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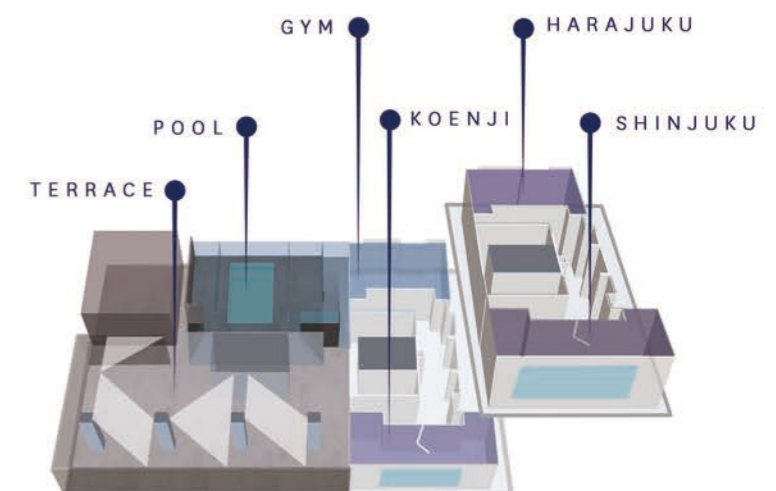
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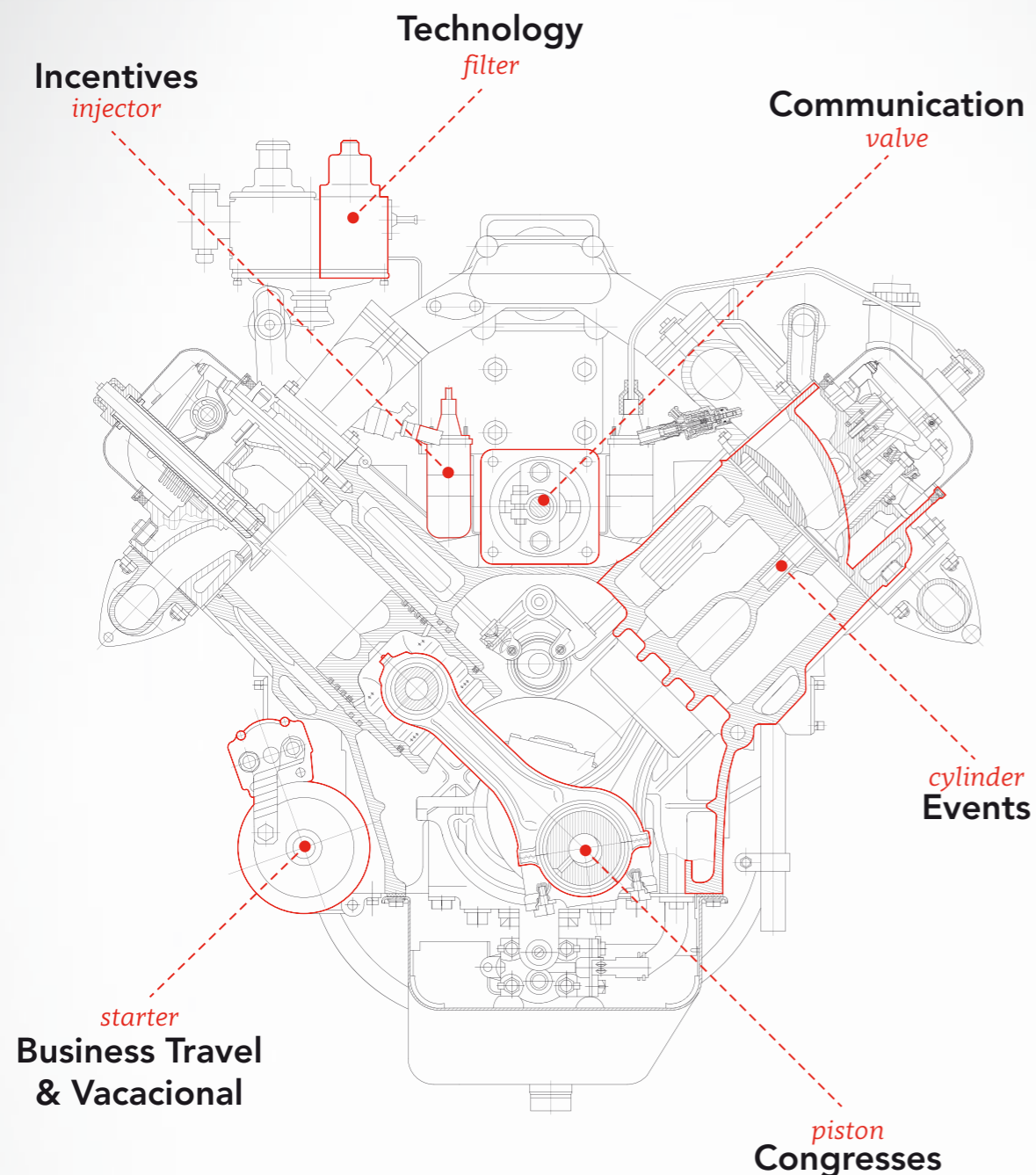
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Editorial

Constant innovation

There are international factors at play which will impact congress, incentive, convention and meeting tourism during 2018. Brexit, the evolution of the European economy, international terrorism and Donald Trump's politics are all factors which as operators in this sector we cannot ignore, even if they are out of our control.

Spain is a very well-established destination but according to analysts it must continue to provide professionalism, stability and security in order to maintain its position. The sector also needs to adapt to the speed at which changes in congress tourism occur, to growing specialisation trends and to the unstoppable advance in meeting personalisation.

From tailor-made apps created for specific events, to using virtual reality to visit a venue in advance, or facial recognition to control access to events – technology is rapidly invading the MICE sector to personalise meetings and enhance experiences for organisers and delegates alike. The possibilities are endless and they have the potential to make you stand out from your competitors and to put you firmly on the road to constant innovation.

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PRESIDENT EDITOR: Joaquín Molina
García-Muñoz · editor@hosteltur.com
EDITOR: Manuel Molina Espinosa
manuel.molina@hosteltur.com
MANAGER: Carlos Hernández
carlos.hernandez@hosteltur.com
EDITORIAL DEPARTMENT:
MENORCA: Editor in chief:
Esther Mascaró · redactorjefe@hosteltur.com
@esthermascaró
MADRID: Hotels: Vvvi Hinojosa
hoteles@hosteltur.com · @vivi_hinojosa
Agencies and Tour Operators: José Manuel de la Rosa · agencias@hosteltur.com
@JMDeLaRosa
Tourism and Economy: Carmen Porras
actualidad@hosteltur.com · @carmenhosteltur
SEVILLA: Agencies and Tour Operators:
Ángeles Vargas · agencias@hosteltur.com
@angelesvargaspe
PALMA DE MALLORCA: Transports:
Diana Ramón · transportes@hosteltur.com
@dianaramonv
BARCELONA: Tourism and Economy:
Xavier Canalis · actualidad@hosteltur.com
@XavierCanalis
CUBA: María Eugenia Cobas
corresp@enet.cu
DIGITAL: Coordinadora: Ángeles
Vargas · angeles.vargas@hosteltur.com
Responsible for social media and community:
Lola Buendía · lola.buendia@hosteltur.com
@lbuendia
ADVERTISING: Central:
Angus López · angus.lopez@hosteltur.com
Tel.: 971 73 20 73
Madrid: Juan Carlos Martín
juancarlos.martin@hosteltur.com · @JCHosteltur
Tels.: 647 45 75 75 · 91 366 25 37
Barcelona: Iván Vega
ivan.vega@hosteltur.com · @ivanvegagarcia
Tel.: 93-4731693
Baleares: José Godoy
jose.godoy@hosteltur.com · @josehosteltur
Tel.: 971-73 20 73
DESIGN: David Molina
david.molina@hosteltur.com · @davidhosteltur
PHOTOGRAPHY: Archivo Hosteltur
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suscripcionimpresa@hosteltur.com
Diario Turístico Digital:
suscripciondigital@hosteltur.com

EDITED BY
Ideas y Publicidad de Baleares, S.L.
Joan Miró, 79 · 07015 Palma de Mallorca,
Baleares
Teléfono: 971 732073 · Fax: 971 737512
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INT

The 3.8 million people attending the over 5200 events registered by the Spain Convention Bureau in 2016 generated 5.929 billion Euros

The financial impact congress and convention tourism has on Spain has grown by 15%

Spain is the leading congress tourism destination. Its professionalism, excellence and capacity for innovation have consolidated its position in the industry. It also has a great advantage in that it is an excellent destination in which to combine business with pleasure – one of the market's most popular trends.

Congresses held in Spain has increased by 42.3% to a total of 4228, and the number of participants has increased by 17.2% to a total of 1,234,452 people

Spain's competitive advantages in matters of infrastructure, communication, security, innovation and sustainability make it one of the main destinations in the world for congresses, conventions and incentives. As for large-scale events, Spain was the fifth top destination in the world in 2016, with 533 meetings attended by over 217.700 delegates, according to the annual ranking published by the **International Congress and Convention Association (ICCA)**. Although Spain hosted more events than Italy, which was fourth in the ranking, the latter came in first as it topped Spain's number of participants by 2000 people. The numbers show that there were two main poles of attraction, that medi-

um-sized cities continue to grow in the MICE sector and that the small cities have their own role to play in the congress sector. Barcelona is considered the third best destination in the world with 181 large events held in 2016 and Madrid is seventh with 144 events. If we consider the estimated number of participants, Barcelona continues to hold third place in the world with 99.000 participants in total.

Another significant factor to consider within the Spanish congress sector is a detail which only includes a small portion of it. Of the total number of foreign tourists arriving in the country between January and October this year, 3.986,746 came to work – and this number is on the increase, as it is 1.6% higher than it was



Auditorium at the Meliá Sitges.

last year. 5.4% of the foreigners arriving in Spain came to the country for business or professional reasons.

An impact of 5.9 billion

In 2016, the 55 cities and the one province subscribed to the **Spain Convention Bureau (SCB)** hosted 25.112 meetings, 16% more than the previous year, with 3.856,630 participants, 4.5% more than in 2015. This activity has generated a financial impact in the country which amounts to 5.929,690,243 Euros, a 15% growth, according to the study entitled "Measuring Meeting Tourism in 2016" carried out by **Madison Market Research**.

Over half of the meetings held in 2016 were day-events, amounting to 53% of the total. 17% were congresses and 30% conventions. The number of day events (13,387) has increased by 4.5%; conventions (7,497) have increased by 27.7% and the number of congresses held (4,228) has increased by 42.3%.

As for participants, there were 17.2% more delegates at congresses, a total of 1.234,452 and 7.7% more at conventions,

with a total of 1.131,552, but the number of people at day-events decreased by 6.1% to 1.490,626.

52% of the meetings held were national meetings, just over half of the total. When compared to the previous year, the number of all three types of meetings has increased, but national (22.7%) and international (19.3%) have increased more significantly than regional meetings which have increased by 1.6%. As for the number of participants, the ones which have increased the most are the ones attending national meetings – these have increased by 6.5% to 1.789,431 delegates.

An evolving sector

The data published in the above report also clearly portrays some of the sector's trends; the average number of participants per event has fallen by 19.8% progressively since 2014. In 2016, the average number of participants at each meeting was 153.58, whereas the previous year it was 16.8 more and the year in which the SCB registered the highest average was in 2004, with 207.2 people per event.

Spain is fifth highest-ranking country in the world when it comes to the number of meeting delegates it receives, according to the ICCA international ranking, and Barcelona is the third city in the world

"

More events are being held but the average number of participants has decreased by 19.8% in two years and is now at 153 people per meeting

Depending on the size of the destination chosen, the SCB has detected that the meetings which have grown the most are those held in cities of over a million inhabitants. In fact, these have hosted 10,389 events, 19.8% more and 41% of all the meetings held in 2016.

The next most popular MICE destinations are cities of between 200,000 and 500,000 inhabitants, where 6,624 events were held, 26% of the total – the number of meetings held in these cities has grown by 18.7%. Intermediary cities (those of between 500,000 and 1 million residents) hosted 5% of all events, 1230 meetings, which represents a 2.2% decrease.

Areas of 100,000–200,000 inhabitants hosted 13% of events and those of under 100,000 inhabitants hosted 15%. The number of participants is growing in medium-sized cities, where it is worth noting the 6.6% increase in the number of participants at meetings held in cities of 100,000–200,000 inhabitants, to 514,885 people.

Keeping all eyes on the ball

Based on the indicators and on the evolu-

tion of business tourism, **Ostelea School of Tourism & Hospitality** suggests that this sector is one of the most important and most established of the travel industry, but that it is at the same time, one of the most competitive sectors of the market – this makes innovation and renovation essential when it comes to cultivating loyalty for events and visitors.

As for target markets, the study indicates that the great leaders in expenditure for business tourism are the United States and China. And one of the most prominent corporate tourism products is the ever-stronger combination of tourism and leisure, so-called 'bleisure'.

Congress tourism is a priority objective for destinations, given its high profitability and its average spend (which is far higher than the average for the sector), but it is also one of the most demanding as it requires constant renewal, excellence across all its services and original ideas, as well as security and stability. Not to mention technological innovation, which is a key factor for this type of tourism and which forces providers to always keep their eyes on the ball. ■



An event held recently in Vitoria.

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INT

Concern for the security and influence of new economic sectors

2018 comes full of challenges and opportunities for the meetings and business segment

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

The great challenges faced by tourism will be especially sensitive in terms of business and events. 2018 comes full of uncertainty but the industry is optimistic for the coming year; a year that thanks to the performance of economy and the prosperity of certain industries foresees higher spending and companies continuing to understand the importance of business travel.

The MICE & Business Travel segment suffers from a non-stop 'shake-up' of changes stemming from the evolution of different industries and the global economy but also from the ever-growing presence of new technologies.

According to the latest report published by **IPK International** for the **ITB Berlin** Travel Trade Show, new technologies are slowing down traditional business travel. "Business trips remain more or less at a standstill", and according to the consultancy firm, this would be due to "a fall in the number of traditional business trips, possibly given the fact that many of these are now being replaced by new

technologies", with examples such as video conferences and teleworking. Although, on the other hand, MICE now represents sixty percent of all business travel and these kinds of trips have shown 'positive growth trends' in 2017 and prospects for 2018 are also good.

At the latest edition of **IBTM World** held in Barcelona last November, it was confirmed that the worldwide outlook for event, incentive, convention and congress tourism in 2018 is good. However, there are certain hurdles that could adversely affect these types of business trips on a global level, some of them being the persistent threat of terrorism, Brexit or **Donald Trump's** protectionist policies.

The outlook report for this trade show, the most important of its kind in Europe with over 15,000 delegates, highlights the fact that this past year has been very productive, in line with the growing worldwide economy. "This has meant more economic activity, more product launches, more training sessions and more trips," says **Rob Davidson**, the author of the report, who also draws attention to the growth of countries such as the United States, Japan, China, Germany and Spain.

Looking ahead to 2018 there are uncertainties, but certain activities and industries –especially in the field of technology for banks, finance and information– are ex-



After a year driven by a well-performing economy, the outlook for 2018 is optimistic.

pected to show some light and generate a great deal of business and outweigh the difficulties.

With regard to the latter, two of the most important countries in the world will lose ground among destinations for meetings. Trump's policies have led to "less confidence being put into the United States as an international destination for conferences. Given the country's new migration and access policies, it is no longer seen to be as open as it was once before". As for the United Kingdom, the concern is that Brexit will tempt a loss of interest in the organisation of events related to European Union policies, as there will no longer be any British representatives.

According to Davidson, the growth of protectionism and isolationism that each of these countries respectively represents, goes precisely against the philosophy of business tourism. A special mention must go to the existing and continuous threat of terrorism which has forced the industry into having to adapt to a "new normality" that means having to get used to there being a greater deployment of security measures during events as well as throughout the whole travel process.

But, the good performance of cer-



GEBTA states that business trips are a part of business culture itself, they are inherent to business and have been adopted by both large companies and SMEs

tain economic activities will most probably lead to increased spending when organising and hosting meetings and events. The FinTech sector–new technologies for banking and financial services–, information technologies, the automotive sector and the pharmaceutical industry – although the latter is being forced to control its spending – will specifically be key economic activities. The number of trips made to attend events organised by professional associations from the fields of mathematics, engineering, technology and science is also increasingly growing.

In general, and especially in the case of technological companies,

it is more and more common for tools to be used at the meetings themselves, including speakers and participants taking part online.

In 2016 incentive trips –that had fallen in recent years– revived and are now once again strong. Average spending has gone up from 3,000 to 4,000 dollars, but here the report points to a conflict as spending increases at a much faster rate than the budget.

Soundness of the Spanish market

Spanish market specialised agencies have a very positive outlook. If 2017 ends as well as expected, 2018 is destined to follow the same path. "Business trips seem to be at a sound and stable place, they are a part of business culture itself and inherent to business. They have been adopted by both large companies and SMEs and are an essential part of their strategy for growth and diversification of risks", according to sources from **GEBTA Spain**.

Juan José Legarreta, Manager of the Business Division of **Viajes El Corte Inglés**, states that "corporate trips are on the rise and this means that the outlook for growth is better. This recovery is support-

ed by an increase in the segment's client portfolio and by already existing clients consuming better products". He adds that "there is no doubt that the great current economic situation is a factor that has a great direct impact on revitalising corporate travel, and therefore, the aforementioned is a true reflection of this trend".

José Suárez, Madrid Events director at **Viajes Pacífico**, states that "clients know that they need to move forward. Incentive trips are a clear example of how to consolidate clients and this type of activity gives a company value". He adds that "cli-

in the Spanish market will be essential to see what the MICE segment's trends will be and to see how customers will decide when choosing venues and destination for events".

For his part, **Fabián Buezas**, Sales Manager at **Viajes Interriás**, believes that "it is evident that companies are increasingly concerned for the well-being of their employees while these are on leisure and business trips, offering them more comfort and services, accommodation in better hotels and more time for meetings".

"If economy remains stable, over



According to a report by Egencia, most business travellers believe that face-to-face meetings are very productive.

ents are becoming more and more demanding and they know what they want; they are always looking to use technological advances at their events, be it as an added value, for training, presentations or objectives". According to Suárez, traditional events change a great deal with new technologies and this is evident when attending meetings. It is anticipated that in 2018 "this trend will continue to grow and more demanding and higher quality events will be organised".

He also adds that "stability with-

the next year we will see an increase in business trip investments", he adds. "Nevertheless, the current geopolitical situation will also be the cause of certain destinations becoming more or less popular".

Win back international travellers

Spain is in an excellent position to exploit the worldwide business segment, Spanish destinations need to be rethought, rejuvenated and relaunched, according to a report published by **Ostelea School of Tourism & Hospitality** on chal-

lenges and opportunities. Companies and organisations must face the fact that trends change very quickly so they must continue to project an image of security and stability that sets them apart from others in the diverse elements event organisers are looking for. According to **Ovation Global DMC**, safety and security in particular, part of the aforementioned "new normality", are experiencing a great deal of demand and so, both destinations and companies should concentrate on being competitive in this aspect.

