, and a modern 900 square metre multifunctional event Hall.

Alongside the Chain Bridge, just in front of Buda Castle, you can find on the Danube a specially designed 75-metre long boat restaurant, called Spoon The Boat Restaurant. This fabulous venue can hold any event for up to 550 participants. There are three different restaurants, and, in the summer, large terraces are also available. You can organise conferences, cocktail parties, press conferences, business breakfasts, buffet and standing receptions, dinners and weddings here. You can even taste the best of Hungarian cuisine like the traditional goulash soup with paprika ■



# DEBRECEN: a lovely convention centre in the proximity of the „puszta“



**T**he second largest city in Hungary, with a population of 200,000, Debrecen is an interesting option for your events. It is the regional centre of the Northern Great Plain region near the Romanian border, and nowadays, it is the economic, intellectual and culture center of the region beyond the Tisza River.

The region around the city is rich in incentive possibilities and original activities and programmes.

Not far from Debrecen, you can find Hajdúszoboszló, the most important spa resort in Hungary, famous for the healing thermal waters. The magical Hortobágy National Park, the Hungarian plain (puszta - steppe) is an interesting place to visit if you love nature – you can see animals, about 342 species of birds and enjoy the great peace and quiet. It is a typical „Hungaricum“ and should be on your map for your events planned in Hungary ■

## Hotel Lycium★★★★ Kölcsey Convention Center Debrecen

### WE'RE IN BUSINESS

Debrecen is an ideal conference spot and incentive destination with the biggest conference centre in Hungary outside of the capital, plus high-quality hotels and event halls offering a wide range of business and wellness facilities. **Kölcsey Conference Centre and Hotel Lycium\*\*\*\*** situated next door provides a complex service package with conference venues, hotel accommodation, recreational and culinary opportunities all in one place. As well as venues suitable for business meetings, conferences and various types of training, several additional programme opportunities offer perfect relaxation for conference guests in Debrecen.

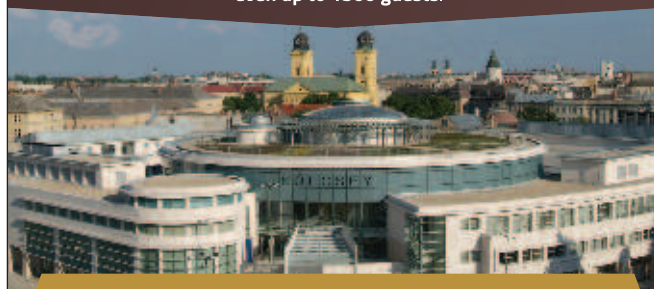
### NOVELTY – EXPLORE THE WORLD OF SUCCESSFUL EVENTS AND EXPERIENCES!

Hotel Lycium surprised its partners with something new: they created a 3D virtual tour which displays the entire complex, so we can walk around the venue even from a distance of hundreds of kilometres away while sitting in our own office. The online display is available on the hotel's website: [www.hotellycium.hu](http://www.hotellycium.hu) ■

## Hotel Lycium\*\*\*\* - Kölcsey Centre

DEBRECEN

The largest conference center of Eastern Hungary which is an excellent location for professional conferences, symposiums, large-scale exhibitions, gala nights, even up to 1500 guests.



### EVERYTHING CONSIDERED AS AN EVENT...

While providing a 21st-century, modern technical background, **Hotel Lycium\*\*\*\* and Kölcsey Centre** offer 17 conference rooms for the guests of any event. An opportunity of direct passage is ensured between the two facilities.

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



### EXPLORE THE WORLD OF SUCCESSFUL EVENTS AND EXPERIENCES!



HOTEL LYCIUM  
\*\*\*\*  
DEBRECEN



KÖLCSEY KÖZPONT  
DEBRECEN

### Hotel Lycium\*\*\*\* - Kölcsey Center Debrecen

H-4026 Debrecen, Hunyadi u. 1-3.

+36 52 506 600

[rendezveny@hotellycium.hu](mailto:rendezveny@hotellycium.hu)



# Lake Balaton

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

## Fresh air, fresh water and **great MICE hotels** by “**The Hungarian Sea**”

**N**icknamed “The Hungarian Sea,” Central Europe’s biggest lake has – like the region – the cleanest air in Hungary.

Lake Balaton is very easy to reach by road, being only 135 kilometres from Budapest, and it even has its own international airport. It is a cherished destination for generations of Magyars who holiday along its 236 kilometres of coastline.

Apart from during the summer, it is an excellent destination for MICE events. Around Lake Balaton, you will find many 4-star and 3-star hotels of various sizes, the majority of them with space for events of up to 1,000 delegates. They also possess wellness facilities. Due to its

unique warm water lake, nearby Hévíz is one of the top Hungarian health tourism attractions.

Because of its many natural treasures, sights, lovely countryside, a wide range of sports activities, and rich historical heritage, the region around Lake Balaton is suitable for teambuilding and incentive trips. The region is also well known for its wine production – in particular on the northern shore of the lake where you will find Csopak and Badacsony, among others ■



**SIÓFOK** is one of the major cities on the banks of the lake, and it is known for its summer festival – Balaton Sound. Rich with history and culture,



**BALATONFÜRED** was Hungary’s first spa resort and the summer residence for many notable politicians and writers who built grand villas which still stand today.