The great concern for this aspect was emphasised during the IBTM trade show, and special conferences and panel discussions were organised with safety and security experts who defined specific guidelines: MICE events -being multidisciplinary and therefore a potential target for attacks- need to be prepared and have tested and evaluated contingency plans that will help to mitigate risks. And specifically, in the event of an attack, it is important for those attending the events to be informed of the situation as quickly and accurately as possible.

In this sense, it is important to point out that Barcelona remains strong as a destination for events, ranked second in the **American Express Meetings & Events** forecast report's top 10 favourite European destinations for 2018, behind London and ahead of Berlin. These cities are followed by Amsterdam, Paris, Madrid, Frankfurt, Rome, Munich and Prague.

For its part, IBTM's report points to the United States, the Caribbean, Mexico and Europe as favourite destinations for incentive trips. Asia is expected to grow 28 percent over the next five years due to an increase in demand from China and India. ■



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INT

The increased number of events held in 2017 is a clear indicator of what is in store for the sector

Fair venues optimise results by adapting to the changes in the market

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

The AFE (Spanish Fairs Association) is a great example of how well this sector is doing. Current data shows that members of the above association hosted 460 events during 2017, including 350 commercial fairs – more specific data is not yet available as the official balance of statistics for different fair venues is subjected to external audits – but this does indicate an increase when compared to the 330 events held in 2016.

“Generally speaking, most of the fairs held had positive results and allow us to be optimistic when completing a provisional report of the year,” said AFE president **Xabier Basañez** in an interview with Hosteltur, which “follows on in itself from the trajectory and evolution of the different economic sectors represented at Spanish trade fairs.” 2016 already concluded with some great figures: 5.7% more visitors, an 11.7% increase in the number of exhibitors and 24.6% more exhibition space used. Last year the number of registered visitors rose to 2.94 million, but the total, including passes and invites, was 5.4 million. It is worth noting the increase in foreign companies with their own direct stand – there were 6.3% more than during the previous year, a total of 3.946.

When asked about 2017 Basañez replied: “Apart from the

improved results from events held and the positive feelings which I believe are shared by all the association’s members, I would highlight the hard work put in by the different organisers to reinforce the attractions of the fairs, equipping them with added value via complementary activities such as conferences, demonstrations, exhibitions and other parallel activities.”



The highest number of visitors to fairs was registered in Barcelona and Madrid, followed by Zaragoza, Valencia, Valladolid and Bilbao

Steps are also being taken to make various different fairs from related sectors coincide in time, to reinforce interest from visitors, or to create events for the general public for specific sectors such as weddings, bargain cars, manga etc... which complement the more traditional and established professional fairs.

He specified the following challenges: “The digitalisation process and sustainability, two aspects which affect us just as they do other sectors. Exhibiting companies and organisers are all striving to simplify the impact of setting up fairs by reducing time frames and optimising the resources used.” All of this is of course with the aim of satisfying the people attending the fairs whose main demand is “related to the return on their investment, both for exhibitors as for visitors – in other words for the effort and time they spend at these fairs to be beneficial and profitable”. Congresses and events “must be interesting and useful for their visitors so that they can find the new ideas, products and services they are looking for, but they must also be a gratifying experience”.

Looking forward to 2018, the AFE president is optimistic: “Our expectations are driven by what we have observed over the past few years – we expect to have another great year of fairs, which will follow on from the positive development of the financial sectors present within them”. ■



The fairs sector continues to grow positively in accordance with economic activity. Photo IBTM.



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Ramón Biarnés, CEO of Cinesa Spain and Portugal

“The company’s events allow them to experience the magic of film from another perspective”

Cinesa is the leading Spanish company in cinema exhibition. With 22 million spectators and 45 cinemas throughout Spain, the company offers numerous opportunities to brands, not only when it comes to making an effective impact on the public, but also in collaborating in the organisation of brands’ internal events. We spoke to Ramón Biarnés, CEO of Cinesa in Spain and Portugal.

Why should companies choose a Cinesa cinema to host their business events?

At Cinesa, we’re convinced that the cinema is a sector which has rarely been exploited in terms of holding events, yet is one which offers numerous possibilities. We have over 500 cinemas located within the main provinces in the Iberian peninsula, the Balearics and the Canary Islands. There are spaces of all types, offering different features that can be adapted to any type of event. As a result, we have cinemas that hold a capacity of between 60 and 600 people, offering the most cutting-edge technology (in some, conventional cinema takes centre stage, while others are more technologically advanced such as IMAX, iSens and Dolby Cinemas), including other features that set us apart and enable us to provide attendees with a premium experience, such as reclining seats, VIP rooms, etc. We provide our clients with a comprehensive events service that includes catering, audiovisual and hostess services, etc.

Creating events that are memorable in which anything is possible. Why this slogan?

Our philosophy, something which drives our business, is that we pride



ourselves in providing our spectators with a cinematographic experience that goes far beyond the simple act of watching a film. We want them to immerse themselves in a complete cinematic experience, from the moment they buy their ticket to the moment they leave. And this same spirit is precisely what we wanted to convey to all those companies who put their trust in us when it comes to promoting their own initiatives at our cinemas—so that they can experience the magic of film from another perspective.

What type of events can be held at Cinesa cinemas?

All types. Anything from presentations and conferences to internal conventions, training courses, press conferences and even private functions. In fact, we can create tailor-made sessions that go beyond the doors of the cinema theatre and include personalised menus, hall space and other public areas.

Advertising is another modus operandi of the relationship between Cinesa and the business world. Why do they say that the cinema is the medium with the

highest rate of returns for brands in terms of advertising?

Because the cinema involves holding a spectator’s maximum attention, where the adverts form part of the show and, as a result, allows for spontaneous recall. What’s more, it is one of the few places where brands have an impact on young audiences. This is not currently widely achieved through television, making it very difficult to capture them via more conventional means.

What possibilities does Cinesa offer in this sense?

Brands can form part of the cinema experience, such as: when spectators buy their tickets, with the distribution of flyers; while they’re waiting in the queue to buy popcorn, where it’s common to have information stands and even hand out product samples; or when they enter the cinema screening, by personalising their headrests; or at the start of the film, with adverts on the big screen.

And what about online?

We offer advertising spaces on our website which, according to Nielsen data, are the most viewed among film exhibitors in Spain, with 2 million single users per month. We also hold special promotions, mentions in our newsletter and offers in our space called Cinesa Plan. You have to consider that 70% of spectators have plans for before or after going to the cinema, which provides an opportunity for businesses to promote their offers.

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INT

Conference Centres that are members of APCE hosted a total 5,222 events and welcomed more than 5,670,000 attendees in 2016 and this led to an economic impact of more than 1.5 billion Euros. Of the total events held, 28 percent of these were international events, 53 percent were national events and 18 percent were regional events. After a slight standstill in the number of conferences, conventions and seminars held in 2016, at present, 2017, awaiting year-end results, reflects positive data for the venues belonging to the Association of Spanish Conference Centres (APCE) on account of “the business model’s capacity to adapt, the diversity of activity and an increase in the number of trade shows and cultural activities. Corporate events and international conferences seem to be on the rise, and we hope for this to be confirmed”, explains Carlos García Espinosa, the Association’s President, to Hosteltur. He also underlines the fact that “conference centres have adapted to the demands of a very impressionable and ever-changing market”.

The medical and healthcare sector continues to be the top sector when it comes to the creation of events, and activity is at its maximum in April, May, June, October and November.

García Espinosa points out that, initially “it doesn’t look like this growing trend, which will run in parallel with economic and political stability, will stop; but, we have to be cautious of the economic and political risks in Europe and of security assurance concerns”. Figures APCE has at the moment point to there being more activity at these venues during 2017 and 2018.

Tax reform

To consolidate improvement, García Espinosa believes that the sector

In 2016, venues belonging to the Association of Spanish Conference Centres (APCE) welcomed 5.6 million attendees at 5,200 events and more events have been held this year

Conference Centres expect more activity in 2018



Cádiz Conference Centre, current seat of the presidency of APCE.

needs “a special tax treatment with less VAT to help boost tourism in the low season, fight against seasonality and improve competitiveness”. “The hiring of spaces and services would foreseeably increase, demand would be revitalised and there would be more sales, increasing the capacity to create employment in the sector and positively affecting tax collection”, he assures.

The head of APCE justifies the need to support the sector in light of the impact conference centres have on the regions they are in, a sum of direct, indirect and induced effects. “Our contribution to tourism destinations must be measured in terms of income generation and the impact on local economy, job creation and

the revitalisation of the business network”, explains García Espinosa. He also states that, the benefits of meetings transcend into quantitative data that “will give advantage to local identity and boost self-esteem”. Suppliers, many of which are local, help to create jobs and they re-invest back into the community. As for attendees, they have the opportunity to get to know the destination and they create a multiplying effect on the promotion of these areas.

García Espinosa finished by stating that “we play a fundamental role in offsetting the seasonal nature of tourism and in socioeconomic development combining the needs of delegates with those of the host population”. ■



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INT

INTERVIEW

Matilde Almandoz is the president of OPC Spain
(the Spanish Association of Professional Conference Organisers)

By the end of 2017 Spanish companies will have spent 2.7% more on business trips, a fact which reflects this sector's improved economic situation

OPC Spain is celebrating its 30th anniversary in 2018 and it has set itself the challenge of keeping up with new trends in the congress sector, and the aim of continuing to position Spain as a MICE destination, attracting national and international congresses.

OPC Spain celebrates 30 years.

How would you summarise the past three decades?

Over these thirty years we have witnessed the evolution of and consecutive changes in services, innovation and the implementation of new technologies. We have also been through the credit crunch and the sector has effectively reinvented itself. Apart from the physical experience, we now have virtual and digital experiences, but our activities continue to have the same main focus: the delegates.

How has the role of PCO's evolved over the past 30 years?

PCO's have evolved according to the changes which have resulted in the globalisation of technology, new demands from meeting par-

ticipants, and the need for meeting organisers to develop events which are increasingly efficient and experience-based. The sector's evolution has also itself provoked a change in the role and functionality of most of the companies and professionals involved in meeting tourism. The way professionals evolve is directly linked to how the MICE sector as a whole develops and changes.

What are your prospects for 2018?

We begin 2018 with an important event, the 30th National OPC Congress, which this year will be held in the Parador de Alcalá de Henares (Madrid) on the 15th and 16th of February. From there we begin a new stage which involves us opting for the latest market trends such as investment in technological

resources, security and training, always from an innovation perspective.

Our prospects for the new year are good; there are certain values which are beginning to have a significant effect on the way events are organised and which will be popular trends in 2018 – such as detailed event evaluation or applying neuroscience to event organisation. Both of the above will provide a great deal of information about delegates' needs and will help PCO's to organise congresses which are increasingly personalised.

What are your objectives for the 30th anniversary congress?

It will be a cross-curricular and multi-sectoral congress through which we want to accommodate all

the agents involved in the congress, meeting and events sector. The sector's main associations (FORO MICE: Site Spain, Spain DMCs, MPI Spain, ICCA Iberia, OPC España) are invited to take part and hold their respective meetings during the event. The aim is to update knowledge and share points of view within the sector for congresses, meetings and events. There will be an interesting panel of speakers offering talks on all the latest challenges, threats and opportunities we are facing in our daily work.

How have PCO's contributed to the growth of the tourism sector and to the improved economic situation?

Spain is one of the most important business tourism destinations in the world, but the figure of close to 5 million business travellers received in 2006 has fallen to just over 4.5 million over the last decade, a fact which of course reflects the impact of the credit crunch on the sector in 2007, a fall of almost 19%. However, by the end of 2017 Spanish companies will have spent 2.7% more on business trips, a fact which shows significant recovery. In this respect PCO's have played a key role in this country's economy, positioning Spain as a MICE destination, attracting national and international congresses to its venues. Even though this is a sector which still has a long way to go, it is constantly developing and creating new opportunities in the world of meetings. It is always coming up with new formats and adapting to new trends.

Over recent years, improving profitability has been a PCO priority, do you think they have been able to achieve it?

I would say we are in a long-distance race and that there have



President of OPC Spain, Matilde Almandoz.

been small improvements along the way. There are still many aspects to define, but that is our professional battle.

What does Spain need to improve and how, as a congress destination?

Spain is an excellent MICE destination. It boasts excellent infrastructure, wide-ranging leisure and culture options, wonderful cuisine and conference venues which can host all manner of conferences and conventions. With this raw material at our fingertips, what we need to improve is the Spain brand, promote our image abroad and spread awareness of everything we have to offer. For this we need to work closely with public institutions to make the most of synergies and enhance our position as a MICE destination. ■

“Trends for 2018 include detailed event evaluation and neuroscience applied to event organisation, both of which help PCO's to design personalised congresses”

INT

IBTA, the Spanish Business Trip Association, highlights the advantages Spain offers in matters of security, management and traveller satisfaction

The amount spent on accommodation for corporate trips is on the increase

Companies and corporate travel organisers value Spain's "security, its effective simplification of the travel management process, its prices, and of course the satisfaction experienced by travellers," explained the executive vice-president of IBTA, the **Iberian Business Travel Association**, Juli Burriel.

by IBTA. Over the past three years, there has been a slight decrease in train usage, as business travellers have instead opted for air or car travel. Spanish companies prefer to work with a minimum of two agencies, when it comes to managing their business trips, unlike the companies in neighbouring European countries who manage their

faction, as a shorter length of stay is more manageable for those combining work with their family life." Business trips which do not include an overnight stay are also becoming more popular. Madrid is one of the cities most visited by corporate travellers – it has double the occupation rate of Barcelona, with Seville and Valencia in third and fourth place respectively.

New Professional Training

Spanish companies with a professional business trip manager spend more money on trips – over half a million Euros a year, and overseas expansion tends to be the first aspect to push companies to equip themselves with a department of this type.

Moving forward, IBTA will promote professional training specialised in travel management, in collaboration with Spain's main universities. The aim of this is to improve the capabilities and knowledge of the sector's professionals and to promote research on this activity's trends. And of course, digitalisation and the application of new technological solutions for corporate travellers is still the order of the day. Another challenge on the horizon is the creation of the first ever national corporate travel fair, Expo Business Travel 2018, which will be attended by 100 exhibitors and will host the 10th national IBTA congress with a panel of international speakers. ■



IBTA president, Begoña Blanco, at the Business travel IBTA Awards 2017.

One characteristic which is Spain-specific is the progressive reduction in the percentage of expenses spent on air travel, thanks to the growing number of competing airlines, and this has benefited the hotels in the country. In fact, hotels have gone from representing 4.6% of the total in 2012 to 9.4% in 2016, according to data provided

trips through one sole agency, It is also worth noting that in Spain 60% of business trips have a duration of just one night, 20% of 2 nights and then the remaining 20% of over 2 nights. Burriel claims that there is a tendency to "reduce the number of nights as much as possible, not just for financial reasons, but also to improve traveller satis-



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PR

Palladium Hotel Group launches 'MICE by Palladium'



Hard Rock Hotel Tenerife.

Palladium Hotel Group consolidates its MICE offering with new brand 'MICE by Palladium' highlighting the unique personality and corporate portfolio of each of its hotel brands.

Recognising that business and leisure trips do not have to be mutually exclusive and the growing trend towards 'bleasure' travel, **Palladium Hotel Group's** new MICE brand '**MICE by Palladium**' showcases the unique portfolio

of hotels and their respective products and experiences for the modern

business or corporate traveller.

The new **MICE by Palladium** identi-



Grand Palladium Resorts in Riviera Maya.



Hard Rock Hotel Tenerife.

ty aims to create a connection with its clients to ensure they identify with each of its brands, offering different details and added value. This rebranding goes beyond just design changes; it also adds a new philosophy with a clear objective: to reach potential clients who are more demanding and seek a differentiated MICE offering in Spain and the Caribbean.

MICE by Palladium is positioned within Palladium Hotel Group as a separate product, made up of the group's different sub-brands, all of which have their own creative concept and exclusive personality.

Grand Palladium Hotels & Resorts, under the slogan "Pleased to Meet You", offers unique locations with stunning natural surroundings, as well as exclusive facilities and the unlimited all-inclusive option from Palladium Hotel Group, *Infinite Indulgence*®.

TRS Hotels boasts ultra-modern rooms and exclusive services, completely reinventing the traditional concept of the business meeting. November 2018 will see the launch of **Grand Palladium Costa Mujeres Resort & Spa** and **TRS Coral Hotel**.

bars means even the most demanding rock-lovers care bound to be impressed.

For a truly one-of-a-kind meeting, incentive and/or conference, events planners should look no further than **Ushuaia Unexpected Hotels** where the emphasis is on the unexpected, the unique and the unusual. The **Only YOU Hotels** brand of luxury urban Madrid hotels offers its guests a stylish setting with beautiful high-design interiors.

Urban brand **Ayre Hoteles** has extensive experience hosting meetings and events in the most popular Spanish cities, offering modern and versatile facilities that, supported by



Convention Center at Grand Palladium Costa Mujeres Resort & Spa.

Located in the unexplored region of Costa Mujeres, in the northeast of Mexico's Yucatan Peninsula and just 20 minutes from Cancun, these two new properties aim to revolutionise the way conventions, meetings and events are organised thanks to a 1520 m² convention centre with a capacity of 1308 people.

Hard Rock Hotel Tenerife and **Hard Rock Hotel Ibiza** present their "BreakOut" range for MICE, offering the latest technology at their convention centres and smaller meeting rooms. This matched with the outstanding catering facilities and impressive onsite restaurants and

a committed team of collaborators, can make any event a success.

This new 'MICE by Palladium' brand has been developed to increase awareness and market share in key outbound markets including the United Kingdom and the USA.

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INT

An innovative look at in-flight experience

New airlines, products and services for professional travellers

Diana Ramón Vilarasau
@dianaramonv
diana.ramon@hosteltur.com

Professional and business travellers, who travel to meetings or to attend conferences, require special services and products which allow them to make the most of their flight. Apart from launching new services to improve in-flight experience, large air companies are promoting their short and medium-haul flights and creating new more efficient subsidiaries at improved costs, and this is especially beneficial for the MICE sector.

Air Europa has launched its Priority Boarding service, which is now available to passengers travelling through the 21 Spanish airports it operates priority check-in and boarding at. This service guarantees that the passenger will be able to take their hand-luggage on board with them. It is only available on flights operated by the company itself. **Globalia** is progressively installing USB port chargers on its fleet of Airbus 330's, one for each passenger. So far these ports were only featured on Business class seats on board the Airbus 330, Dreamliner seats in business and tourist class, and its three new Boeing 737-800s.

Iberia has launched its new air-route, which has been re-branded and is operated in collaboration with **Vueling**, with up to 26 flights daily each way on weekdays and 13 over the weekend. The two **IAG** companies will cover all time slots, with departures every 15 or 30 minutes at peak times and every hour dur-



Iberia and Vueling have re-branded and are promoting the Madrid-Barcelona air route, one of Spain's main routes and one of the main routes worldwide for the MICE sector.

ing the rest of the day. They will also operate conventional flights between Madrid and Barcelona as part of a codeshare, reinforcing this important air route between the two Spanish cities with further options. Another new aspect of this air route is the introduction of tickets which will have the flexibility of open ended tickets. This used to be a very profitable route and the one with the most amount of traffic in the world until almost a decade ago when the AVE railway line between Madrid and Barcelona was opened and took over 60% of the market.