**TIHANY** is a charming town where you will smell the lavender fragrance and see omnipresent purple blooms. From the city, which stands on a hilltop, you can see the great Balaton panorama: the abbey is visible from across the lake.

### THE WAY TO THE SUCCESSFUL ORGANIZATION

OF CONFERENCES, MEETINGS AND TRAINING COURSES.



HUNGUEST HOTEL  
**BÁL RESORT**  
BALATONALMÁDI  
★★★★

2 conference rooms, section rooms  
Perfect location - near the Lake Balaton  
High quality technical equipment  
Indoor & outdoor programs  
Catering: main meals, business lunch,  
gala dinners, coffee breaks...

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reservation@hotelbalresort.hunguesthotels.hu • +36 (88) 620 625 • hotelbalresort.hunguesthotels.com



# QATAR: MEET IN DOHA'S SERENE

## *downtown 5-star sanctuary*

Ideally located in the heart of Doha's residential district on Salwa Road, set in the Bin Mahmoud neighbourhood of a lively, up-and-coming skyscraper city, The Westin Dona Hotel & Spa is the first-ever Westin built in Qatar.

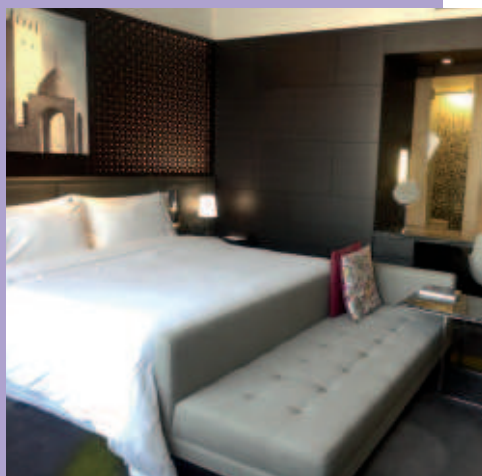
next largest occupies 1,516 square metres.

However, the hotel is also suitable for other options; with 8,000 square metres of exhibition floor space, your event can include exhibitions as well. The capacity of the Grand Ballroom 1 + 2 + 3 is up to 2,700

Heavenly Spa. While staying for business and meetings, in particular, you will appreciate the relaxation and wellbeing on offer, as well as the fitness centre. This luxury property is well rated by TripAdvisor's users and other social networks where



*From Doha Women Forum 2018*



For your meetings, you have a choice of 17 meeting rooms with a total meeting space of 5,000 square metres. The largest meeting room offers 2,177 square metres while the

people. For accommodation, the hotel has plenty of capacity with 364 guest rooms including 22 suites and villas.

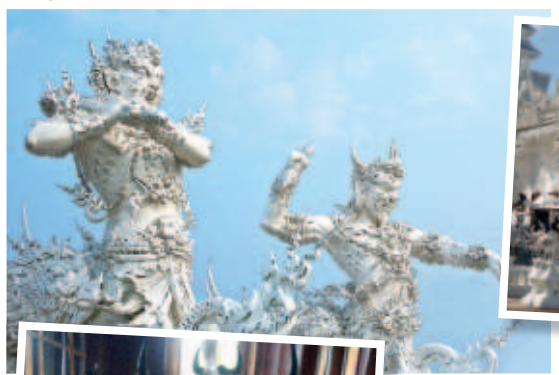
Another great attraction is the hotel's

travellers share their experiences. The staff are pleasant and very helpful and will help to make your events and stay very comfortable ■

## THAILAND: WHITE TEMPLE & BLACK HOUSE

There are many temples in Thailand, but in the north of the country, near the small city of Chiang Rai, you will discover incredible, unique buildings that create counterpoints that will leave you full of contrasting emotions: one of them dark, mysterious and inspired by occultism; the other white, other-worldly, angelic and light – satisfying every demanding traveller. A must see!

Dubbed the “heaven” and “hell” of architecture, the White Temple was built by Ajarn Chalermchai Kositpipat, a student of the architect who built the Black House Temple. The project is still not finished, and work is scheduled to continue for another 90 years ■





# & MICE INDUSTRY



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





Regent Porto Montenegro, Port

## MONTENEGRO: a New, Trendy HOTspot for Meetings & Luxury Incentives

*"All of us have, in our veins, the exact same percentage of salt that exists in the ocean, therefore we have salt in our blood, our sweat and in our tears. We are tied to the ocean, when we go back to the sea, whether to sail or to watch, we are going back to whence we came." (JFK)*

■ By Zuzana Adamson

When you say "Montenegro", many people somehow imagine a mystical country, one that is not very well known, small, interesting, with beautiful seaside and coast (it has – at 13 kilometres – one of the longest beaches in Europe), impressively high mountains, wild nature, small historic cities and plenty of villages with churches, healthy food (vegetables and fruit), and few tourists.

On the other hand, in the last few years, a lot of new developments and luxury resorts have sprung up, so the reputation of this beautiful small country has changed; it is now seen as being a great place for luxury incentives.

Destinations on the Montenegrin coast – Herceg Novi, Budva and Kotor, Bečići, the capital Podgorica, or the Kolašin ski resort located in the north of the country – offer many TOP class hotels suitable for MICE events, including a vast range of original venues such as palaces,

art and museum galleries, or venues surrounded by splendid local nature.

### TOP LUXURY HOTELS IN MONTENEGRO – SEASIDE OPTIONS

Located in the small town of Bečići (not far from Budva), Splendid Conference & SPA Resort was opened in 2006, and it was the first 5-star hotel on the eastern coast of the Adriatic Sea. It is situated only two kilometres from Budva and offers 322 superior rooms, most of them with a sea view, as well as four Junior and 13 Wellness suites, a Penthouse and a Presidential suite for VIP guests. There are four bars and three restaurants, a large spa centre and the Casino Royale. It also has a large conference venue that can host up to 800 people.

One of the most luxurious destinations in the Mediterranean is Sveti Stefan, which is sometimes called a "dream island". Originally a fortress, it is named after a church that is located on the highest point of the island which in 1957 was turned into a unique resort. Now the





Kotor



Sveti Stefan



Splendid Conference & SPA Resort



Regent Porto Montenegro

most luxurious hotel in the Mediterranean specialises in exclusive tourism.

Some of the celebrities that have explored the beauty of Sveti Stefan are Sophia Loren, Monica Vitti, Kirk Douglas, Yuri Gagarin, Sylvester Stallone, Claudia Schiffer and many others. The famous chess match between Bobby Fischer and Boris Spassky took place there in 1992. Aman Hotels & Resorts bought the resort in 2007.

Regent Porto Montenegro, located in Porto Montenegro Village in Tivat (Kotor Boka) is the best luxury 5-star hotel in the country. It offers two accommodation wings – the Venezia Wing and the Aqua Wing – where guests can experience the chic style of the Italian Riviera or be surrounded by nautical sophistication that embodies the essence of this beautiful UNESCO destination. There are 140 rooms in total and a range of one to three-bedroom apartments.

The high-level port is home to a first-class yachting club with its 450 boat moorings and an excellent background

for their owners and guests. The marina is also proud to be ISO certified in environmental protection and quality management. The location also presents myriad opportunities for corporate events and private parties. There is a team of high-level professionals that can help you to create an unforgettable event – social, yachting, cultural or otherwise.

## THE LARGEST VINEYARD AND WINE CELLAR IN EUROPE

In Podgorica, the capital of Montenegro, you will find Europe's largest single-location vineyard at Ćemovsko Polje, which covers an area of 2,350 hectares. It is owned by the Plantaže company, which also produces the famous super wine which is available throughout the country. A vine leaf is part of the city crest. Plantaže also has the most interesting wine cellar in Europe in Šipčani. It was formerly used as an aeroplane hangar, located around 30 metres underground; this 356-metre long tunnel now covers an area of 7,700 square metres ■



# IT & CMA IN BANGKOK welcomed 462 BUYERS, the majority from Asia

■ By **Zuzana Adamson**



Between September 18 and 20, 2018, Bangkok hosted the 26th edition of the IT & CMA trade fair, combined with the 21st edition of the CTW Asia-Pacific, organised by TTG Events. The events have shared locations since 2004, offering delegates a valuable platform to do business, learn and network. The venue of these events remains the 5-star Centara Hotel with its excellent MICE

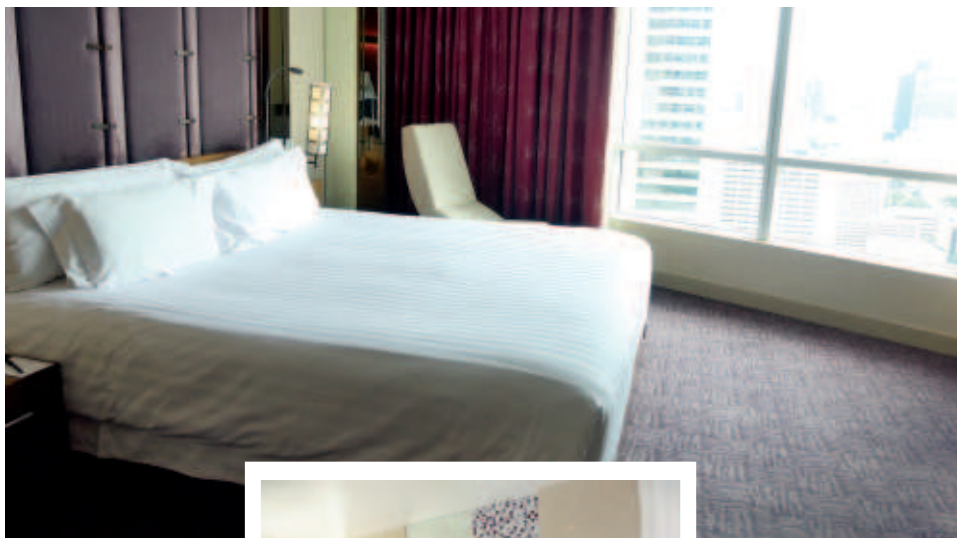
capability – a grand ballroom and a large exhibition hall at CentralWorld, conveniently located in the centre of Bangkok. Within the 6,000 square metres, you could meet 916 exhibitors from 316 companies, from countries including Cambodia, China, India, Indonesia, Japan, the Philippines, Singapore, Thailand, the US and others. There was a significant Japanese display,