As for **Air France KLM**, they have launched **Joon** a new airline for the group and an Air France subsidiary, a hybrid business model which combines the classical airline mod-

el with that of a low-cost airline. It launched on the 1st of December, from Charles de Gaulle airport, the airline's base, with four destinations: Barcelona, Berlin, Lisbon and Porto, routes which Air France no longer operates. It will take on other medium and long-haul flights later this year, at very attractive prices.

Lufthansa is investing 1 Billion Euros in a rapid expansion of its group Eurowings, in order to purchase and rent 61 aircraft. Lufthansa president, Carstens Spohr, has stated that the expansion is "a great opportunity for Eurowings to take decisive action in Europe." The German company and its subsidiary **Austrian Airlines** have also installed broadband internet connections on their short and medium-haul flights. ■



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INT

In 2017, Viajes El Corte Inglés, IAG7 Viajes and Nautalia, all joined GEBTA

Corporate agencies join forces to consolidate outstanding results

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

2017 has proven to be a good year for business travel and this sector continues to contribute positively to the recovery and growth of Spain's economy, say sources from **GEBTA**. Business travel is on the rise in all geographical areas: "it is now a consubstantial element of business culture and is almost always entrusted to the professional management of specialised agencies or TMCs, as indicated in several different sectoral studies". As estimated by the association at the beginning of the year, provisionally and awaiting end-year results, this year shows a 4 to 5 percent increase as far as the global market is concerned.

Speaking of trends, "business associations continue to set the pace for this increasingly more complex and exacting industry". From an associative point of view, GEBTA has taken a key step in business organisation to enhance its representation with new prominent partners of the likes of Viajes El Corte Inglés, IAG7 Viajes and Nautalia Viajes. "This unprecedented union will help to continue and further defend the interests of travellers, companies and TMCs". On the other hand, as well as prevention and safety and security, new mobility options and opportunities "which now define a new scenario for the entire global chain business travel represents and that will lead to a second transformation of our industry" continue to be in the association's spotlight.

The Manager of the Business Division at **Viajes El Corte Inglés**, **Juan José Legarreta**, states that in 2017 progress has been "very positive". "Our market share is on the rise and today we can say that it covers 25 percent of the corporate segment in Spain, representing over a billion Euros a year". He explains that "they hope to end the 2017-2018 term with a satisfactory increase in sales".

Fabián Buezas, Sales Manager at **Viajes Interriás**, states that "progress over the last two years has been positive", based on the fact that the company has had a specialised MICE team for some years now.

José Suárez, Madrid Events Director at **Viajes Pacífico**, explains that in 2017 "after several years of recession in



Agencies continue to provide added value and security for corporate travellers.

"

According to GEBTA, business associations continue to set the pace for this increasingly more complex and exacting industry

the MICE segment, the industry has now changed for the better. Companies are once again starting to invest in these kinds of activities that have always provided them with great value and improved results". For the agency "it has been a year of changes and transition, where business has grown in all areas".

Legarreta states that in this industry "the change from traditional agencies to today's TMCs is a great added value for corporations". Technological solutions, tailored products and consultancy services are key issues. For Buezas, the peace of mind that comes with having the support of an agency is essential. "The implementation of communication as another of this industry's elements has also been a key issue and essential for reinventing the industry", concludes Suárez. ■

PR

Interview with Gonzalo Hamparzoomian, CEO of VenuesPlace, the leading online search platform for event venues in Spain

"We have helped over 100,000 users to find the perfect venue for their event"

VenuesPlace, the leading event venue search engine, currently has 30,000 users and offers an extensive catalogue of 4,000 different venues. By the end of 2017, VenuesPlace had handled over 10,000 events and visits to its site had increased by 89%.

What is VenuesPlace?

We are the first Spanish event venue search engine - we can find a venue for any type of event, corporate or social (congresses and conventions, fairs, seminars, team-building activities, accommodation for groups, private parties, weddings, graduations, etc.) Users can browse over 4,000 different event spaces on our platform, with detailed information about each one; location, prices, services, menus, etc. In this way, the users can select the venue which best suits their needs to their needs, without having to leave their office or home.

How did VenuesPlace come about?

VenuesPlace was conceived with the aim of saving event organisers time and money when looking for specific venues. There was a lot of information available online, but it was all very unorganised, so I decided to set up VenuesPlace.

If you use traditional mediums in the event sector, finding the ideal venue can take up to four or five days, with VenuesPlace, the time you spend searching is reduced to just 24-48 hours.

We currently have a team of 24 professionals and sales reps working in

Madrid, Barcelona, Malaga, Seville and Vizcaya and, in just four years, over 100,000 people have turned to us to help them find the perfect venue for their event.

Currently, our platform has over 30,000 registered users, 4,000 of which are agencies and companies. Our corporate user (businesses, agencies and event organisers) numbers increased by 55% in 2017.

What benefits are there to booking a venue with VenuesPlace?

If you decide to use VenuesPlace you will find a platform which is useful, simple and comfortable, and which will help you save an incredible amount of time as it is super easy to use. We also offer you a free advisory service (VenuesFinder) and provide you with solutions in just 24 hours.

Users who have a very clear idea about what kind of venue they want to hire, can select one on www.venuesplace.com in three simple steps, and in less than 24 hours they will have received all the quotes they have requested, free of charge and with no obligations. If users are not entirely sure about the type of venue they need, VenuesPlace offers a free VenuesFinder service, through which a team of highly qualified professionals, after a simple phone call with the user, will take care of looking for the venues which suit their particular requirements, and all at the best prices. Effectively VenuesPlace becomes part of your team.



What does VenuesPlace offer venues who decide to join the platform?

We offer enhanced visibility and a significant increase in business volume. Venues listed on our platform can reinforce their brand thanks to the fact that our tool multiplies their reach and visibility. These establishments also tend to value the ability to receive feedback and recommendations from our users, which helps them build their reputation and prestige and makes it more likely that they will be chosen by other users. VenuesPlace has over 30,000 users and close to 800,000 annual visits.



INFORMATION:

www.venuesplace.com

INT

Museum visits, gastronomy, sports and even escape rooms

Work hard, play hard: hotels are increasing several times their activities for MICE clients

Charo Hierro
charo.hierro@hosteltur.com
@charohiera

Combine work and pleasure while getting to know the environment. This is the key principle bleisure (business+leisure) hotels follow considering that more than 50 percent of business travellers stay on for a few more days. And for this very reason they offer comprehensive packages mixing leisure and lifestyle with a common denominator: the creation of unique experiences that will bring clients closer to the local culture.

The InterContinental Madrid Hotel has a lot more to offer than most when it comes to business travellers and it is precisely thanks to this that it was named the best MICE hotel in 2014, 2015 and 2016. The hotel's team of concierges are at the beck and call of their guests who can also download an app that will help them to get to know the genuine culture of Madrid. Art lovers staying in the hotel's royal or presidential suites will be able to enjoy an "Insider Experience" that will take them to the Sorolla Museum where they will be welcomed by the

painter's great-granddaughter, Blanca Pons-Sorolla; while real Real Madrid fans will be able to go on a private tour around the Santiago Bernabéu stadium. The Gran Meliá Palacio de los Duques also offers a great variety of exclusive activities for business guests who decide to extend their stay, most of which are culture related. From a guided backstage tour of the Teatro Real theatre to the possibility of enjoying a private visit of the Monastery of Las Descalzas Reales, the Thyssen Bornemisza and the El Pado museums.



Intercontinental Madrid was named the best MICE hotel in 2014, 2015 and 2016.

Whatever the proposal, the idea is "for trips to be remembered as a spectacular experience and for business meetings to be a great success", says Gian Carlo Porcu, Director of Sales and Marketing at Hoteles Elba. This is the reason why team-building and incentives are the culmination of MICE trips. The hotel chain offers a great variety of activities so that guests can make the most out of their free time between meetings: from cultural related trips to the Alhambra, Gibraltar and the North of Africa to picnics and night-time 'stargazing' in Fuerteventura.

Gastronomy and sports

Gastronomic routes or a meal at a Michelin-star restaurant are two of the proposals offered by the NH Hotel Group to 'lavish' business travellers who decide to stay on after their meetings; and for those who love shopping there is also the option of hiring the services of a "personal shopper". Another example is the Monasterio de Piedra (Stone Mon-

astery) set deep in the Calatayud region and that this season it will give business travellers the opportunity to enjoy sushi workshops and even attend a "cooking party".

Among the most curious proposals, one that stands out is, "Hotel Escape" created by NH Valencia Las Artes. It is an escape room game where one of the hotel's rooms becomes the setting of a mystery to be solved.

For sports lovers, the Only You Hotel Atocha in Madrid offers the services of a personal trainer who guests can train with following individual personalised training sessions, enjoy group classes or ask for advice, amongst other proposals. The Barceló Montecastillo hotel also offers a similar service, but in this case it includes the "Touché Business Program" that applies fencing to business with strategies, tactics and mental preparation. Another programme this hotel offers is its "Executive Bootcamp", an intensive activity based on US military workouts.

Hotels specialising in the MICE segment offer a wide range of activities that go from visits to the theatre and museums to culinary routes and sports training

INT

As reported by the Forum Business Travel conferences organised in Madrid and Barcelona, Innovation takes precedence

Hotels invest in technology to shake up their business tourism product

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

The technology being used by hotels in their MICE offering has evolved a great deal in recent years. Companies no longer look at how much solutions cost but rather at the value they provide in terms of user-friendliness and their customisation capacity, especially focusing on customer experience.

As confirmed at the Forum Business Travel sessions held in Madrid and Barcelona, most recent innovations are evolving in this sense.

The technology that has taken the market focused on this segment by storm is therefore translated into services such as online check-ins, express check-outs or the possibility of choosing a room after enjoying a virtual tour of it; innovations that all are being implemented by hotels chains such as **NH Hotel Group** or **Iberostar Hotels & Resorts**.

In fact, **Iberostar** continues working on its strategy to implement innovation globally, getting all of its hotels involved and working together with a single aim:

putting technology at the service of customisation to improve customer experience before, during and after their trips. As pointed out by **Juan José Calvo**, Director of Operations for EMEA (Europe, Middle East and Africa), this global strategy is based on “two basic levers”: **My room online**, so that clients can choose their room at any of the company's 83 hotels as if it were a seat on a plane; and its **app**, already available for its hotels in Spain, Bulgaria, Montenegro, Brazil, Dominican Republic and Jamaica, and progressively being in-

PR

Paradores stands out from the rest when it comes to hosting meetings and events

“Work should never be at odds with quality, tranquillity, efficiency and excellent service.” That's the ethos which makes Paradores' 90 establishments across Spain stand out from the rest when it comes to holding meetings and conferences, making them an outstanding option within the MICE segment.

Located in monasteries, convents, castles, state of the art buildings and palaces, all the event and meeting venues at Paradores are full of history, hard work, professionalism, courtesy, and a style which is unique the world over. The unique nature of Paradores establishments makes it possible to hold conferences or presentations at stunning original locations such as refectories, chapels, libraries or 16th Century turrets. Paradores boasts a total of 57.000m² of space available for events, and some of its most noteworthy ven-



Parador de Cádiz.

ues include the auditorium at the Parador de Segovia, which can seat 350 people, or the auditorium at La Granja with 432 seats, as well as the convention centres in Córdoba and Alcalá de Henares.

Unforgettable

Paradores establishments offer you

the chance to enjoy an all-round experience combining gastronomy, accommodation and activities in the surrounding area. They also invite you to visit exclusive destinations such as Cádiz, Santiago de Compostela, Soria, Salamanca and Cáceres, cities where work trips or business events end up becoming a very memorable experience.

Paradores hotels transform “a few days spent together” into a tailor-designed experience and activity for your group, regardless of the size of your meeting, and always complemented by all the necessary facilities.

And once your meeting is over, Paradores helps you transform an intense day of work into an unforgettable experience, in contact with nature or at a destination or city, ensuring that you will want to book a return trip back again very soon.

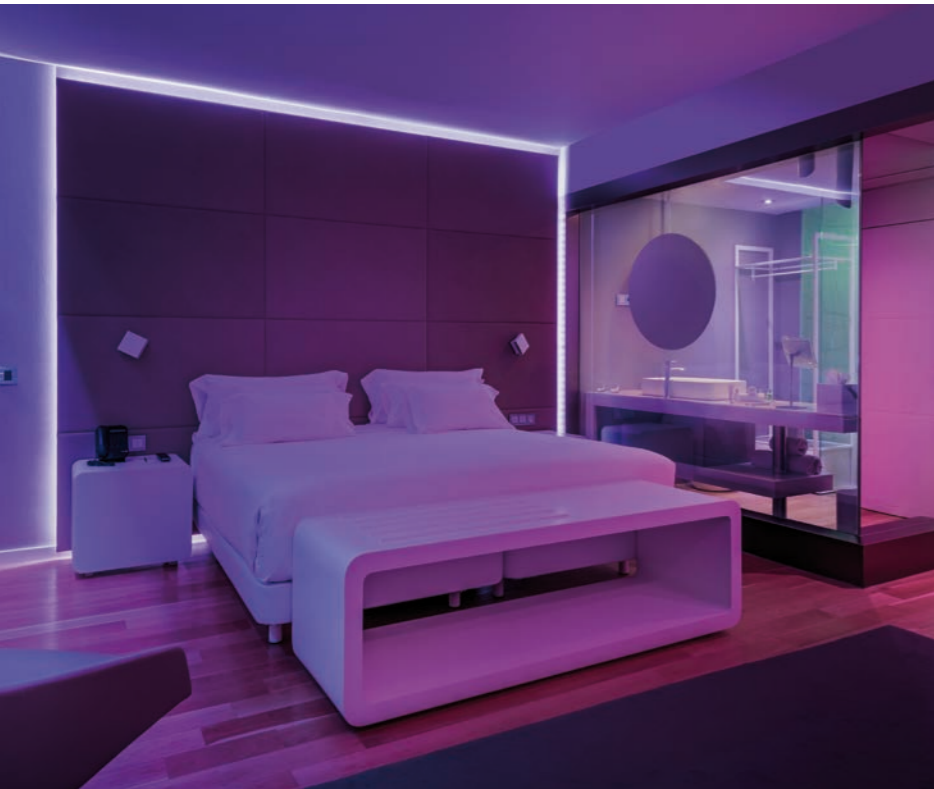


Parador de La Granja.



INFORMATION:

Paradores de Turismo de España
902 53 99 88
www.parador.es
eventos@parador.es



At NH Collection Eurobuilding's Mood Rooms, with a single control panel, guests can choose the temperature and lighting ambience they desire.

roduced to all others. This app “opens up a new communication channel with customers and can be used to interact with any member of staff asking for information on all available services and the surrounding area”.

On its part, **NH Hotel Group**, together with **Philips Lighting**, has set up four Mood Rooms at the **HN Collection Madrid Eurobuilding**. These Mood Rooms are still in pilot stage although the idea is for them to be set up in more hotels outside of our borders. With the latest technology and lighting and sound systems, these rooms create different ambiances reflecting and adapting to how their guests are feeling; a pioneering concept in the industry that NH presents as a real customer experience. And all controlled with the use of a tablet guests will find in the rooms.

At **Barceló Hotel Group** they are working on voice tone and facial recogni-

“
Thanks to technology, in ten years all our needs while on our trips will be anticipated and automatically solved before we even feel them

tion, so that machines can respond differently depending on the emotional state of customers. This is explained by **Raúl González**, the company’s CEO for EMEA: “We are reaching a very important level of perfection; as with translations, thanks to very simple machines being installed at our hotels’ reception desks, customers’ messages are translated to our staff no matter what the language”.

At **Meliá Hotels International** they have designed a new version of their app that includes the possibility of chatting with the call centre or the hotel’s concierge, checking-in or out online, opening their room’s door, receiving promotions through a geo-location system, and having a customised home page including exclusive promotions and where they can record their choices in their **Meliá Rewards** loyalty scheme.

Virtual reality

Virtual reality is also becoming very popular among the MICE products offered by hotel chains. Glasses with this technology are used to help improve sales and are being used by the new resort Meliá is building in the Dominican Republic for **Circle by Meliá**, its vacation club; and also by **Marriott International’s** event venues at hotels. They are used so that congress organisers can get to know firsthand and in real time the hotel’s facilities without having to travel.

According to a report published by **Phocuswright** on “Emerging technologies that are leading the revolution of corporate tourism”, and according to **Egenzia**, that has assessed the effects on this segment in the short, medium and long term, in ten years, all our needs while on a trip will be anticipated and automatically solved before we even feel them. Conflicts will be eliminated from all stages of business travel, including security checks at airports and the check-in and check-out processes at hotels; but, we won’t be able to enjoy this for another decade. ■



Rua Castilho, 64 • Marquês de Pombal
CP: 1250-071 • Lisbon • Portugal
Telephone: +351 21 585 9000
email: lisboa@iberostar.com

Iberostar has made a spectacular entrance in the Portuguese capital with the new Iberostar Lisboa. Discover a fabulous five star urban hotel situated in the heart of the city’s finest business and shopping district, just a short distance from the centrally located Praça Marquês de Pombal.

- 8 versatile rooms for conferences, meetings and events
- A la carte restaurant with excellent local and international cuisine

Location

- Situated in Marquês de Pombal, a business and shopping district
- 400 metres from Plaza Marquês de Pombal (in the heart of Lisbon)
- 700 metres from Eduardo VII Park
- Just 15 minutes from Lisbon International Airport

Accommodation

- 166 double rooms (Standard, Superior, Pool View and Superior City View) or suites (Suites, Junior Suites and Royal Suites)

Facilities and services

- 1 outdoor swimming pool with a terrace bar and sun terrace
- Wellness Centre & Spa with 3 treatment and massage rooms, sensation and mist showers, a heated pool featuring water jets and a bubble area, sauna and steam room or Turkish bath. Indoor relaxation zone. (Spa open from 10 a.m. to 7 p.m.).
- Outdoor area with open air pool, bar and sun terrace (furnished with sun beds)
- Free premium WiFi connection throughout the hotel
- Stunning vertical garden area, the

Iberostar Lisboa



- perfect backdrop for your events
- Private car park (52 spaces)
 - Business Centre with 8 meeting / conference rooms and audiovisual equipment with a capacity for up to 100 people
 - 400m² that can be converted into 3 spaces or a large multipurpose room and the 198m² Lisboa Foyer, the ideal setting for your corporate events or celebrations
 - Fitness room or gym

Gastronomy

- À la carte restaurant serving local and international cuisine
- Buffet restaurant for breakfast and local and international cuisine (seating for approximately 150 people)
- Pool Bar
- Boalma Lobby Bar next to reception (coffee shop style bar with a capacity for 40 people)
- 24 hour Room Service

Entertainment

- City tours and excursions
- Shopping areas located close to the hotel

Event spaces

- 8 meeting rooms providing a total of 700



- my and a capacity for up to 250 people
- State-of-the-art audiovisual equipment and free WiFi & Walk
 - 400 m² multipurpose ballroom: rooms can be set up as 3 individual spaces or a large multipurpose area. 200 m² Foyer for welcome cocktail receptions. Cloakroom service

MICE activities

- Teambuilding activities (on-site): workshops, seminars, etc.
- Organisation of social events: weddings, banquets, etc.
- Organisation of corporate events: congresses, trade fairs, conferences, etc.