welcoming six global MICE Cities (Fukuoka, Hiroshima, Kobe, Nagasaki, Osaka and Sapporo) within a Japan by JTB pavilion. There were 134 new exhibiting corporates including American Airlines, EventsAIR, Japan Airlines, Princess Cruises and more. There were 462 invited buyers from 45 countries all around the world, including the US, Europe, Asia, Australasia and Africa. The most significant number of buyers (around 75%) came from Asia while 19% came from Europe. The IT & CMA organisers make sure they do not only host the same buyers every year; more than half of the buyers were new.



They included those attending the event for the first time coming from new “buyers” destinations like Brazil, Mexico, Peru, Romania and others. MICE CENTRAL & EASTERN EUROPE have been the event’s media partners since 2008, and we have seen increasing interest from Asian buyers for CEE destinations.

The Thailand Convention and Exhibition Bureau (TCEB) launched a new campaign called Thailand: REDEFINE your Business Events. Thailand wants to attract more MICE business to the country, building on the current number of about one million annual MICE delegates. For this objective, new MICE developments are on the way, including transport and venue improvements, especially in the five MICE cities (Bangkok, Pattaya, Chiang Mai, Phuket and Khon Kaen) and their surroundings.



Also new at IT & CMA this year was a one-day Asian MICE Cruise Conference that brought presidents, directors and owners of Genting Cruise Lines, Princess Cruises, Royal Caribbean Cruises, Silversea



Cruises and Worldwide Cruise Associates together to discuss topics around the increasing interest for MICE events on board. Social functions, lunches and gala dinners were sponsored by the Busan Tourism Organisation, Desaru Coast, Dubai Business Events, Japan by JTB, Princess Cruises and Taiwan CVB. The opening ceremony TCEB hosted was in a bright spirit, and all the delegates were asked to dress colourfully. On September 20, in the World Ballroom, TTG Asia put on a ceremony with a gala dinner to hand out awards to the best players in travel for 2018 ■

## IBTM World Tech Watch Award - 5 MINUTES WITH THE JUDGES

IBTM World 2018 is fast approaching and with the entries of the Tech Watch Award shortly closing, we caught up with the judges to find out what they are looking forward to seeing at this year’s awards and what, in their opinion, makes a winning entry. The judges will score entries based on innovation, concept/business model and value to the MICE industry. The final shortlist will also be put out to the public vote, alongside the judges, so IBTM World attendees can also have their say. Here is their advice to help applicants make the most out of their entries:

**Q: What emerging tech trends do you see as having a significant impact on events and/or exhibitions in the next few years?**

Corbin Ball, Founder of Corbin Ball Associates, Chair of the judge’s panel: There are many trends that come to mind including: 1. Better tracking of the attendee journey through a variety of mobile and wearable applications. 2. Advances in AR and VR. 3. Better tracking of meetings spend. 4. The use of AI for chatbots and voice interface. 5. Facial recognition

**Q: What are you hoping to see from this year’s entrants?**

Dahlia El Gazzar, Founder of DAHLIA+ Inc: I hope to see tech that can bring personalised experiences to attendees, tech that can help events professionals automate their workflow, and tech that integrates the latest tech trends in ways that are beneficial to the events industry.

I’m also hoping to see more women in event tech show their talent.

**Q: Which area of meetings tech are you most excited about?**

Padraic Gilligan, Managing Partner at SoolNua: Audience engagement - I love what Sli.do does and how it continues to innovative within a strictly limited context. Corbin Ball, Founder of Corbin Ball Associates, Chair of the judge’s panel: One of the great things about working on the IBTM World Tech Watch Award is seeing the wide diversity of creative ideas bubbling up. What excites me is to see innovations that will benefit our industry.

**Q: What technology currently outside of the meetings and events industry do you think has the potential to cross over and benefit the M&E industry?**

Ruud Janssen, Founder of TNOC and co-founder EMG: Artificial Intelligence and stronger low bandwidth tools to keep connected in a smart non-intrusive way are yet to make their entry. I’m keen to see that develop further. Also, event design tools to collaboratively think online are getting so good, but still go unnoticed by many in the events industry. We can learn from adjacent spaces about how to better collaborate online, so we have more time offline and onsite to really speak, connect and spend quality time together.

IBTM World 2018 will take place from 27–29 November at Fira Barcelona ■

# IMEX America 2018: expanded, exciting & experiential

Experiential innovations, learnings, industry trends and new exhibitors are among the hundreds of reasons to attend **IMEX America**, taking place **October 16 – 18** at the Sands® Expo and Convention Center at The Venetian® | The Palazzo® in Las Vegas.



## MEMORABLE MASTERCLASS

A new partnership with C2 International, the ground-breaking leader in business conferences, will bring a huge dose of creativity and excitement to the show. Following an enthusiastic response to their Learning Labs at IMEX in Frankfurt, C2 will be presenting a suite of different Learning Labs at IMEX America, as well as a Thursday morning, open-to-all, Masterclass on the show floor.