MICE services

- Coffee breaks, working lunches, gala dinners, themed parties, etc.
- Personalised service and 24 hour Reception

Halls	m²	Theatre	School	U-shape	Cocktail	Banquet	Reunion
Estrela	64	56	46	27	60	-	24
Rossio	39	34	28	18	40	-	24
Lisboa (1) Lisboa (2)	266	232	190	24	250	160	34
Foyer Lisboa	198	-	-	-	160	-	-
Madragoa	24	22	18	8	25	-	10
Alfama (1)-(2)	50	44	36	24	50	40	20
Castelo	50	44	36	16	50	40	20

Senator Hotels & Resorts

a guarantee of success for conferences and conventions



Most of SenatorHotels&Resorts' establishments have special facilities for conferences and conventions with staff that is specialised in taking care of anything companies may require. One of its most prominent venues is the **OasysMinihollywood** theme park set in the Tabernas Desert, fully equipped and set up to host a range of different events from teambuilding days to big product presentations.

As a national reference and Andalucía's top tourism proposal in

Oasys Theme Park in the Tabernas Desert

Located in Almería it is perfect for all kinds of events, from teambuilding days to product presentations.

There is a zoo and it offers a wide range of restaurants, educational activities and services for the organisation of events and celebrations, with five different sized rooms as well as dressing room, production and recording services, among others.



MICE Hotels

- Playadulce Hotel
- Senator Castellana Hotel
- Senator Barcelona Spa Hotel
- Senator Parque Central
- Senator Granada Spa Hotel
- Senator Gran via Spa Hotel
- Senator Barajas Hotel
- Senator Huelva
- Senator Cadiz Spa Hotel
- Senator Marbella Spa Hotel
- Senator Banús Spa Hotel
- Playacartaya spa Hotel
- Playaballena spa Hotel
- Marbella Playa Hotel
- Playacalida Spa Hotel
- Zimbali playa Spa Hotel

terms of holiday hotels, SenatorHotels&Resorts also stands out for its MICE tourism establishments that are all superbly located and offer a specific solution for every need.

Aware of the MICE segment's great demand for satisfaction when it comes to event and conference tourism, SenatorHotels&Resorts pursues service excellence and to exceed the expectations of the companies that choose to organise their meetings at its establishments. Adequately trained staff, infrastructures in privileged settings and the capacity to adapt to any of the requirements made by companies for their conventions and conferences, are this proposal's key features.

INFORMATION

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SENATOR
HOTELS & RESORTS

Interview with José Ángel Preciados, Managing Director of ILUNION Hotels

Technology to reach customers with its

GLOBALLY UNIQUE BUSINESS MODEL

The millennial market is much more socially aware, which works in the hotel chain's favour

What type of technology improves MICE customer experience and how do you apply it at ILUNION Hotels?

Technology, artificial intelligence and machine learning should all be used to make our guests' experience even more satisfactory. Customer service will have reached a whole new level when hotels know as much as possible about their guests so that they can adapt the experiences to meet specific needs. A customised room, a facial recognition check-in, a virtual key, and a Siri-style assistant would all make for a much more comfortable customer experience. In our case, technology should also help us improve how we communicate with customers to tell them about our business model given that it is totally different and something that many people are unaware of. For instance, with the current conventional method we can tell them how 40% of our staff has some form of disability. However, the experience would be much more fulfilling if they could interact with this unique product that has been designed according to regulations on accessibility and sustainability. It is undoubtedly our biggest challenge.

What gives ILUNION Hotels' MICE offering the edge over other competitors?

What distinguishes ILUNION Hotels from the rest is our globally unique business model which we apply in the MICE segment, offering the value of people as the driving force of our offering. Hotels created by people for people, events in a different world where equal opportunities exist despite the challenges, forming a meeting place that offers the best the market has to offer. Sustainability and integration are values that are increasingly sought after and we are already making them a reality.



The big challenge for 2018 is to bring the product closer to the customer.

One such example are the Special Employment Centres, our strategic focus that is backed by results, with 20% growth in Madrid and Valencia, and 30% in Barcelona. This social stance is what distinguishes us from the rest in a market focused solely on material aspects.

How would you sum up 2017 and what is the forecast for 2018?

It has been a year of steady growth, closing with a 13% improvement in sales, and over 24% in the MICE segment. We have also certified new Special Employment Centres in Madrid and Barcelona, as well as renovating city and holiday hotels in Cádiz, Huelva, Barcelona, and Madrid. Lastly, we have a new addition in Mijas—ILUNION Hacienda del Sol. The outlook for the year to come is in the same vein. We will continue making improvements to our facilities so as to offer a fully renovated and more competitive product, adding new hotels targeted at the MICE segment, where we plan to continue growing by 20%. We will also continue opening Special Employment Centres in new destinations, and we will consolidate ILUNION Catering by Maher as a unique product in its segment.



✓ **Barcelona:** 4 Hotels

✓ **Madrid:** 4 Hotels

✓ **Valencia:** 4 Hotels

✓ **Málaga:** 3 Hotels

25 Hotels – 12 Standorten

www.ilunionhotels.com



Some of the industry's large organisations such as ABTA and ETOA have chosen Andalucía for their 2018 events

Andalucía showcases its irresistible appeal for international event organisers

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

Andalucía's MICE product is unbeatable and its destinations are striving to show it off and promote its great standing both at national and international level; thanks to this the last few years have reaped their rewards and attracted major events that will in turn contribute to improving this segment's potential in Andalucía. 2018 promises to be a year full of important events fuelled by the undisputed charm of the region.

Meeting, incentive and conference tourism has been one of the fastest growing industries in Andalucía over the past few years and its ample network of exhibition and conference centres, of all different sizes and set to cater for more than 53,000 people, has played an important role in this success. All venues are conceived as meeting points between the world of business—fully satisfying its needs with a great deal of experience and professionalism—, leisure and culture without forgetting the re-

gion's other great tourist features, including gastronomy, sports and nature that all combined will provide for an unforgettable trip. As well as special and unique venues that are more and more by the year, there are also 605 other establishments spread across Andalucía's eight provinces with facilities for meetings and conferences set to cater for a total 349,000 people; 54 percent of these facilities are located in hotels. The Autonomous Community and, particularly, a good number of its capitals are remarkable destinations for this

segment. They strive to attract new markets and reap great success by attracting major international events. One of Andalucía's most recent promotional activities was its first-time participation in **ITB Asia** held last October in Singapore, with the aim of strengthening the destination's position in the leisure and MICE segment. The destination is also working on enhancing its image as an incentive and conference destination in the North American market especially; last October the Regional Minister

for Tourism and Sports, **Francisco Javier Fernández**, together with a delegation composed of representatives from Andalusian provincial boards and entrepreneurs, met with nine different US companies from the industry in New York. Representatives from the Costa del Sol and Granada regions, Andalucía Soul, the Network of AVE cities, the

This is the case of the **Málaga Costa del Sol Marketing Summit** organised by the Global Network **Travel Consul** last October with more than 400 tourism marketing professionals from all over the world. Looking ahead to 2018, from May 30 to June 1, the province will host the Spanish Hoteliers Congress organised by CEHAT every two years.

past year there was more than a 30 percent increase in the number of international applications presented, as well as in the number of site visits to the city by both national and European heads of agencies, companies and associations. On its part, the **Tourism Board of Huelva** has carried out promotion campaigns to attract MICE tourism



Members of ETOA together with representatives of the city of Seville, where this association will host its 2018 summit.

Inglaterra Hotel, Ilunion Hoteles, Meliá Hoteles, the Sercotel Gran Hotel Luna Granada and Paradores de Andalucía attended the meetings.

Major events for tourism

To international prizes as important as the one received by **Sevilla Congress & Convention Bureau (SCCB)**, named the best MICE destination in Spain at the IBTA 2017 business tourism award ceremony, Andalucía can now also add other feats achieved as a result of activities that helped to attract major events, precisely related to the tourism sector.

For its part, Seville is getting ready for major events such as, **The Travel Convention**, an annual convention organised by the Association of British agencies, **ABTA**; the summit of the European Tour Operators Association ETOA and the 1st Ibero-American Forum of the World Tourism Cities Federation (WTCTF). Andalusian provinces and cities are making a great effort to attract this type of tourism. Thus, the **Málaga Convention Bureau** is currently working on more than 230 applications for professional meetings and conferences in the city. This is the figure that was recorded after in the

The Autonomous Community is making a great effort to attract faraway international markets such as the USA or Asian countries by attending trade shows and meetings with different companies and entrepreneurs from the world of tourism

in different source markets in cities such as Madrid, Warsaw and Vienna. By November, this segment had already generated a direct spending of nearly nineteen million Euros in the destination and had recorded more than 22,000 overnight stays, providing 4,200 directly related jobs. Meanwhile, the **Granada Convention Bureau** continues to work on maintaining its highly competitive position, which last year earned the city over seven million Euros with the arrival of almost 100,000 participants. ■



AFCAN increasingly supports its members' joint interests and is also working on its modernisation project

Andalucía's bigger venues are working together to strengthen professionalism and differentiation

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

Andalucía's main exhibition, trade show and conference centres have joined forces to boost the attraction of global events while reaping great success with a significant increase in the number of participants and exhibitors as well as in the economic contribution of their activity in cities.

To carry out joint activities that will help attract international events to the Autonomous Community, the **Andalusian Association of Trade Show and Conference Centres (AFCAN)**, for its acronym in Spanish) has ended the year by signing an alliance with the **Innovation and Development Agency of Andalucía (IDEA)**, for its acronym in Spanish), an organisation affiliated to the Regional Ministry of Employment, Business and Trade. The agreement urges both organisations to exchange information about potentially interesting events for venues as well as for productive industries. It will lead to the signing of specific agreements with the different venues involved including those in Cádiz, Granada, Jaén, Málaga, Marbella and Seville. At its

"The agreement signed by AFCAN and IDEA seeks to exchange information about potentially interesting events both for venues as well as for productive industries"

annual assembly and as a priority objective, AFCAN defended the need of a specific regional strategy to help boost the industry, in-

cluding promotion at trade shows and events and also support from the regional government in the re-vamping of facilities so that they do not become outdated and in the improvement of aspects such as connectivity and technological equipment.

Quality as a differentiating factor
Andalucía's exhibition centres' end-of-year stats for 2017 are excellent. In 2017, **Malaga's Exhibition and Conference Centre (Fycma)** attracted more than 350,000 delegates to the more than 120 gatherings held at the venue. This venue that continues to work on its positioning strategy has generated an economic impact of more than 120 million Euros in its busi-

ness environment. As far as congresses are concerned, attention is drawn to how events have improved quality wise, in line with its prioritising of large international and national conferences that have a greater socioeconomic impact on its environment. Thus, this year there has been a twofold increase in international participation thanks to European events such as the European Congress of Preventive Cardiology; the New Economy and Social Innovation Global Forum; or the European Business Angels Network (EBAN) annual congress. This international dimension has coexisted with the indisputable prominence of the medical-health-care field, and the dynamism of the congresses is translated into more than a fifty percent increase in the number of delegates, a trend that is expected to continue in 2018 with



Family photo at H&T, the Hotel Industry Innovation Trade Fair held at Fycma last March; its 2018 edition will be brought forward to February.

the organisation of the European Hydrogen Energy Conference and the World Congress on Children's Rights, confirmed so far. The number of people attending conferences has tripled and this is a direct response to the success of a

planned sales strategy that targets different types of customers specifically, and to the specialisation of facilities and services as well as its acclaimed excellent customer service for organisers. A total forty trade fairs were held, an unprec-

H10 Andalucía Plaza

H10 andalucía plaza

Urb. Nueva Andalucía
E-29660 Puerto Banús,
Marbella, Málaga
T (34) 952 81 20 00
mice.agp@h10hotels.com
www.hotelh10andaluciaplaza.com



Located in Puerto Banús, very close to several high level golf courses and a few metres from the beach, the H10 Andalucía Plaza is an emblematic hotel in Marbella with loads of experience organising events. Among other services, it has the curated gastronomy of both

the new La Brasserie Restaurant and the Córdoba Restaurant, bright and spacious rooms, as well as the Despacio Spa Centre.

The H10 Andalucía Plaza is an ideal hotel to celebrate all kinds of events, since it has eight meeting rooms, three of which can be combined into the grand Castilla hall, featuring natural light, an area of 553 m² and a capacity of up to 600 people. The hotel also offers its restaurants for



smaller gatherings, a large 1,300 m² hall with endless possibilities for set up, and its outdoor spaces, such as the terrace and garden, which are perfect for cocktails and banquets.

Halls	m ²	Height	Cocktail	Theatre	School	U-Form	Imperial	Banquet	Cabaret
Castilla	553	3,90	550	600	300	-	-	450	180-240
Castilla A	163	3,90	150	130	100	-	-	140	-
Castilla B	166	3,90	155	130	100	-	-	130	-
Castilla C	224	3,90	200	240	130	-	-	180	-
Málaga	186	2,70	180	200	65	-	60	130	60-80
Sevilla	66	2,50	90	90	48	40	46	-	-
Almería	40	2,56	-	40	24	20	24	-	-
Cádiz	44	2,56	-	40	18	20	24	-	-
Huelva	26	2,50	-	16	12	10	12	-	-
Hab. Deluxe Adap.	41	2,60	-	20	-	18	20	-	-

edented figure for the venue, and they included three trade fairs that had never before been held at the venue –recording twenty percent more delegates and thirty percent more exhibitors– and four new projects to add to its portfolio for 2018. For its part, by the end of 2017, the **Seville Conference and Exhibition Centre (Fibes)** had hosted 200 events, ten percent more than the previous year. During the last four months of the year it hosted three major international forums with a fifteen million Euro impact in the city. During the first six months of 2017, forty percent of all congresses catered for less than 500 delegates and twenty percent catered for more than 4,000. A greater diversification of the different industries was another differentiating feature and in 2017 the venue hosted the

“
In 2017 Fycma hosted more than 120 gatherings that generated an economic impact of more than 120 million Euros

European Association for International Education conference and exhibition, the largest event ever to be held in the city, with 5,500 attendees and 250 companies and institutions represented. Looking to 2018, the venue has already scheduled a great deal of trade fairs and conferences, one of the most im-

portant being the Andalusia Digital Week, a newly created event that will be held in March. In other provinces it is important to draw attention to the Provincial Government of Cádiz’s half a million Euro investment on the **Trade Fair Institution of Cádiz (Ifeca)**, for its acronym in Spanish) during 2016 and 2017 for improvements. Another 300,000 is expected for this year. Meanwhile, the refurbishment of the **Córdoba Conference Centre** continues at a good pace and is expected to be fully operational sometime in 2018. With regard to the **Jaén Conference Centre (Ifeja)**, for its acronym in Spanish) it is important to draw attention to its prominence as a venue for events that are practical for the province’s business industry, eager to boost its economic activity. ■

Hotel Guadalmina Spa & Golf Resort****



Urb. Guadalmina Baja, S/N. 29670
Marbella - Málaga
reservas@hotelguadalmina.com
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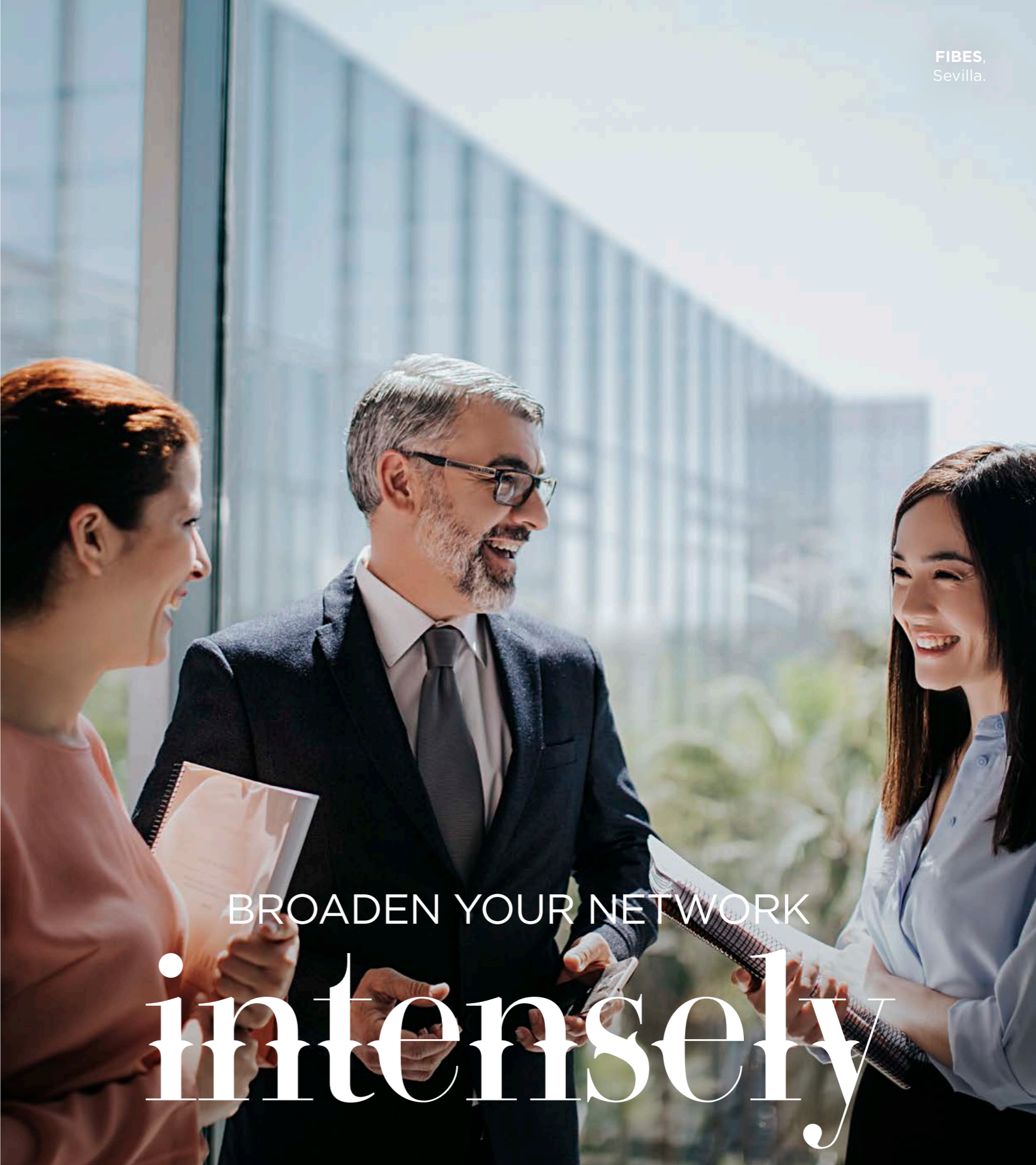
Spacious meeting rooms with the most advanced technology

Our hotel has almost 600 m2 space for meetings and conferences. With five meeting rooms that ca-



ter to our clients’ every need. Each room is equipped with everything you may require to make any event a success. From one day meetings, and small teams of professionals, to multi-day events for hundreds of attendees. Elegant and exclusive gastronomy in a venue with stunning views. Professional MICE team at your disposal, for a personalised service.