## MORE EXHIBITORS AND OPPORTUNITIES TO DO GLOBAL BUSINESS

Driving business success remains at the heart of IMEX and with over 3,300 destinations, venues and suppliers from 130-plus countries under one roof, this year's show is no exception. IMEX America has moved into a larger hall to accommodate new and expanded exhibitors, such as Meet New York, Malta Tourism Authority, Nobu Hotels and Visit Dallas Pacifica Hotels – all at the show for the first time. Many exhibitors are

increasing the size of their booths including Detroit Metro Convention & Visitors Bureau, DMI Hotels, Croatian National Tourist Board, Mexico, Royal Caribbean International and Bermuda Tourism Authority who have all doubled their presence.

## POWERFUL AND PERSONALISED – EDUCATION FOR ALL

In line with tradition, the show kicks off on October 15, Smart Monday – a full day of complimentary, cutting-edge professional development which is powered by MPI. Additionally, an Association Leadership Forum, created by ASAE exclusively for association leaders and an Executive Meeting Forum dedicated to senior corporate executives with a focus on SMM program management, procurement leadership or meetings management are also on offer on Smart Monday. Once again IMEX America 2018 will live out its mission to 'educate, innovate and help all its clients to make powerful connections with the right people' by presenting easy-

access professional development each day of the show. The Inspiration Hub, situated on the show floor, will be the central point of focus for hundreds of sessions on hot topics including security, sustainability, creativity, innovation, technology, experiential events and legacy – IMEX's Talking Point for this year.

## RECOGNISING PERSONAL IMPACT AND LEGACY

Various aspects of legacy will be covered throughout the program – political, personal, environmental, CSR and social impact/ knowledge legacy – all designed to help planners produce more engaging, topical events with longer-lasting positive outcomes. Following great feedback, a 'Legacy Wall' launched at IMEX in Frankfurt will also premiere at IMEX America, showcasing heart-warming and inspiring stories case studies from exhibitors, partners and IMEX staff. Carina Bauer, CEO of the IMEX Group, explains: "With an expanded show floor, new exhibitors and numerous networking events, the opportunities to do business at IMEX America are second to none this year. *"As always, we're committed to putting on a great show – one that ignites fresh thinking, explores new trends and encourages people to connect and do business easily. In a fast-changing world, we believe that coming together in the same place to see, hear and talk commerce – and to understand the wider forces shaping our industry – is fundamental to business success"* ■

**IMEX America takes place October 16 – 18 at the Sands® Expo and Convention Center at The Venetian® | The Palazzo® in Las Vegas, preceded by Smart Monday, powered by MPI, on October.**





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## MCE South Europe 2018, Greeces Co-Capital

Thessaloniki has the honor!

For its 4th edition, the annual MICE B2B forum MCE South Europe will take place in Thessaloniki, Greece, from the 21st till 23rd October 2018. This high-end workshop will once more be the start of new business cooperation for up to 200 event industry professionals from the MICE & Tourism industry. Europe Congress dedicates itself to create synergy among its participants, hence its complex screening activities. The convention bureaus and tourism boards as the MICE suppliers as hotels, DMCs and congress centres come majorly from South Europe/As MICE suppliers, convention bureaus, tourism boards, hotels, DMCs and congress centres come majorly from South Europe. Their selected counterparts, the international event planners, are brought to the event destination based on their upcoming business needs in exactly that area. The suppliers get an impressive 35 pre-scheduled and match-made meetings with event planners, all with upcoming leads towards their specific destination.

Greece's popularity is on the rise again and within the meetings and incentives sector, this has been very well seen. Thessaloniki is within Greece basically an undiscovered pearl, that does deserve to be the shining highlight within the entire forum is among the most popular destination for MICE events.

Thessaloniki is the birthplace of very well-known historical people, delicious cuisine, cultural highly developed and offering great lifestyle, yet the views on Mount Olympus, also known as 'the house of gods' is what makes the destination absolutely unique.



This year's edition of MCE South Europe will be held in the amazing seafront located hotel Makedonia Palace. *"The historical hotel of Thessaloniki, Makedonia Palace, was chosen by Europe Congress to host the highly successful annual B2B forum between suppliers and buyers of congress, tourism and MICE in the area of South Europe. MCE South Europe is coming for the first time to Thessaloniki, as a result of combined effort among all the stakeholders of the city. Makedonia Palace Hotel has played a significant role in the excellent effort that was undertaken to have the MCE South Europe 2018 organized in the city of Thessaloniki and we are absolutely thrilled the B2B appointments and accommodation will be hosted in Makedonia Palace. The organization of the congress in the second largest city of Greece is an ideal opportunity for the promotion of the city as a MICE destination, which is yet to be discovered. We are delighted to showcase the vibrant city of Thessaloniki along with the most iconic hotel in the Northern Greece."* said Eva Saringala, the Director of Sales of the hotel.

The unique MICE B2B show will offer the deal flow one-to-one meetings and will be completed with numerous networking and social gatherings in exclusive local venues ■

### MCE South Europe 2018 Fact Sheet:

**Dates:** 21, 22 & 23 October 2018

**Place:** Makedonia Palace, Thessaloniki, GREECE



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# Record number of buyers set to attend ITB Asia 2018

- Nearly 1,000 approved buyers set to attend ITB Asia this year, a 12% increase on last year
- New partnerships in place with leading hotel groups and travel associations to help bring in a fresh pool of buyers to the show
- Launch of a new MICE & Corporate Hub and dedicated MICE & Corporate Speed Networking session at this year's event

ITB Asia, 'Asia's Leading Travel Trade Show', has seen a record number of buyers registering for this year's show with nearly 1,000 approved buyers set to attend, a 12% increase on last year. Hosted at the Sands Expo and Convention Centre in Marina Bay Sands, the conference will take place from 17 - 19 October 2018.

This year, the top ten source markets for buyers from the Asia Pacific region include China, Oceania, India, Singapore, Malaysia, Philippines, Japan, South Korea, Indonesia and Thailand.

ITB Asia has been working closely with new industry partners to bring in a fresh pool of buyers to the show via the Buyers Programme. New corporate partners on the Buyers Programme this year include Marriott International, InterContinental Hotels Group (IHG), Far East Hospitality, Caissa and Singapore Airlines. ITB Asia is also collaborating with leading travel associations in the region including

Association of Corporate Travel Executives (ACTE), The Federation of ASEAN Travel Associations (FATA), Korea MICE Association (KMA), Taiwan Convention & Exhibition Association (TCEA). Confirmed associations under FATA include the Association of Thai Travel Agents (ATTA), Malaysian Association of Tour Travel Agents (MATTA), Association of Travel Agents Indonesia (ASTINDO) and Thai Travel Agents Association (TTAA).

This year sees the launch of new initiatives for the MICE and corporate segments due to increased focus on these areas - the MICE & Corporate Hub, and a brand-new concept, the MICE & Corporate Speed Networking. ITB Asia has also been working in partnership with ACTE, the leading corporate travel association, which has recommended its pool of corporate buyers to the show. ACTE will be hosting a one-day conference at ITB Asia with curated content for the corporate buying segment

to learn and network with industry leaders.

Top buyer companies to feature at ITB Asia 2018 include Abbot, Accenture, AIA Financial, Apple Inc, BHF Bank, Cook Medical, CTS MICE Service Co Ltd, General Electric, HDFC Standard Life Insurance Co Ltd, IBM, Markets and Markets, Mastercard, Nu Skin Enterprises, OSRAM, PHILIPS, Rotary International, Samsung Asia Pte Ltd, Schlumberger, Schneider Electric India Pvt. Ltd, Siemens, Twitter Asia Pacific Pte Ltd and Verve Events International.

Buyers at ITB Asia typically have high purchasing power with more than 40% of buyers making purchases of between USD \$500,000 - USD \$1 million and 20% of buyers spending more than USD 1 million. 40% of buyers at ITB Asia are leisure, 35% are MICE and 25% are corporate. 80% of buyers at ITB Asia are from the Asia-Pacific region, the remaining 20% of buyers come from Europe, North & South America, Middle East and Africa ■



## ITB ASIA

### A GLIMPSE OF ITB ASIA 2018'S CONFERENCE SPEAKERS



Nikhilesh Ponde  
Global Head of Travel Strategy  
Facebook



Mieke De Schepper  
CCO  
Egencia



Shane O'Flaherty  
Global Director of Travel and  
Transportation  
Microsoft



Alessandro Dassi  
CEO & General Manager  
Greater China & Far East  
Thomas Cook



Changle Yang  
COO  
Tujia

**ITB Asia, Asia's Leading Travel Trade Show is held in  
Singapore at Marina Bay Sands on 17 - 19 October 2018.**

#### ITB ASIA 2018'S CONFERENCE PARTNERS



For more information, please visit [www.itb-asia.com](http://www.itb-asia.com) | Tel: +65 6635 1188 | Email: [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

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# INTERNATIONAL ARRIVALS in Europe

1 April - 30 June 2018 (% Var vs Prev year)

The latest results from the Air Travellers' Traffic Barometer, produced by European Cities Marketing and ForwardKeys, highlighted that the good growth of long-haul arrivals in Europe balances the decrease of intra-European arrivals. This tendency will continue over time with forward bookings for Q3 2018 following the same trend. Long haul arrivals increased by 8.4% in Q2 2018 compared to Q2 2017. Long-haul arrivals experienced an increase of 8.4%, with Asia & Oceania, Africa, and Central & South America maintaining healthy growth rates above 10%. However, intra-European travel showed a poor performance with a decrease of 4.1%. This resulted in a moderate growth of 1.5% in total international arrivals in Europe during Q2. Long haul travellers are still attracted the most by London (17% share) and Paris (14% share). Rome was the top growing destination in terms of share (9% share), increasing by 2 percentage points from last quarter, while Istanbul decreased by 3 points (6% share) during the second quarter. The top 10 list is welcoming Zurich for the first time this year.