Halls	m²	Height	Theatre	U-shape	School	Imperial	Cocktail	Banquet
Alcazaba I	279,55	3,4	180	60	110-144	70	400	220
Alcazaba II	174,04	3,4	120	40	75	50	200	100



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Tel: 957201774
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www.turismodecordoba.org
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Tel: 951927696
Fax: 952928577
www.malagacongresos.com
fquereda@malaga.eu; convention.bureau@malaga.eu

SEVILLA CONGRESS &
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Tel: 954500583
www.sevillacb.com
info@sevillacb.com

GRANADA CONVENTION BUREAU

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Fax: 958536973
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http://granadaconventionbureau.org/

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Web: www.estepona.es
palaciodecongresos@estepona.es

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dipujaen@promojaen.es

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general@ifeja.org; convenciones@ifeja.org

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info@palaciocongresosislantilla.com

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Fax: 956180731
https://www.ifecejerez.com/
ifeca@dipucadiz.es

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Tel: 956291017
Fax: 956291018
www.palaciocongresos-cadiz.com
cadiz2000@palaciocongresos-cadiz.com

PALACIO DE EXPOSICIONES Y
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ALMERÍA

Tel: 950 210538
http://www.turismodealmeria.org
oficinadeturismo@aytoalmeria.es

TEATRO AUDITORIO FELIPE VI DE
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Tel: 952328100
info@teatroauditoriofelipevi.com
www.auditorioestepona.com

CENTRO DE EXPOSICIONES Y
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GUADAIRA

Tel: 95 493 6650
Fax: 95 493 5181
alara@complejoideal.com
www.complejoideal.com

CENTRO SEVILLA CONGRESOS

Tel: 955 766 744 / 660 415 016
direccion@centrosevillacongresos.com
www.centrosevillacongresos.com

PALACIO DE CONGRESOS RONDA

Tel: 952878795 / 687494521
Fax: 952 879613
info@rondapalaciodecongresos.es;
director@rondapalaciodecongresos.es
www.rondapalaciodecongresos.es

PALACIO DE EXPOSICIONES Y
CONGRESOS DE AGUADULCE

Tel: 950 181 800
Fax: 950 181 801
vcruz@camaradealmeria.es
http://almeriaferiasycongresos.com/

PARQUE JOYERO DE CÓRDOBA

Tel: 957469900
Fax: 957469901
comercial@parquejoyero.es; aie@parquejoyero.es
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Tel: 950181700
Fax: 950181701
www.camaradealmeria.es
info@camaradealmeria.es; vcruz@camaradealmeria.es

SALAS DE REUNIONES DE LA
UNIVERSIDAD DE ALMERÍA

Tel: 950015000
Fax: 950015292
www.ual.es
espacios@ual.es; info@ual.es

AUDITORIO DE SEVILLA

Tel: 954 460 748
www.auditoriorociojurado.com
auditorio@auditoriosevilla.org

CASA DE PILATOS

Tel: 954225298
www.fundacionmedinaceli.org
direccion@fundacionmedinaceli.org

EDIFICIO EXPO (AGESA)

Tel: 954489022
Fax: 9544489021
www.agesa-sa.es
gerencia@epgasa.es

JARDÍN BOTÁNICO HISTÓRICO LA
CONCEPCIÓN

29014 Málaga
Tel: 951926180
Fax: 951926479
http://laconcepcion.malaga.eu/

OPC**ASOCIACIÓN ANDALUZA DE**
EMPRESAS OPC

Tel: 954502048
www.opcandalucia.com
secretariatecnica@opcandalucia.com

ADMINISTRACIÓN
CONSEJERÍA DE TURISMO,
COMERCIO Y DEPORTE

Tel: 955065100
Fax: 955065167
www.juntadeandalucia.es
información.ctcd@juntadeandalucia.es

TURISMO ANDALUZ S.A.

Tel: 951299300
Fax: 951299316
www.turismoandaluz.com
info@andalucia.org

OTROS ORGANISMOS
BÉTICA DE CONGRESOS Y
EXPOSICIONES

Tel: 954654164
Fax: 954645100

ASOCIACIÓN DE EMPRESARIOS
HOTELEROS DE LA COSTA DEL
SOL. AEHCOS

Tel: 952 381 700
www.aehcos.es
info@aeahcos.es

The city is an established MICE destination,
with very positive prospects for 2018

The congress sector has grown by 2.6% in Zaragoza in 2017, after a record year in 2016



Zaragoza hosts a great deal of business activity, and is currently going through a recovery phase.

Zaragoza hosted 507 events in 2017, a mixture of congresses, day-events, conventions and meetings which, according to the provisional data available so far, were attended by 117,500 people. If we compare these figures to 2016, we can see that there has been a 2.68% increase in the number of events held. 2016 was a record-breaking year for Zaragoza, with 494 events held, attended by 123,000 people, 7% more than the previous year.

The most popular type of events in 2017 were meetings, of which 209 were held, followed by congresses with 124, day-events with 113 and conventions with 61. There were also 19 fairs and exhibitions and 1900 work meetings of 50 people or less. The Zaragoza Convention Bureau (ZCB) claims that the city has obtained an estimated income of 48,068,000 Euros in 2017, from the celebration of congresses, day-events, conventions and meetings.

The figures are provisional, but they do show an increase which is particularly relevant considering that 2016 "was an extraordinary year for Zaragoza as a great number of events were held, many of which were large-scale and related to matters such as cardiology and agility, with a high number of delegates," the ZCB explained. There were more events in 2017 but they were slightly inferior in volume.

Excellent prospects

The year-end prospects according to the Zaragoza Convention Bureau "are extremely positive and predictions for 2018 suggest that it will be an even better year than 2017." This is because "Zaragoza is an established MICE product, with an extraordinary infrastructure, a strategic location and excellent communications. It boasts many unique venues and a magnificent selection of hotels with 10.000 beds available at new or fully-refurbished establishments." This is further complemented by the Convention Bureau's excellent promotional efforts. Even though the city suffered a great blow



in 2008 when its successful International Exhibition centre was closed, coinciding with the beginning of the credit crunch, the current perception is one of copious business activity, during what can be described as a recovery and return-to-business phase.

Considering that important scientific organisations, associations and companies chose Zaragoza as the

venue for their events during 2017, the prospects for the next few years are also very positive, with many important national and international conferences already booked. For example the 11th SEPyP (Spanish Probiotics and Prebiotics Society) workshop is set to take place in February 2018, to be attended by 550 professionals and the 10th National Healthcare for Chronic Patients Con-

gress will take place days later, in the presence of 700 delegates. The 23rd national meeting of SEH-LE-LHA Spanish hypertension society - Spanish league will also take place in 2017 and will be attended by a thousand professionals. The 6th national congress of the Spanish Knee Society and the Spanish Arthroscopy Association (AEA - SEROD) will be attended by 1200 professionals and in June, 2000 paediatricians will participate in the 66th National AEP Congress (the Spanish Paediatric Association).

There are also events scheduled for 2019, such as the 2nd Mindfulness and Education Congress, and the FESNAD congress is expected to take place in 2020 (the Spanish Federation of Nutritional and Dietary Societies). ■

· INTERESTING FACTS ·

CONVENTION BUREAUX ZARAGOZA CONVENTION BUREAU

Eduardo Ibarra, 3 (Auditorio Palacio de Congresos) - 50009 Zaragoza
Telf. 976 721 333
Fax: 976 721 327
www.zaragozaturismo.es
zcb@zaragoza.es

PALACIOS DE CONGRESOS AUDITORIO PALACIO DE CONGRESOS DE ZARAGOZA

Eduardo Ibarra, 3
50009 Zaragoza
Telf: 976721300
Fax: 976350514
www.auditoriozaragoza.com
informacion@auditoriozaragoza.com

PALACIO DE CONGRESOS DE JACA

Avda. Juan XXIII, 17 - 22700 Jaca (Huesca)
Telf: 974356002
Fax: 974355663
congresosjaca@aytojaca.es
www.congresosjaca.es/

PALACIO DE CONGRESOS DE HUESCA

Avda. Los Danzantes de Huesca, s/n
22005 Huesca
Telf. 974292191
palaciodecongresos@huesca.es
<http://www.palaciodecongresoshuesca.es/>

PALACIO DE CONGRESOS DE ZARAGOZA

Plaza Lucas Miret Rodríguez, 1
50018 Zaragoza
Telf. 976 976441
info@palaciocongresoszaragoza.es
<http://www.palaciocongresoszaragoza.es/>

PALACIO DE EXPOSICIONES Y CONGRESOS DE TERUEL

Ctra. Sagunto Burgos, s/n,
44002 Teruel
Telf. 978221155
Fax: 978617558
<http://www.feria-congresosteruel.com/>

OPC

ASOCIACIÓN ARAGONESA DE OPC

Avda. Pirineos, 28 local exterior
22004 Huesca
Telf. 974243466
comercial@tmorganizador.com

ADMINISTRACIÓN GOBIERNO DE ARAGÓN

Edificio Pignatelli
Pº María Agustín, 36
50071 Zaragoza
Telf: 976714000
www.aragon.es
dgturismo@aragon.es

DEPARTAMENTO DE INDUSTRIA, COMERCIO Y TURISMO

Edificio Pignatelli
Pº María Agustín, 36
50071 Zaragoza
Telf: 976714000
www.aragon.es
dgturismo@aragon.es

DIRECCIÓN GENERAL DE TURISMO

Edificio Pignatelli
Pº María Agustín, 36
50071 Zaragoza
Telf: 976714735
www.turismodearagon.com

TURISMO DIPUTACIÓN DE TERUEL

Pl. San Juan, 7
44071 Teruel
Telf: 978647400
Fax: 978647434
www.dpteruel.es
turismoteruelversionoriginal@dpteruel.es

PATRONATO MUNICIPAL DE TURISMO DE HUESCA

Plaza Luis López Allué, s/n
22002 Huesca
Telf: 974 292 170
Fax: 974 292 178
www.huescaturismo.com
oficina@huescaturismo.com

ASOCIACIONES HORECA ZARAGOZA

Pº Sagasta, 40, Of. 5 - 50006 Zaragoza
Telf: 976210922 - Fax: 976215518
informacion@horecazaragoza.com
www.horecazaragoza.com

ASOCIACIÓN PROVINCIAL DE HOSTELERÍA Y TURISMO DE HUESCA

Pl. Luis López Allué, 3 - 1º dcha.
22001 Huesca
Telf: 974 227 943
Fax: 974 239 101
asociacion@hosteleriahuesca.com
www.hosteleriahuesca.com

ASOCIACIÓN PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA Y TURISMO DE TERUEL

Plaza Catedral, 9, 1º - 44001 Teruel
Telf: 978618080
Fax: 978618081
iesteban@ceoeteruel.es
www.teruelturismo.es

FARATUR. FEDERACIÓN ARAGONESA DE ASOCIACIONES DE ALOJAMIENTOS RURALES

Pza. Cristo Rey, s/n
44140 Cantavieja (Teruel)
Telf: 964185250
www.ecoturismoaragon.com
info@ecoturismoaragon.com



ZARAGOZA MICE

When planning your next event,
THINK ABOUT ZARAGOZA

#ThinkZaragoza

T. +34 976 72 13 33
zcb@zaragoza.es
www.zaragozaturismo.es

Facebook: /CongresosZaragoza
Linkedin: Zaragoza Congresos Convention Bureau



AST

Laboral Ciudad de la Cultura (Laboral City of Culture) doubled its number of parallel rooms in 2017

Asturias consolidates its position with a renovated tourism offer and institutional support

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

The Principality of Asturias is one of the most attractive destinations for both the leisure and the business industry. Looking ahead to 2018, the regional government has invested a great deal in the latter, extending and refurbishing venues; and in the private sector, a lot of investment has been put into innovation and sustainability.

Last October, the Government of the **Principality of Asturias** announced that it was going to boost incentive and conference tourism in connection with its urban tourism strategy and favour low season visits. This industry has a very positive effect on the autonomous community's economic activity and for this reason, the Regional Ministry of Employment, Industry and Tourism hopes to promote it; while the average spending per tourist in Asturias is 80.9 Euros, business travellers spend a lot more, in the range of 103.37 Euros.

The Regional Government will seek to attract this segment with the "Return to Paradise" campaign including shots of **Avilés, Gijón and Oviedo**, with the development of workshops with main distribution channels on the internet and by promoting the cultural Passport. The cultural passport is a system that offers people staying in Asturi-



Scientific-technological and medical-healthcare events such as this event organised by Acuña y Fombona, a surgical supplies company, have gained prominence in Gijón.

as discounts of up to forty percent off on a number of different leisure activities. Meanwhile, specialised products get better and better by the year. In 2017, Laboral Ciudad de la Cultura in Gijón finished revamping and

extending its facilities, doubling the number of parallel rooms in the area surrounding the Theatre. It used to have two rooms for 100 to 200 people, but now they are open and rooms 3 and 4 can accommodate for up to 80 and 140 people respective-

ly. The **Gijón Convention Bureau** states that, "given the size of this unique space, the opening of these new rooms will make it possible for more medium and large-sized meetings to be held in the main part of the building while, on the other hand, the use of the small "Patio Corintio" Conference Centre also continues to grow. Located on the eastern side of the building, it is a great option for events with up to 80 people that nevertheless may need a plenary session, parallel working rooms or somewhere for a coffee break.

In 2017, the Gijón Convention Bureau welcomed seven new partners, the four-star **Don Manuel Hotel**, one of the city's classics and fully committed to this segment; and two new catering companies, **Deloya Gastronomía Catering** and **Paladea**

& Co, that enhance the restaurant business offer that has been growing for the last two years, including the membership of **Catering Maleña and Canela** en Rama bringing the total number of these types of companies to half a dozen including old-time companies in the region that have also been members of the convention bureau for a long time: **Balbona and Moka Difusión**. It is a powerful industry that combines experience in logistics, a great investment in innovation and a commitment to sustainability. In most cases it uses local products that, produced in Asturias, are also a guarantee of quality and taste.

The restaurant business has gained presence in the Convention Bureau over the last few years. As for specialised service providers recent-

ly the following have also become members: **Pronorte, Serviarium, Soluciones y Gestión de Servicios and Gráficas Posada**.

Gijón's Mile of Knowledge (la Mil-la del Conocimiento de Gijón) two key organisations will celebrate important anniversaries in 2018 and this year also presents a varied and impressive calendar of conferences and seminars. In the last decade the economic-commercial sector, which used to be very prominent, has now given way to the medical-health sector, particularly the scientific-technological sector. This sector represents around thirty percent of all meetings, a trend that is foreseen to continue in 2018; meetings are usually smaller but these are the meetings that have helped to double the number of international travellers. ■

· INTERESTING FACTS ·

CONVENTION BUREAUX OVIEDO CONVENTION BUREAU

Plaza del Fresno, s/n
33007 Oviedo
Tel: 985246217
Fax: 985246216
www.auditorioprincipefelipe.es
congresos@ayto-oviedo.es

GIJÓN CONVENTION BUREAU

C/Cabales, 82
33201 Gijón
Teléfono: 985 185107/985182929
Fax: 985180177
https://congresos.gijon.es/
congresos@gijon.info

PALACIOS DE CONGRESOS

AUDITORIO Y PALACIO DE CONGRESOS PRÍNCIPE FELIPE

Plaza de la Gesta s/n
33007 Oviedo, Asturias
Tel: 985272111
Fax: 985246216
www.auditorioprincipefelipe.es
congresos@ayto-oviedo.es

PALACIO DE CONGRESOS Y EXPOSICIONES CIUDAD DE OVIEDO

Arturo Álvarez Buylla
33005 Oviedo, Asturias
Tel: 985982907
www.oviedocongresos.com
info@oviedocongresos.com

PALACIO DE CONGRESOS GIJÓN Y FERIA DE MUESTRAS DE ASTURIAS

Doctor Fleming, 481
33203 Gijón
Tel: 985180100
Fax: 985337711
www.feriasturias.es
congresos@camaragijon.es

LABORAL CIUDAD DE LA CULTURA

C/ Luis Moya Blanco, 261
33203 Gijón, Asturias
Tel: 985 185858 / 985 185578
www.laboralciudadde lacultura.com
visitaslaboral@laboralciudadde lacultura.com

CENTRO NIEMEYER

Avda. Del Zinc s/n
33490 Avilés, Asturias
Tel: 984 835 031
www.niemeyercenter.org
info@niemeyercenter.org

PABELLON EXPOSICIONES DE LA MAGDALENA

Maria de Maetzu, s/n
33400 Avilés, Asturias
Tef. 985 129312 / 985 544111
Fax: 985541528
ferias@avilescamara.es
pabellonlamagdalena@ifecav.es

ADMINISTRACIÓN GOBIERNO AUTONÓMICO DE ASTURIAS

Suarez de la Riba 11
33007 Oviedo (Asturias)
Tel: 985106767
Fax: 985106762
www.asturias.es
presidente@asturias.org

CONSEJERÍA DE EMPLEO, INDUSTRIA Y TURISMO

(Dirección General de Turismo)
Plaza de España, 1
33007 Oviedo, Asturias
Tf. 985105500
www.asturias.es
turismo@asturias.org

AYUNTAMIENTO DE AVILÉS

Plaza España, 1 - 33402 Avilés
Tel: 985122100
Fax: 985541538
www.ayto-aviles.es
informacion@ayto-aviles.es

TURISMO DE AVILÉS

C/ Ruiz Gomez, 21
33402 Avilés
Teléfono: 985 544 325
Fax: 985939011
www.avilescamara.info
turismo@ayto-aviles.es; info@avilescamara.info

ASOCIACIONES

ASOC. EMPRESARIAL DE HOSTELERIA DEL PRINCIPADO DE ASTURIAS

Alonso Quintanilla, 3
33002 Oviedo (Asturias)
Teléfono: 985 22 38 13
www.hosteleria.org
Email: info@otea.es

CLUB DE EMPRESAS OVIEDO CONGRESOS

PALACIO DE EXPOSICIONES Y CONGRESOS

Arturo Alvarez Buylla, s/n
33005 Oviedo
Tel: 985982907
info@oviedocongresos.com
www.oviedocongresos.com

CAN

MICE activity in Santander has increased by around 4%

Santander hosted 327 congresses, company meetings, conventions and incentives in 2016. These were attended by 49,797 delegates generating 117,573 overnight stays, which equates to a 4% increase in the number of events with regards to the previous year, with 3.6% more participants and an 8.07% growth in economic impact. In fact, they generated an impact of 28.3 million Euros, with an estimated 241 Euros average expenditure per delegate per day. Congress figures have not stopped growing since 2013, according to data from **Santander Town Hall**.

The city's busiest months are June, May and September and the most popular venues are hotels, which are chosen for meetings 45.26% of the

time, Palacio de la Magdalena, which hosted 20.8% of the meetings, and other venues like the Palacio de Exposiciones y Congresos, the University or the Palacio de Festivales. 60% of the meetings were 2-4 days long; 34% of them were two days long and 6% of them were over four days long. Two of the above venues stand out above the rest; Magdalena Palace (Palacio de la Magdalena) and Santander's Exhibition and Congress Palace, both of which are managed by the municipal Palacio de la Magdalena company. In 2016, Magdalena Palace hosted 2401 activities, a total of 89.000 people, and the Santander Exhibition and Congress Palace hosted 50 activities which were attended by 168.000 people.