## Top growing destinations are spread all over Europe

Compared to the Q1 2018 barometer, the growth for Istanbul has slowed down. Although it is still the leader in terms of the increase in visitor arrivals (+37.2%), Istanbul is followed closely by Tallinn (+30.3%) and Dubrovnik (+27.9%) for Q2 2018. New cities to this list, when compared to last quarter, include the Swiss destinations Zurich (+11.2%) and Geneva. The latter, with a positive 20.5% variation, made it to the fourth place in the top 10. The recent depreciation of the Swiss Franc, making Switzerland a more affordable destination, may have encouraged this growth. Forward bookings for the third quarter follow a similar trend as Q2 2018. Although bookings for intra-European keep seeing a decline of 5.1%, long-haul arrivals, ahead by 8.3%, are still making up for this, and total international arrivals are ahead by 1.7%. London (18% share) and Paris (13% share) are still the preferred destinations, followed by Rome (10% share), representing together more than a third of arrivals in Europe. Istanbul (+31.1%), Tallinn (+34.4%) and Dubrovnik (+24.1%) continue their long reign as the top 3 growing European destinations also for Q3 ■

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Hits in  
September



# CAPA and ACTE set to host 2018's largest gathering of corporate travel executives in the southern hemisphere

Following sold out conferences in New York, Singapore and Rio this year, the Association of Corporate Travel Executives (ACTE) will, in partnership with CAPA – Centre for Aviation (CAPA), be bringing the next edition of the CAPA-ACTE Global Summit & Corporate Lodging Forum to Sydney on 3-4 December, 2018.

With a proven track record of attracting 400+ senior executives from the corporate buyer community and travel industry, the CAPA-ACTE Global Summit & Corporate Lodging Forum will be the largest gathering of corporate travel executives in the southern hemisphere.

Adopting the theme of “Embracing Change”, the conference will begin with big picture keynotes on the demographic, geopolitical and economic climate shaping our world, setting the scene for more detailed discussions on the latest travel industry trends and practices.

Keynote speaker and renowned social demographer and commentator, Bernard Salt, will reveal insights into the social, generational and demographic matters that will impact business and travel programmes. CAPA executive chairman Peter Harbison will deliver a high level overview of global strategic aviation trends and developments.

**CAPA and ACTE are working diligently to plan a programme that will be highly valuable and attractive to both business and industry**

As part of an initiative to refresh the traditional conference format, CAPA and ACTE have cut back on the number of panel sessions and restructured the educational sessions to deliver instructional workshops that will provide attendees with best practice methodologies for sourcing and negotiating air, accommodation, TMC and ground transportation contracts.

In addition, brand new innovations will provide much needed variation to the conference format. These innovations include the ‘Learning Labs’, an open learning environment consisting of 20-30 minute presentations on cutting edge industry topics and the ‘Tech Studios’, where select suppliers will undertake fast-paced demos showcasing the latest technological solutions to common travel pain points.

The subjects covered at the conference are designed to be buyer centric, helping corporate travel executives to improve their understanding on issues such as:

- Latest strategic developments in global aviation: the impact of new aircraft, new business models and airport systems on both the aviation industry and the traveller
- Modern technologies and game changers that will help transform travel programmes, save costs and generate efficiencies
- Voice of the customer: Unpacking what today's macro trends and big picture issues mean for the buyer
- The spokes of corporate travel: fly, sleep, ground, pay, meet, support and book
- What does “support” mean in today's corporate travel environment - debunking the myths and exposing the realities of new technologies, AI and data analytics. The bottom line impact.

- Managing travel policy and measuring costs against ROI
- Sourcing and negotiating air/ car/hotel programmes
- What procurement is looking for from the travel industry
- Latest developments in the realm of NDC and payments
- The future of the TMC as commercial models evolve

**Delegate passes and sponsorship slots are selling out quickly**

To avoid disappointment, attendees are advised to register as soon as possible before delegate passes sell out. Early

Bird tickets are available until 03-Nov-2018, while special rates are on offer for ACTE members. Corporate travel buyers are able to register free of charge. Sponsorship and exhibition slots are also selling quickly and interested suppliers should contact CAPA to discuss available packages.

**CAPA and ACTE are pleased to collaborate to deliver an important industry forum**

ACTE Global executive director Greeley Koch, said: “Since 2012 ACTE Global has been bringing the corporate travel industry together in Australia and New Zealand. Our singular focus is to make sure that the corporate travel buyers have the latest insights and knowledge about the ever changing industry,” said Greeley Koch, executive director at ACTE Global. “Through the years, we have conducted ACTE Research to identify trends and then bring the discussion to life through our in-person events. We look forward to working with CAPA to bring another event to Sydney that covers the corporate travel industry in a way that is innovative and unique.”

CAPA executive chairman Peter Harbison said: “We are pleased to be continuing our successful partnership with ACTE to deliver the 2018 CAPA-ACTE Global Summit & Corporate Lodging Forum. At a time when the travel industry is rapidly changing, the Summit is a vitally important forum for dissecting what these changes, such as the introduction of new technologies, evolving TMC commercial models and the IATA led NDC initiative, mean for both suppliers and buyers. We invite all procurement leaders, travel category leads and industry executives from across Australia to join us in Sydney to network and engage in dynamic discussions.” ■

## 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 Global pioneers educational and technological advances that make business travel productive, cost-effective and straightforward. ACTE Global 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)

## CAPA - Centre for Aviation

Since its establishment in 1990, CAPA – Centre for Aviation (CAPA) has assumed a position as a highly influential aviation group, with its platforms helping the aviation sector and leading supplier businesses to stay informed, remain closely connected to industry leaders, be inspired to drive change and partake in industry evolution.