In addition, a total of 25.422 people took part in congresses, activities and visits held at Magdalena Palace over the first semester of 2017. Over said period, 67 congress events, 41 research visits and 32 protocol-related, cultural and social activities were held at Magdalena Palace, as well as 29 civil weddings, as per data provided by the Town Hall. The above reflects a 3.92% increase with regards to 2016 and shows great prospects for the development of MICE tourism in the city.

The recently opened Botín Centre (Centro Botín), designed by the architect Renzo Piano, will enhance the city's capacity to attract events and congresses. The centre was visited by 40.000 people on its opening day. ■

• INTERESTING FACTS •

CONVENTION BUREAU

SANTANDER CONVENTION BUREAU (CONSERJERÍA DE TURISMO)

Jardines de Pereda, s/n
39004 Santander
Tel: 942203002
Fax: 942203005
www.santanderconventionbureau.com
E-mail: congresos@santander.es

PALACIOS DE CONGRESOS

PALACIO DE FESTIVALES DE CANTABRIA

Gamazo s/n
39004 Santander
Tel: 942361606
Fax: 942364780
www.palaciofestivales.com
ofertas@srecd.es

PALACIO DE EXPOSICIONES Y CONGRESOS DE SANTANDER

Real Racing Club, 3
39005 Santander
Tel: 942 290 040
Fax: 942 290 088
http://www.palaciodeexposicionesycongresos.es/
E-mail: palaexpo@ayto-santander.es

PALACIO DE LA MAGDALENA

Avda. Reina Victoria, s/n
39005 Santander
Tel: 942 203084
E-mail: palaciomagdalena@santander.es
www.palaciomagdalena.com/

PALACIO DE DEPORTES

Avda. del Deporte s/n
39012 Santander
Tel: 942 200 800
Fax: 942 200 848
imd@ayto-santander.es
www.santanderdeportes.com

OPC

ASOCIACIÓN DE EMPRESAS DE OPC DE CANTABRIA

Calvo Sotelo, 19-3º
39002 Cantabria
Tel: 942230627
Fax: 942231058
secretariageneral@opcecantabria.es
http://www.opcecantabria.es

ADMINISTRACIÓN

GOBIERNO DE CANTABRIA

Peña Herbosa, 29
39003 Santander
Tel: 942207208
Fax: 942207214
www.cantabria.es
E-mail: presidencia@cantabria.es

DIRECCIÓN GENERAL DE TURISMO

Albert Einstein, 4, 1ª planta.
39011 Santander
Tel: 942208280
www.turismodecantabria.com
dgturismo@cantabria.es

ASOCIACIONES

ASOCIACIÓN EMPRESARIAL DE HOSTELERÍA DE CANTABRIA

Pº General Dávila 115,
39006 Santander
Tel: 942367030
Fax: 942367136
www.hosteleriadecantabria.net
hosteleria@ceocant.es

PR

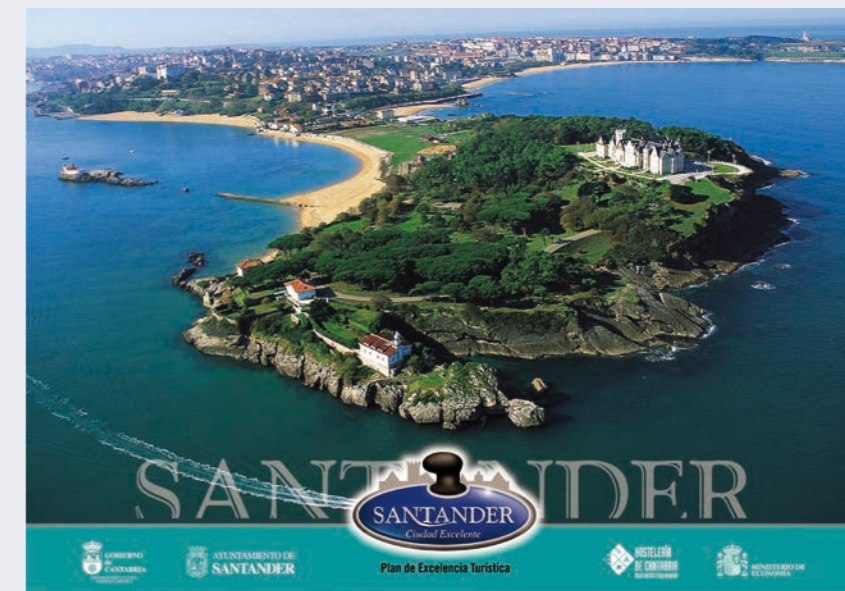
Wellcome to Santander

Santander is the capital of Cantabria, located on the center of North Spain, the "Green Spain".

The city is clothed by its unique bay, considered one of the most beautiful in the world. It is a cosmopolitan city, amazing beautiful, with more than 30 public parks and many beaches awarded with the EMAS certificate of the European Community and which has become an example of Smart City that optimizes resources to achieve a sustainable and permanently connected city with its citizens and visitors.

The region preserves unique enclaves inhabited by species at risk of extinction that for centuries have lived with man. Many places are reserved for the biosphere or are specially protected. Nature lives in Cantabria.

Santander has always demonstrated a strong and dynamic commitment to culture. Its latest contribution is the spectacular Centro Botín; a unique space created by architect Renzo Piano as the world's first pioneering centre for the development of creativity through the arts as well as the presentation of avant-garde exhibitions of international acclaim. On the other hand, the gastronomy is excellent and enjoys great fame for its quality and its products from



the earth, the sea and the mountain: Fish and seafood, meats of the herd of cattle, products of the orchard and the fruit trees, become an authentic festival for our senses after passing through the careful kitchens of our region, some distinguished with Michelin awards. Finally, Santander also has a good hotel offer around, 4,000 places in accommodation of 3, 4 and 5 stars and is capable of hosting large events.

Venues

Magdalena Palace sitted in one of the nicest beauty pots in Santander, the inter Palace provides many

meeting rooms with 600 people capacity an another in the Paraninfo for 450 people.

Festival Hall, a monumental work of avant-garde design which has two magnificent halls. Argenta Hall and Pereda Hall with capacity for 1.700 and 600 people respectively.

Exhibition Palace is an outstanding functional building, characterised for a modern equipment and technology, its the ideal seating for congress, exhibitions, fair, gala dinners, cocktail, etc, take more than 3.000 delegates, with 2 main hall with 6.000 m².

Santander is waiting for you !!



Botín Centre.

SANTANDER CONVENTION BUREAU

Tel: +34 942 20 30 02 / 04
M: +34 639 13 45 78
congresos@santander.es
www.santanderconventionbureau.com
www.santanderspain.info

CLM

Last year there were more conferences but the number of delegates dropped

Castilla-La Mancha prioritises MICE tourism because of its great efficiency in making tourism less dependent on the high season

Charo Hierro
charo.hierro@hosteltur.com
@charohie

“The MICE segment is a top priority for us because of its great efficiency in making tourism less dependent on the high season and because of the high level of spending these tourists generate, higher than that of the average or conventional tourist”, says the Director General of Tourism, Trade and Crafts in Castilla-La Mancha, Ana Isabel Fernández Samper. And for this very reason, it is not surprising that it is one of the region's most important strategic objectives from now to 2019.

Awaiting overall year-end results for 2017, Spain Convention Bureau's final numbers have not yet been recorded, regional Convention Bureaux and companies in this industry point to the fact that this last year was much more satisfying than the year before, especially with regard to international events.

The Castilla-La Mancha Regional Ministry of Tourism, Trade and Crafts highlights the fact that last year saw an increase in the number of events organised, but it also brings attention to the noticeably smaller size of these events in terms of number of delegates and days; meaning that the total economic impact could be similar to that recorded in previous years.

Toledo is the heart of the region's settings for the organisation of conferences, and there, events recorded an average participation of between 300 and 500 delegates. In the rest of the region, conferences were smaller and in general did not cater for more than



Toledo is the heart of the region's settings for the organisation of conferences.

“
Next June, the Toledo Congress Centre will welcome 4,000 delegates attending the 30th National Congress of the Spanish Society of Emergency Medicine

200 delegates.

For this year, the outlook is very positive especially in terms of international events. Toledo Convention Bureau points out that in 2017 it hosted seventeen events, four more than the year before and that at the moment eight congresses have already been scheduled for 2018. The 30th National Congress of the Spanish Society of Emergency Medicine is foreseen to be the event that will gather the great

test number of people – 4,000 delegates – and it will be held in June at the city's Congress Centre. A few months earlier, in March, the 45th Socidrogalcohol National Conference will be held at the Beatriz Hotel with around 700 people, while around another 600 people will attend the International Congress on Pediatric Pulmonology.

A great deal to offer

Castilla-La Mancha has a great and diverse offering in all five of its provinces when looking for somewhere to host a congress, meeting or incentive activity. It has two conference centres that can both accommodate for a great number of people, one in Toledo and one in Albacete, as well as other privately and publically owned spaces.

“Castilla-La Mancha also has a great and diverse hotel infrastructure of all different categories, as well as numerous special venues such as country houses, wineries and historical buildings that offer unique features for corporate events”, says Fernández Samper. ■

INTERESTING FACTS

CONVENTION BUREAUX

TOLEDO CONVENTION BUREAU
Tel: 925213112 - Fax: 925213365
congresos@toledo-congresos.org
www.toledoconventionbureau.com

QUIJOTE CONVENTION BUREAU OFICINA MUNICIPAL DE TURISMO DE CIUDAD REAL

Tfn. 926 21 64 86 - Fax: 926 21 66 40
qcb@impefe.es
turismo@ayto-ciudadreal.es
www.ciudadreal.es

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS “EL GRECO” DE TOLEDO
Teléfono: 925 289975
info@pctoledo.es - www.pctoledo.es

PALACIO DE CONGRESOS Y EXPOSICIONES DE ALBACETE

Tel.: 967593390 - Fax: 967592041
direccion.albacete@beatrizhoteles.com
congresosalbacete@beatrizhoteles.com
www.beatrizhoteles.com

OPC

ASOCIACIÓN DE EMPRESAS OPC DE CASTILLA LA MANCHA

Tel: 925221581
opcclm@opcclm.es
presidencia@opcclm.es
opcclm@opcclm.es
http://www.opcclm.es/

ADMINISTRACIÓN

**JUNTA DE COMUNIDADES DE
CASTILLA LA MANCHA**
www.castillalamancha.es
Tel: 902 267 090

DIRECCIÓN GENERAL DE TURISMO

(Consejería de Turismo y Artesanía)
Tel: 925 267996 - Fax: 925 267 874
www.castillalamancha.es
dgturismo-artesania@jccm.es

OTRAS INSTITUCIONES

INSTITUCIÓN FIERAL DE ALBACETE
Tel: 967550448 - Fax: 967550459
albacete@ifab.org / direccion@ifab.org
www.ifab.org

PABELLÓN DE FERIAS Y

CONGRESOS CIUDAD REAL
Tel: 926214415 - Fax: 926217003
pip@dipucr.es / juan_nieva@dipucr.es
www.pipcr.es

FUNDACIÓN TALAVERA FIERAL

925 721830 - 925 806136
info@talavera-ferial.com
www.talavera-ferial.com

ASOCIACIONES

**ASOCIACION PROVINCIAL DE
EMPRESARIOS DE HOSTELERÍA DE
GUADALAJARA**
Tel: 949201230 - Fax: 949203266

AGRUPACIÓN PROVINCIAL DE HOSTELERÍA Y TURISMO DE CUENCA

Tel: 969213047 - Fax: 969 233 191
info@turismodecuenca.com
www.hosteleriayturismodecuenca.com

ASOCIACIÓN PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA Y TURISMO DE ALBACETE

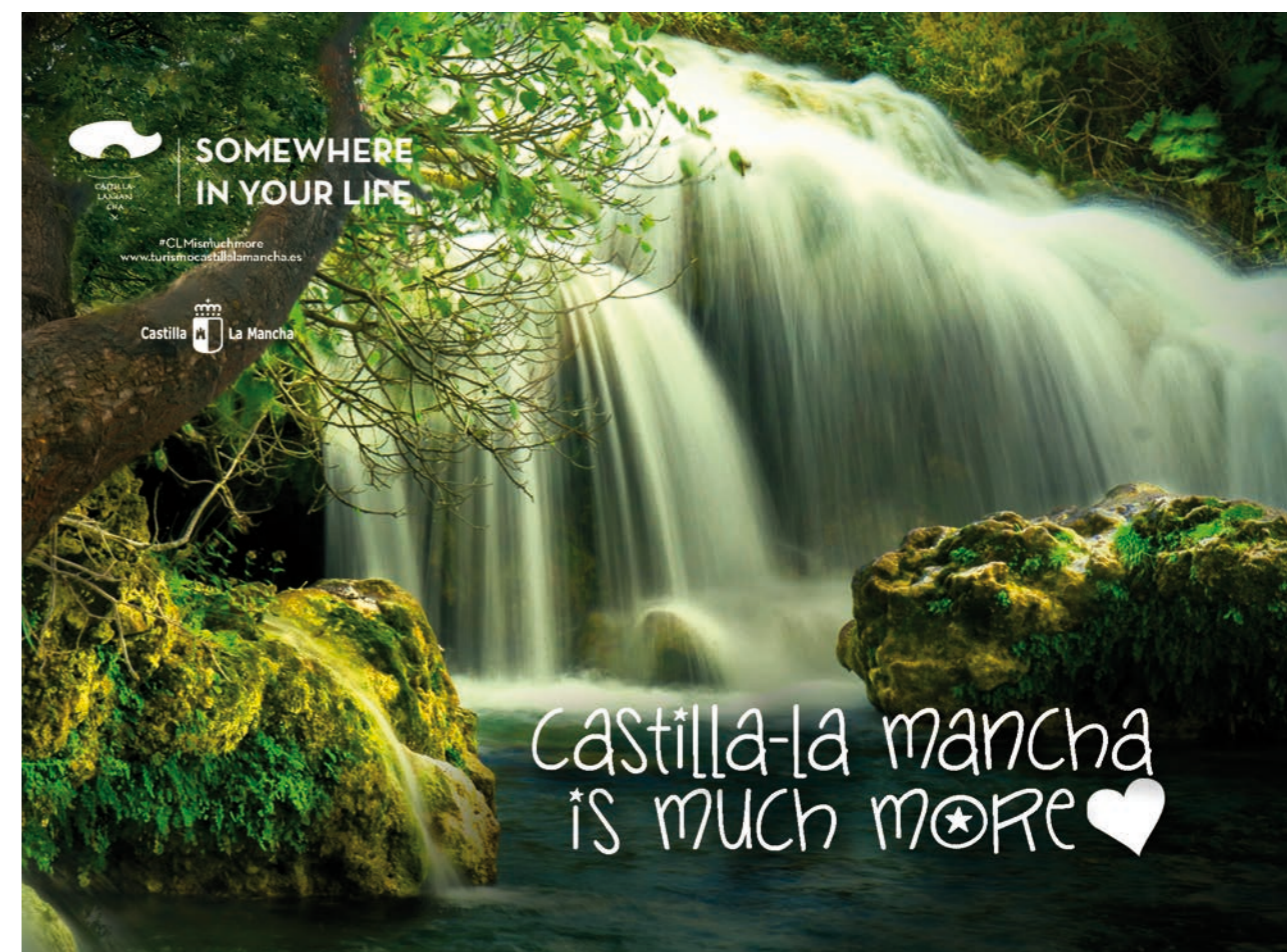
Tel: 967215189 - Fax: 967242897
info@apeht.es
www.apeht.es

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Tfn: 926 233 069 - Fax: 926 233 069
www.hosteleriayturismociudadreal.es

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PASEO RECAREDO, 1
Tel: 925228858 - Fax: 925223422
info@hosteleriadetoledo.com
www.hosteleriadetoledo.com



CyL

MICE tourism is also on the rise in Valladolid, Burgos and Segovia

The 8th centenary of the University of Salamanca will fill the city with conferences

National and international gatherings will be held on a wide range of different subjects right through to December

Charo Hierro
charo.hierro@hosteltur.com
@charohie

With the commemoration of the eighth centenary of the University of Salamanca comes the organisation of many different conferences, most of which are related to Law, Medicine, Pharmacy and Communication. The programme includes at least forty conferences and meetings that will gather between 15,000 and 20,000 professionals from all over the world and this will translate into a significant economic impact.

The year will kick-off with the **University of Salamanca's** 4th International Orthodontic Symposium in January and will finish in December with the 10th RedGob Meeting "Elites and the crisis of representation". Although Castile and Leon's main issuing markets are the community itself, the Basque Country, Catalonia and Madrid, this year Salamanca will also welcome a much greater international audience on the occasion of the university's eighth centenary. It will therefore host, among others, the Conference of the American Association of Teachers of Spanish and Portuguese, the International Conference on Chicano Literature, the Luso-Spanish Congress of Herpetology and the Civil Law Ibero-American Network Conference.

Valladolid and Burgos

Salamanca is not the only destination in

Castile and Leon to become more popular for MICE tourism. The **Regional Ministry of Culture and Tourism** expects a three to five percent increase in the number of attendees and in the number of events organised in the autonomous community this year. Awaiting year-end results for 2017, the Junta (governing and administrative body) points out that last year numbers increased by two percent. In 2016, 1,377 meetings were held with a total attendance of 214,179 people and this generated an economic impact of 114.4 million. Most events were congresses and conventions, followed by seminars and trade fairs, meetings and presentations. With regard to the number of congresses in 2016, Valladolid came in at second place behind the city of Salamanca (501) with 470 events, 160 more than in the previous year and with somewhat more than 65,000 people generating an impact close to 29.5 million.

For its part, according to Javier Peña, Director of the **Burgos Convention Bureau**, Burgos hosted 344 meetings catering for 40,056 delegates and generating an economic impact of 22.75 million. Looking at the different types of meetings, the number of congresses and conventions held in the city is remarkable, accounting for a total 39 percent of all MICE activity in 2016 and gathering 56 percent of all delegates. Forum Evolution stands out among the MICE venues in the capital of Burgos and in 2016 it recorded its best numbers since its opening in 2012, improving in all three aspects with respect to the previous year: number of events, attendees and economic impact. Ten percent more events were organised, specifically 157, and these gathered 115,355 delegates (+14%) who spent more than 11.7 million Euros in the city. One of the most important events held was the National Congress of the Spanish Society



The programme currently includes forty conferences and meetings throughout the year.

of Emergency Medicine, with 2,500 people. These figures prove the Forum's consolidated status as a venue for MICE tourism. ■

INTERESTING FACTS

CONVENTION BUREAUX SALAMANCA CONVENTION BUREAU

Plaza Mayor, 19 2º
37002 Salamanca
Tel: 923272408 - Fax: 923272407
www.salamancaconventionbureau.com
congresos@turismodesalamanca.com

LEÓN CONVENTION BUREAU

Plaza San Marcelo s/n
24002 León
Tel: 987878336 / 987878327
turismo@aytoleon.es
www.leon.es

VALLADOLID CONVENTION BUREAU

Acera de Recoletos, 4
47004 Valladolid
Tel: 983219438 - Fax: 983217860
www.valladolidcongresos.com
congresos@valladolidturismo.com

OFICINA DE CONGRESOS BURGOS CB

Teatro Principal
Paseo del Espolón s/n
09003 BURGOS
Tel: 947288840
direccion@congresosburgos.com
www.congresosburgos.org

PALACIOS DE CONGRESOS FÓRUM BURGOS EVOLUCIÓN -PALACIO DE CONGRESOS Y AUDITORIO

Paseo Sierra de Atapuerca s/n
09002 Burgos
Tel: 947259575 - Fax: 947259576
info@forumevolucion.es
www.forumevolucion.es

CENTRO DE CONGRESOS VALLADOLID

Avda. Ramón Pradera, s/n
47009 Valladolid
Tel: 983429300 - Fax: 983355935
feriavalladolid@feriavalladolid.com
www.feriavalladolid.es

PALACIO DE CONGRESOS CONDE ANSUREZ

Calle Real de Burgos, s/n
47011 Valladolid
Tel: 983423536 - Fax: 983251374
palacio@funge.uva.es
www.funge.uva.es

AUDITORIO CIUDAD DE LEÓN

Avda. Reyes Leoneses, 4
24008 León
Tel: 987244663 - Fax: 987276147
auditorioleon@aytoleon.es
www.auditorioleon.es

PALACIO DE CONGRESOS DE CASTILLA Y LEÓN

Cuesta de Oviedo s/n
37008 Salamanca
Tel: 923265151 - Fax: 923267007
info@palaciosalamanca.es
www.palaciosalamanca.es

PALACIO DE CONGRESOS ATAPUERCA

Fernán González, 74
09003 Burgos
Tel: 947001100 - Fax: 947001101
info@palaciocongresosatapuerca.com
www.palaciocongresosatapuerca.com

AUDITORIO RÍO TORMES- PALACIO PRINCIPE FELIPE

Tel: 923337020 - Fax: 923337030
Email: reservas@salamancaforum.com
www.salamancaforum.com

AUDITORIO MUNICIPAL SAN BLAS

Tel: 923281716 - Fax: 923272331
emartin@salamancaciudaddecultura.org
www.salamancaciudaddecultura.org

AUDITORIO MIGUEL DELIBES

Telf. 983385604
sannegmr@jcy.es

TEATRO CALDERON

Telf. 983426444 - Fax: 983426451
Sala-prensa@tcalderon.com

CENTRO DE CONGRESOS MUSEO DE LA CIENCIA

983144300

OPC ASOCIACIÓN DE EMPRESAS OPC DE CASTILLA Y LEÓN

Tel: 983371417 - Fax: 983356952
opcyl@opcyl.es
www.opcyl.es

ADMINISTRACION JUNTA DE CASTILLA Y LEÓN

Tel: 983411119 - Fax: 983411269
www.jcyl.es
fuearcco@jcyl.es

DIRECCIÓN GENERAL DE TURISMO

Tel: 983411911 - Fax: 983411569
www.jcyl.es
direcciongeneraldeturismo@jcyl.es

CENTRO DE RECURSOS TURÍSTICOS - PABELLÓN DE CRISTAL

Tel: 983219310 - Fax: 983217860
www.info.valladolid.es
informacion@valladolidturismo.com

WEB DE TURISMO DE CASTILLA Y LEÓN

www.turismocastillayleon.com



Business tourism generates an expenditure of around 1.4 billion Euros from January to October

Catalonia consolidates its network of MICE destinations outside of Barcelona

Diana Ramón Vilarasau
@dianaramonv
diana.ramon@hosteltur.com

1.2 million tourists travelled to Catalonia on business between January and October 2017. These travellers generated a total expenditure of 1.473,2 billion Euros, which represents an average expenditure per person of 1.123 Euros.

1.6 million tourists visited Catalonia for business purposes in 2016, generating a total amount spent of 1.558,9 billion Euros, an average of 1.048 Euros per person. The region's main issuing markets are France, the United Kingdom, Germany, Italy, Nordic countries and the Netherlands. Meeting tourism is a strategic segment for Catalonia 'due to the fact that it contributes to the elimination of tourism's seasonal nature, the high level of spending it generates and the boost it represents to the quality of the professional sector, its offering and funding for new projects in the territory,' the **ACT** claimed (The **Catalan Tourism Agency**). 'Catalonia is a first-rate tourism destination and it also boasts all the infrastructure, companies and professionals needed to organise and host a successful event. It benefits from

fantastic leisure options and activities which complement any business activity perfectly,' they added.

Not just Barcelona

The ACT claims that feedback on the initiatives developed by the **CCB (Catalonia Convention Bureau)** has been very positive. Thanks to the Catalonia Congress and Events programme, the network of MICE destinations outside of Barcelona is becoming more established (the city of Barcelona itself accounts for 80% of MICE activity). Efforts to promote the areas outside the capital follow an ongoing strategy and feature promotional activities which highlight the potential of the whole of this region. The ACT also states that the Ambassadors programme, which already has 146 members, 'provides access to new areas in order to attract congresses, meet-



Inside the 'Glass Palace' (Palacio de Cristal) at the Fira de Lleida, part of Catalonia's network of alternative destinations (Photo: ACT / Oriol Llauredó).

ings and other types of business meetings which can take place in Catalonia.' In 2018, the ACT will organise the second edition of **CONNECTA Catalunya**, via the CCB. Initially scheduled for September 2017, this meeting aims to promote innovation and the co-creation of new products between different companies in the sector, as well as to facilitate networking amongst those attending. An incentives guide will be published this year, featuring everything Catalonia has to offer when it comes to organising all kinds of activities to enjoy after meetings and conferences.

Lloret de Mar

In June 2017 the Meet Catalunya was held in the Gran Casino Auditorium Costa Brava in Lloret de Mar, and feedback was very positive. Over 1700 sales meetings were set up between 92 Catalan companies and 80 tourist operators from 19 different countries (Germany, Azerbaijan, Belgium, Canada, Denmark, the United States, Finland, France, Ireland, Israel, Italy, Mexico, Norway, the Netherlands, the United Kingdom, Russia, Sweden, Thailand and China). In 2016, Lloret de Mar was the ven-

ue chosen for 74 festivals and it welcomed over 25.000 delegates taking part in business tourism events. Elizabeth Keegan, the director of **Lloret Tourism**, highlighted two specific events and claimed that they were strategic in the promotion of the destination - the event held by Swedish company Korpen, which specialises in organising sports leagues, with over 550 participants, a testament to 'Lloret de Mar's position as a MICE & Sports destination'; and the international launch of the new Audi R8 Spider. The latter marks the return of car manufacturers to Lloret, after a 5-year absence, and exposed the destination to over 300 journalists from all over the world.

PortAventura: a unique MICE option with its Ferrari Land

New theme park Ferrari Land opened its doors to the world on the 7th of April. It is the only Ferrari theme park in Europe, the result of a 100 million Euro investment and covers a total surface area of 70,000m². Mark Robinson, Chief Commercial Officer for **PortAventura World**, and Laura Valdeolivas, Events director of Por-



Work meeting at Empuries Hostal, in the municipality of L'Escalà, located in a thousand-year-old location next to the Greek and Roman ruins in the heart of Costa Brava (photo: ACT / Oriol Llauredó).

“
Between January and October 2017, Catalonia received over 1.2 million business tourists. In 2016 it received a total of 1.6 million business tourists, tourists which generated a total expenditure of 1.558,9 billion Euros, with 1.048 Euros spent on average per person

tAventura Business & Events, stressed that the new park within their complex in Tarragona allows the company to offer the MICE sector an events option which is unique in Europe.

Considered to be PortAventura World's most ambitious and important project to date, the new park adds value to the corporate events business, promoting the complex as a congress and meeting destination. The unique possibilities it offers clients of this kind include; open-air cocktail parties, dinners at an authentic Italian trattoria, exclusive product launches and team-building exercises, as well as a variety of Formula One and Ferrari related activities.

Robinson stressed that: “Being able to work with an international brand of the calibre of Ferrari is a huge step in our ongoing development. We are also the only resort in Europe with three theme parks: PortAventura Park, Caribe Aquatic Park and now the new Ferrari Land – as well as four four-star hotels, a five-star boutique hotel, a modern and versatile convention centre, three golf courses and a beach club.”

firaReus: record activity

The firaReus Fair and Convention Centre

expects to close 2017, the year of its 75th anniversary, with record numbers of activity –227 occupation days, 45 more than in 2016, 125 events held, 20 more than in 2016 and a total of 142.800 participants.

As for the type of activity, this 24.000m² fair complex has hosted 12 fairs, one more than last year, and three day-events featuring exhibition areas. The centre itself would like to highlight that it has established a varied fair calendar, which will help them work on other strategic sectors during the coming year, as well as help them reach a very diverse profile of clients.

firaReus boasts an auditorium with a capacity for over 750 people, 10 meeting rooms, two event rooms and a 6.500m² fair area. It also has a “Business Room”, which covers 230m² and features its own kitchen, bathroom, cloakrooms and reception area – this is its ‘premium’ area and is aimed at executives wanting to hold their annual board meetings.

Girona, an alternative destination

Over the first six months of 2017, the **Costa Brava Convention Bureau (CBG-CB)** has taken part in many different events with the aim of consolidating the destination as an alternative to large cities. These events include the Annual Assembly of Spanish DMCs in Girona, held in conjunction with the **Girona City Convention Bureau**; the international IMEX fair in Frankfurt; a workshop held on the 10th of May in Oslo; and the Confec network event held in February.

During the second six months of the year, the bureau ran three of its own workshops: Afterwork Costa Brava, Costa Brava Challenge Week and Afterwork Asociativo Costa Brava. Its promotional efforts also drove it to attend fairs such as IBTM World in Barcelona and workshops ran by third parties such as the M&I Forum Europe Summer in Seville; as well as promoting meeting sales agendas to provide advice and support to companies in the event organisation sector at the destination. ■

Meeting Experience by SERHS offers the best experience

SERHS Tourism is the tourist intermediation brand of SERHS Tourism & Hotels, the tourist business division of SERHS. It is recognized as a leading agency in the field of incoming tourism, and acts as a B2B distributor.

SERHS Tourism is a provider of travel services (accommodation, handling services, transfers, excursions and tours) for national and international clients (Tour Operators, OTAs and Travel Agencies) in the main Spanish tourist destinations.

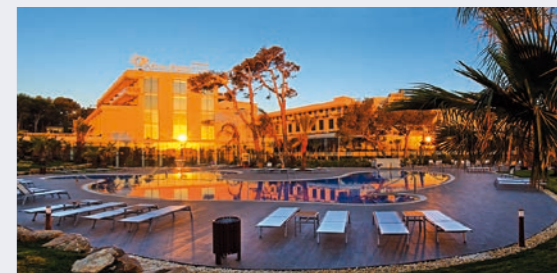
Leader in the marketing of leisure hotels, it has consolidated projects in City hotels, serving 1.5 million tourists per year thanks to its portfolio of nearly 35,000 hotels and a network of 9 offices based on the Coast, Islands and Cities.

It also depends on the wholesale



agency Rhodasol, which supplies the main retail agencies in Spain, Portugal and France.

Distribution technology allows a differentiated service to more than 11,500 national and international clients, with around 4,000 connected by XML to their distribution systems.



Meeting Experience by SERHS' main objective is the full satisfaction of its customers and for this reason offers a wide range of services and products:

- The best professionals in Meetings & Events.
- National and international destinations in City, Rural and Beach environments.
- Extensive knowledge in all types of events:
 - Incentive Events
 - Meetings & Congresses
 - Training & Coaching
 - Social & Corporate Events
 - Groups
 - Retreats & Meditation
 - Team Building
 - Campus & Sports Tourism
- Advice and integral organization, adapted to the needs of each event; taking into account the characteristics of the establishment (rooms, space, extra services, location, etc.), transportation, activities (cultural, gastronomic, team building ...), and all aspects surrounding the event.
- A single point of contact to coordinate all services, from the development of the project to its completion.
- Tailor making the event.

From the perspective of specialization in the holiday market, it focuses on developing marketing and marketing programs for family, sports and senior tourism. It also relies on **Meeting Experience by SERHS, its business unit specialized in Event Organization.**

In short, **Meeting Experience by SERHS offers the best experience** with the endorsement of SERHS Tourism, a leading agency in the field of receptive tourism, with more than 40 years' experience in the sector.

MEETING EXPERIENCE BY SERHS

Carrer Garbí, 88-90
08397 Pineda de Mar
meetings@grupserhs.com
Tel: 93 703 28 18



The Catalan capital's financial impact had increased by 1.527 billion Euros by the end of 2016

Barcelona, is the second most in-demand MICE destination in Europe for 2018

Diana Ramón Vilarasau
@dianaramonv
diana.ramon@hosteltur.com

Barcelona consolidates its worldwide position as a first-class congress destination. Despite the terrorist attacks which took place in the city in August 2017 and the political situation it has experienced since October 2017, caused by the pro-independence movement, the city maintains good results and continues to occupy leading positions on the different international rankings. In 2016, the latest year we have full-year figures available for, Barcelona was chosen as the venue for less events, but it did register an increase in participation and overnight stays, elevating the financial impact to 1.527 billion Euros, which is an increase of 20.4%. The Catalan capital hosted 1.974 meetings (13% less) with 590.773 delegates (0.2% more) and 2.096,540 overnight stays (19.2% more), after an increase in the average stay, from 2.98 to 3.55 days, according to the **Barcelona Convention Bureau (BCB)**.

46% of all events stemmed from the European market, 34% from the national market, 15% from the American, 4% from the Asian, 0.6% from Oceania and 0.4% from Africa. The main international issuing markets are the United Kingdom, the United States, Germany and France.

On the rankings

The Catalan capital maintains its excellent position on the main sector classification lists: it is the second most in-demand European destination for this year (2018), according to the 2018 Global Meetings & Events Forecast created by **American Express Meetings & Events**, preceded only by London. Barcelona has also been recognised as the best meeting and conference destination of 2017 by the World Travel Awards, the most prestigious awards in the tourism sector, for the third time in the last four years – it also received this award in 2014 and 2015. Last year, and for the second year running, it became the third city on the list of cities with the highest number of in-

ternational congresses, with 181 meetings, behind Paris (196) and Vienna (186), thereby maintaining its position on the international Top Ten compiled by the **ICCA (International Congress and Convention Association)**. Barcelona welcomed 337,071 congress delegates during the year, which generated an economic impact of over 700 million Euros; and 253,702 convention participants, which generated a financial impact of over 800 million Euros.

Fira and CCIB: record-breaking figures

Fira de Barcelona achieved the best results of its history in 2016, the latest figures available, with 167 million Euros invoiced and an Ebitda of 20.4 million. The activity carried out at its two complexes, Montjuic and Gran Via, 14 pavilions and total exhibition surface area of 400.000m2, has resulted in an income of 2.6 billion Euros, generating 40.500 jobs with a tax return of 780 million. It hosted 65 fairs and congresses; and nine fairs abroad – in Latin America, Africa, the Middle East and Asia– over 50 corporate activities and over 1000 events. This activity translated as a total occupied surface area of over 1.1 million square metres. The complex was visited by over 2 million people from 200 different countries, including Germany, China, the United States, France, Great Britain and Italy; and over 13.700 direct exhibitors and 30.000 via companies or brand reps. The Barcelona International Convention Centre (CCIB) registered an income of 35.6 million for 2016, 19.5% more than the year before. The centre



Mobile World Congress 2017 at Fira Gran Via (Photo: ACT / Albert Bertran).

S O F I A

PLAÇA DE PIUS XII, 4,
08028 BARCELONA
www.sofiabarcelona.com
info@sofiabarcelona.com
(+34) 935 081 000

The new hotel SOFIA, belonging to Selenta Group, has undergone a profound process of reconceptualisation and modernisation of its spaces. The new approach places a special focus on cuisine and leisure, positioning itself as the perfect complement to MICE tourism, a field in which our hotel is a veritable specialist. SOFIA is the perfect synthesis of space (with the largest capacity in the city), advice and personalised service. It has more than 6,800 square metres available for events with a total of 22 multi-purpose function rooms, equipped with the very latest technology and most of them with natural light. This includes a conference hall with the capacity to seat more than 1,000 attendees. In addition, SOPHIA places a wide range of first-class catering services at the disposal of its clients, as well as a team of expert professionals exclusively dedicated to each event. The hotel also unlocks the door to a culinary universe that is sure to meet every possible requirement. **Be So** is an exclusive gastronomic restaurant offering traditional dishes and excellent service, whilst **IMPAR** is a cosmopolitan restaurant that creates fusions of fresh Mediterranean ingredients with the culinary techniques of other cultures, and **PHILOSOFIA** is a literary café that serves confectionery that is quite simply magnificent. And lastly **ZUU**, a *Live Dinner Experience*, where a combination of high-quality gastronomy, music and performance gives rise to extraordinarily memorable occasions. The highlights among its 465 rooms is **Wish**, a group of 18 exclusive suites located on the best floors of the building, and a spa measuring 1,000 m2 with a water zone and gym.

HOTEL SOFIA *****GL



Halls	m²	Theatre	School	Cabaret	Imperial	U-shape	Banquet	Cocktail
LIVING ROOM (A+B+C)	865	900	600	500	-	-	650	1100
A+B	650	552	306	216	-	-	440	800
B+C	540	450	260	212	-	-	400	600
A	325	240	140	120	39	54	250	350
B	325	290	130	120	39	54	250	350
C	215	180	100	90	39	48	150	200
HALL LIVING ROOM	278	-	-	-	-	-	-	200
SALOON ROOM (A+B+C)	358	270	132	168	10	38	192	300
B+C	248	176	84	84	33	38	136	200
A+B	221	144	72	90	33	38	112	190
A	110	64	36	36	14	23	56	90
B	112	64	36	36	14	23	56	90
C	136	80	48	42	27	26	80	110
Closet room	37	40	20	-	20	20	30	30
Garage room	24	-	-	-	-	-	-	-
Hall Saloon	-	-	-	-	-	-	-	100
MEZZANINE I								
Studio Room	60	55	27	24	14	20	24	30
Loft Room	114	84	45	30	30	32	64	70
LIBRARY ROOM	273	234	150	90	48	53	144	200
A	137	126	60	42	24	26	80	100
B	137	106	60	42	24	26	80	100
BACKYARD ROOM	88	-	-	-	-	-	-	-
A	44	-	-	-	-	-	-	-
B	44	15	9	10	14	14	10	30
GARDEN ROOM	124	110	54	36	28	29	64	90
A	58	32	18	24	16	20	32	45
B	66	32	18	24	16	20	32	45
APARTMENT ROOM	549	645	204	175	-	-	500	500
A+B	451	320	180	147	62	60	300	400
B+C	-	120	81	112	54	40	250	350
A	-	200	74	66	34	35	150	200
B	-	162	72	54	40	40	160	200
C	97	100	54	42	32	36	70	100
Kitchen room A	17	15	-	-	9	-	-	-
Kitchen room B	17	18	-	-	12	-	-	-
The balcony room	142	-	-	-	-	-	-	-
19th	-	-	-	-	-	-	-	-
19th terrace	-	-	-	-	-	-	-	-

hosted 112 events, for 537,384 participants (12.4% more than the year before) generating a financial impact of around 300 million Euros for Barcelona. 40% of the events it hosted were international – accounting for 88% of the income.