For more information visit [centreforaviation.com](http://centreforaviation.com)



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# MICE EXPOSITIONS 2018/2019

## 2018

SEPTEMBER 18 - 20	 IT & CMA – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World <b>Bangkok, THAILAND</b> ..... <a href="http://www.itcma.com.sg">www.itcma.com.sg</a> ..... <a href="http://www.corporatetravelworld.com">www.corporatetravelworld.com</a>
14 OCTOBER	Global Summit & Corporate Lodging Forum <b>Paris, FRANCE</b> ..... <a href="http://www.acte.org">www.acte.org</a>
16 – 18 OCTOBER	 IMEX America <b>Las Vegas, USA</b> ..... <a href="http://www.imexamerica.com">www.imexamerica.com</a>
17 – 19 OCTOBER	 ITB Asia <b>Singapore, SINGAPORE</b> ..... <a href="http://www.itb-asia.com">www.itb-asia.com</a>
19 - 21 OCTOBER	World Travel Show <b>Warsaw, POLAND</b> ..... <a href="http://www.worldtravelshow.pl">www.worldtravelshow.pl</a>
OCTOBER 21 - 23	 MCE South Europe <b>Thessaloniki, GREECE</b> ..... <a href="http://www.europecongress.com">www.europecongress.com</a>
24 & 25 OCTOBER	WESTM, <b>Belgrade, SERBIA</b> ..... <a href="http://www.conference.westm.rs">www.conference.westm.rs</a>
5 – 7 NOVEMBER	WTM <b>London, UK</b> ..... <a href="http://www.wtmlondon.com">www.wtmlondon.com</a>
11 – 14 NOVEMBER	57 <sup>th</sup> ICCA Congress <b>Dubai, UAE</b>
NOVEMBER 20	MICE Business Day <b>Budapest, HUNGARY</b> ..... <a href="http://www.micebusinessday.com">www.micebusinessday.com</a>
26 – 27 NOVEMBER	 Leaders in Hospitality CEE & CIS Summit <b>Budapest, HUNGARY</b> ..... <a href="http://www.horecacee.com">www.horecacee.com</a>
27 - 29 NOVEMBER	 IBTM World – The Global Meetings and Incentives Exhibition <b>Barcelona, SPAIN</b> ..... <a href="http://www.eibtm.com">www.eibtm.com</a>
27 – 29 NOVEMBER	GBTA Conference 2018 <b>Berlin, GERMANY</b> ..... <a href="http://www.europeconference.gbta.org">www.europeconference.gbta.org</a>

# 2019

14 – 18 JANUARY	ATF – Asean Tourism Forum Ha Long Bay, VIETNAM ..... <a href="http://www.atfvietnam2019.com">www.atfvietnam2019.com</a>
10 – 12 FEBRUARY	BIT Milan, ITALY ..... <a href="http://www.bit.fieramilano.it">www.bit.fieramilano.it</a>
13 – 14 FEBRUARY	CONVENE Vilnius, LITHUANIA..... <a href="http://www.convene.lt">www.convene.lt</a>
17 – 19 FEBRUARY	<b>MICE CEE</b> is Media Partner Europe Congress – MCE Central & Eastern Europe ..... <a href="http://www.europecongress.com">www.europecongress.com</a>
20 – 22 FEBRUARY	<b>MICE CEE</b> is Media Partner ACE of M.I.C.E. Exhibition Istanbul, TURKEY ..... <a href="http://www.ameistanbul.com">www.ameistanbul.com</a>
26 - 27 FEBRUARY	CONFEX London, UK ..... <a href="http://www.international-confex.com">www.international-confex.com</a>
6 – 10 MARCH	ITB Berlin, GERMANY ..... <a href="http://www.itb-berlin.de">www.itb-berlin.de</a>
15 - 16 MARCH	<b>MICE CEE</b> is Media Partner INTERNATIONAL M.I.C.E. FORUM Moscow, RUSSIA ..... <a href="http://www.miceforum.ru">www.miceforum.ru</a>
19 – 21 MARCH	IT&CM CHINA Incentive Travel and Conventions, Meetings Shanghai, CHINA ..... <a href="http://www.itcmchina.com">www.itcmchina.com</a>
25 – 27 MARCH	IBTM Arabia – Gulf Incentives, Meetings and Business Travel Exhibition Abu Dhabi, UAE..... <a href="http://www.ibtmarabia.com">www.ibtmarabia.com</a>
4 – 6 APRIL	AITF – 18 <sup>th</sup> Azerbaijan International Travel & Tourism Fair Baku, AZERBAIJAN ..... <a href="http://www.aitf.az">www.aitf.az</a>
15– 17 MAY	<b>MICE CEE</b> is Media Partner ITB China Shanghai, CHINA ..... <a href="http://www.itb-china.com">www.itb-china.com</a>
21 – 23 MAY	<b>MICE CEE</b> is Media Partner 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>







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