New records

Most of the events held in Barcelona registered record numbers this year. The Mobile World Congress broke all its records, with a total of 108.000 participants (a 7% increase), from 208 countries all over the world, and over

2300 companies from the mobile industry; according to the organisers **GSMA**. This event, held at the Gran Via and Montjuic Fira venues from the 27th of February to the 2nd of March 2017, generated a financial impact of over 465 million Euros and 13.200 temporary jobs. Close to 55% of the people who attended the congress were senior executives, including over 6100 CEO's and the event was covered by 3500 different media channels and sector analysts. IBTM World, a leading showcase for business tourism and events, was held

in November at Fira Gran Via, and was attended by 15.000 professionals from all over the world, 3000 exhibiting companies from over 150 different countries and 3463 buyers. This was the thirtieth edition of the event and it generated a record number of meetings – 74.000 (23% more than the year before), surpassing all expectations and generating a financial impact of over 50 million Euros. IBTM World has been held at Fira de Barcelona since 2004 and the number of participating companies and the exhibition space used has grown by 50% over that time. ■

New unique establishments opening in Catalonia

In the sea or in an old cinema, events take on a new dimension

Diana Ramón Vilarasau
@dianaramonv
diana.ramon@hosteltur.com

In Barcelona, a star destination for the MICE segment, there are always new initiatives popping up, featuring new unique venues or trends. As part of the **Cardona Integral** project, the municipality of the same name, in the province of Barcelona, has converted the Moderno cinema, refurbished in 1946 by architect Antoni Pons, into a convention centre with international reach. The aim is to turn this municipality located in the centre of Catalonia into a leading congress and convention tourism destination.

Once a cinema, now a convention centre

The building boasts a privileged location, layout, structure and capacity, as well as being of significant architectural, historical and social value. It is an establishment which has always been associated with culture, as it housed the municipality's old cinema and theatre.

Cardona Integral is thus making a firm commitment to convention tourism. The new venue will be able to host events all year round and position Cardona within the market of conventions and meetings related to a healthy lifestyle and physical activity, as well as scientific events, both of which are the city's main target markets in this sector. This new event space has an auditorium with a capacity for 400 people and three meeting rooms – two 60m2 rooms and one measuring 40m2. It is expected to generate a direct, indirect and induced income of over 3.2 million Euros.

MICE at sea

The yacht club **Business Yachtclub Barcelona**, which has been offering its services for meetings at the Port Olímpic since 2004, has included three additional proposals on its programme for 2018: a Team Building Regatta, a sailing-boat tour and an Incentives regatta. "Team building" experiences are intended to develop people's capa-

city to work as a team and also to lead a team, and this takes on a new dimension when carried out at sea and using navigation skills. The incentive regatta is proposed as a closing experience after a business conference and participants learn about regatta rules, how a sailing yacht functions, and how competitive sailing is similar to a business environment. The sailing boat tour is more of a social event designed for participants to enjoy sailing on the sea off Barcelona as a group.

Wine-related venues and experiences

Once again the winery **Bodegas Torres** launched its offering for the MICE sector, at the IBTM World fair in Barcelona, promoting its unique spaces within its hundred year old family winery in Penedes. Here, meetings and events can be combined with wine experiences; tours of the winery, tastings, wine matching, culinary workshops, or more unique experiences such as grape treading competitions during the harvest season or dinners in the dark. ■



FINCA MAS SOLERS

Finca Mas Solers s/n
08810 Sant Pere de Ribes
Barcelona
Tel: +34 93-893.36.66
Fax: +34 93-893.39.12
massolers@fincamassolers.com
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The exclusivity made to measure

Finca Mas Solers, a late nineteenth-century mansion built in the Catalan Renaissance style, was home to the former Grand Casino Barcelona during its heyday. Today the mansion is a unique, multifunctional space specialized in organizing gala dinners, conventions, product presentations, outdoor events, etc. Its stunning gardens, unique amphitheater and spacious, elegant and versatile rooms are perfect for celebrating



Finca Mas Solers



Halls	m²	Height	School	Theatre	Banquet	Cocktail
EL CELLER	432	6,3	300	450	300	600
ANTESALA 1	100	6,3	50	75	50	100
ANTESALA 2	88	6,3	50	75	40	80
HISPANO SUIZA	1216	4,75	500	850	1.100	1.400
GRACE	783	4,75	400	700	500	900
BACARRA	75	3,75	30	60	50	70
MIRADOR	255	2,70	150	150	150	340
ITALIANO	60	2,70	34	34	20	40
ANFITEATRO	1255	-	600	1500	1000	1500



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Director: Christoph Tessmar
Passatge de la Concepció, 7-9.
08008 Barcelona
Tel: 933689700 - Fax: 93368 9701
bcb@barcelonaturisme.com
www.barcelonaconventionbureau.com

COSTA BRAVA GIRONA CONVENTION BUREAU

Responsable: Ignasi Cabañas
Av. San Francesc, 29-3º
17001 Girona
Tel: 972208401 - Fax: 972221570
icabanas@costabrava.org/ convention@costabrava.org
www.costabragavironacb.org

LLEIDA EVENTS & CONVENTION BUREAU

Responsable: Mònica Terrado i Ascón
Major, 31 bis Edif. Casino
25007 Lleida
Tel: 973700402 - Fax: 973700480
mterrado@paeria.es
http://lleidacb.turismedelleida.com/

TARRAGONA CONVENTION BUREAU

Director Gerente: Ángel Arenas
Tel: 977250795 - Fax: 977245409
aarenasg@tarragona.cat
info@tarragonacb.cat
www.tarragonacb.cat

COSTA DAURADA CONVENTION BUREAU

Tel: 977 23 03 12 - Fax: 9772380033
E-mail: info@costadauradevents.com

SITGES CONVENTION BUREAU

Tel: 938109310 - Fax: 938949551
info@sitgescb.cat
www.sitgescb.cat

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Tel: 934049154 - Fax: 934022968
Email: garciags@diba.cat
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www.barcelonaprovincecb.cat

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Directora: Montse Belisario
Tel.: 972365788 Fax: 972367750
loretcb@lloret.org
www.lloretcb.org

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Web: www.wtcbarcelona.com

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www.girona.cat

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Tel: 936852400 - Fax: 936851868
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Tel: 938109340
info@sitgestur.cat
http://www.sitgestur.cat

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Tel: 93 2388091 - Fax: 9382921270
dgdifusio_turisme.presidencia@gencat.net
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Tel.: 977239600 - Fax: 977 224 350
Email: aeht@aeht.es
http://aeht.es/

ACAVE - ASSOCIACIÓ CATALANA D'AGÈNCIES DE VIATGES

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Toni Pérez
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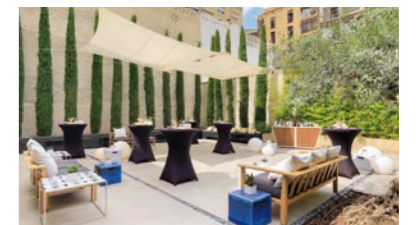
nia Rosselló, a 4-stars hotel in the city centre of Barcelona and Evenia Olympic Congress Centre, formed by four 4-stars hotels in Lloret de Mar (Costa Brava). The Evenia Rosselló is designed to cater events from 15 up to 100 people with its 94 rooms and 6 meeting rooms. The location of the hotel in the city centre of Barcelona allows the clients to enjoy emblematic

places at just 5 minutes walking distance. The Evenia Olympic Congress Centre can host events of up to 2.500 people simultaneously with its 793 rooms and its 15 meeting rooms, which account to a total capacity of approximately 3.000m² of meeting space. Besides, it counts on a fully equipped fitness centre and SPA with state-of-the-art facilities.

H10 Art Gallery

H10 art gallery

Enric Granados, 62-64
E-08008 Barcelona
T (34) 93 214 20 30
comercial.hag@h10hotels.com
grupos.hag@h10hotels.com
www.hotelh10artgallery.com



Located in the Eixample district, a stone's throw from Passeig de Gràcia, the H10 Art Gallery is a four-star superior hotel dedicated to the world of art. Its lobby contains original works and lithographs by

renowned artists. In addition, each floor of the hotel pays homage to a different contemporary artist. It offers open spaces for hosting any type of event and two terraces for

enjoying a pleasant stay in the city. H10 Art Gallery has three meeting rooms perfectly equipped for events. One of them boasts natural light, while the other two have partitions so they can be turned into one large space, accommodating 95 people. In addition, the L'Olivera and Inspire terraces are ideal for drinks receptions and coffee-breaks. The hotel also has large open spaces for holding celebrations.

Halls	m²	Height	Cocktail	Theatre	School	U-Form	Imperial	Banquet	Cabaret
Cubik	89	2,5	75	65	55	30	36	40	32
Moma	51	2,5	50	40	30	18	21	-	-
Tate	50	2,5	45	35	20	15	12	-	-
Moma & Tate	101	2,5	95	70	50	-	-	50	40
Terraza L'Olivera	130	-	125	-	-	-	-	-	-
Cocteleria Pop Art	-	3	120	-	-	-	-	80	-
Art Corner	-	2,5	80	-	-	-	-	-	-
Cubik & Art Corner	240	2,5	180	80	70	-	-	-	-
Terraza Inspire	125	-	40	-	-	-	-	-	-



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www.peraladaresort.com
Sant Joan, s/n. 17491
Peralada (Girona)



Peralada Resort is a market leader in the world of corporate event organisation. Its excellent facilities boast a wide variety of spaces in which to hold a highly successful event. Discover the elegant and versatile event rooms and gardens at the imposing Peralada Castle or at the exclusive Peralada Wine Spa & Golf Hotel, both venues which are ideal for holding conventions, work meetings, product launches etc. The sales team will provide you with a personalised service to help make your event unique.

The main spaces available include El Mirador, a cosy room which is ideal for small-scale work meetings; the park pavilion at the Castle, for large-scale events; the Espai Blanc, elegant and ideal for large events; the Library, perfect for conferences and symposiums; La Masia, a versatile space which was designed for



Halls	m²	Height	Theatre	School	Imperial	U-shape	Banquet	Cocktail
Castell								
Salón Gótico	118	8	100	75	45	50	70	100
El Pati de les Hores	240	-	120	90	35	45	120	160
Biblioteca	100	3	115	40	55	15	-	-
Claustro	182	5	-	-	-	-	-	130
El Mirador	100	3	70	50	35	30	70	90
Espai Blanc	400	3	220	120	45	55	190	250
Pabellón	1.125	5	1.000	800	100	130	850	1.000
Hotel								
Sala Alt Empordà	360	3	350	230	60	50	275	350
Sala Ramón Muntaner	35	3	20	20	20	10	16	20
La Masia	175	3	90	40	50	-	90	150

work meetings and which features fantastic cuisine from the L'Oliviera restaurant, or the Sala Muntaner, both of the latter have a terrace and views of the golf course. And of course, we cannot forget to mention the magnificent gardens which are ideal for cocktail parties or important product presentations.

Peralada Resort also offers you the chance to relax at an exclusive Wine Spa, playing golf, trying your luck at a legendsry casino, enjoying the International Music Festival at the Castell de Peralada, savouring excellent gastronomy at the Castell Peralada restaurant (1 Michelin Star) or visiting the area's fantastic cultural heritage.

HOTEL CAMIRAL

AT PGA CATALUNYA RESORT
PGA Catalunya Resort
Carretera N-II Km 701 - 17455 Caldes de Malavella
Girona, Spain
Tlf: 972 181 020
Web: www.pgacatalunya.com
Blog: www.lifeatpga.com

Located at the heart of PGA Catalunya Resort, and all it has to offer, the new Hotel Camiral offers endless possibilities for your team or for individuals. Beyond the resort you are close to the vibrant city of Barcelona and even closer to the beauty of Girona and the stunning coastline of the region. Here you can take in gastronomic, cultural and sporting opportunities – creating the perfect, seamless event.



Our unique location offers endless possibilities for your team or for individuals. Inside, our rooms are bright and airy and the layout of each can be tailored precisely to your brief. Outside, our grounds provide even more opportunities, with space to explore and beautiful views across the surrounding countryside.

Set among 300 hectares of mature forested woodland, featuring 2 award-winning championship courses, including the No.1 Golf Course in Spain*, Hotel Camiral invites you to try something different, learn something new or simply en-

Hotel Camiral *****



Halls	m²	Height	Theatre	School	Cabaret	Board	U-shape	Cocktail	Banquet
La Selva	372	5,3	450	215	210	100	90	400	300
· Selva 1	204	5,3	200	140	120	60	55	240	160
· Selva 2	168	5,3	180	120	100	40	35	160	120
Girona	237	3,5	150	100	116	60	55	150	120
· Maresme	71	3,5	60	40	32	30	24	40	40
· Empordà	82	3,5	60	40	32	30	24	40	40
· Osona	77	3,5	60	40	32	30	24	40	40
Maresme	71	3,5	60	40	32	30	24	40	40
Empordà	82	3,5	60	40	32	30	24	40	40
Osona	77	3,5	60	40	32	30	24	40	40
Montserrat	54	2,5	40	24	25	25	20	40	40
Salines	37	2,5	20	12	-	16	14	25	20
Nuria	36	2,5	20	12	-	16	14	25	20
Olot	130	3	90	60	50	35	40	100	80
Banyoles	151	3	50	30	20	50	20	100	80

joy your favourite pastime. Choose from our package of unique experiences and explore the stunning surroundings as well as one of the most exciting areas in Europe with everything to offer and so much to explore.

Our meeting rooms have everything you need to make sure your event is a great success. The layout of each can be tailored precisely to your brief and all are fitted with ample power and communication points. Whether you need private space for 10, or theatre style for 450, we'll figure it out for you. Our spaces are bright and airy, with beautiful vistas of the surrounding countryside. Our 1477 Restaurant offers al fresco dining on the patio in the summer, or the cosy ambience of the main dining room. For drinks, our Lounge

Bar captures the passion and personality of our destination.

FOR CORPORATE AND INCENTIVE GROUPS. VALID THROUGHOUT 2017

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- Incentive Groups: from €150
- Welcome drink for all the participants
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Conditions: Subject to availability. Offer is not combinable with any other offer and is not valid on any previously contracted business. Other terms and conditions may apply. Rates are based on single or double occupancy and are inclusive of VAT.

MAD

INTERVIEW

Belén Mann, Director of IFEMA Conventions and Congresses

MICE tourism is being transformed by technology, new behavioural habits and the emergence of millennials

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

The use of technology in the MICE sector (Meetings, Incentives, Conferences and Exhibitions) has lead to two different features becoming essential when holding these types of events: mobile applications and Wi-Fi. In this interview, Belén Mann, director of IFEMA Conventions and Congresses, reveals other effects and the trends that are leading the way in this industry.

How is technology changing the industry?

Technology is indeed making a change in the industry and this is affecting many different aspects. Apps have become a must at many events, replacing other alternatives by contributing more features and less management costs. Furthermore, for efficient communications, Wi-Fi has become essential, meaning that venues have had to be converted in order to host massive events. However, as a result of the incorporation of technology, two major developments have occurred; on the one hand, the consolidation of events as an excellent generator of data. They seek to provide information about their audience, their

opinions, their tastes and their activities. And this is precisely the reason why Apps that show what connections have been established, what areas people have visited, what opinions delegates have and which are the most demanded features are rapidly expanding. And on the other hand, technology does not replace face-to-face, but does effectively help to facilitate networking, making it possible to identify people with specific profiles, by sending messages, setting up appointments..., thus making it easier for delegates to meet with relevant professionals. Additionally, agencies' skills no longer just call for creativity, logistics, contracting capacity, etc. but many now employ specialists

or have an information technology department that become a key element in their success. And we can safely bet on this situation prevailing.

¿What trends are perceived for 2018 and how is IFEMA Conventions and Congresses adapting to them?

This continuous development of technology calls for investments and a first class customer service for exhibitors and organisers that we have developed at major events hosted by IFEMA. Furthermore, events are no longer something static, but a platform where many different events are held by brands, sponsors, associations, etc. It is not a new trend, since activities

at trade fairs and congresses have always been carried out depending on the key players of the industry in question, but now it is becoming an important rule to follow and it makes it necessary to think of events as a space and as a concept that encompasses the activities of a number of key players.

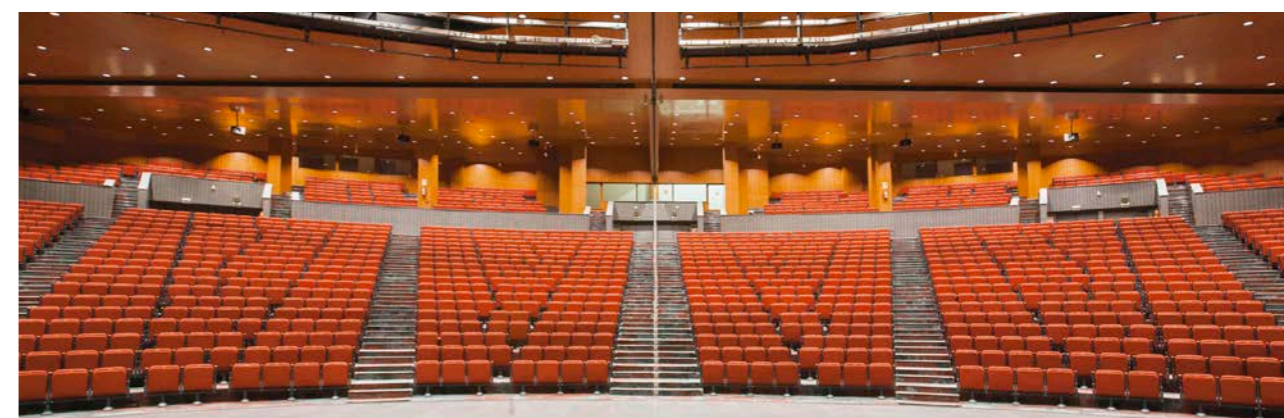
Another trend on the rise is the use of complementary features in the exhibition area. Attendees equivalently look for spaces for teaching, knowledge and specific discussions related to their industry where they can learn about market trends.

Trade fairs and events are therefore rapidly evolving towards this model. Another trend that is more and more present is the increase in the number of small, specialised



meetings making it necessary for venues to be able to adapt and be multi-purpose and flexible

On the other hand, the gastronomic quality tends to blend with very light formats, although it coexists



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2017, a great year

2017 has been one of the best periods in recent years, with the organisation of 535 events, including twelve congresses, almost all international, eight big conferences and 28 trade fairs for independent operators. These events have mobilised more than 822,000 delegates and it looks like 2018 will follow the same trend.

with a demand for good quality cuisine suitable for several different profiles (religions, vegetarians and vegans, allergies...). Big events are back, not only congresses but university graduations, motivational events for sales forces and corporate conventions, etc. A clear evolution is in the making and IFEMA is aware of this and moving forward to respond to all of market's needs and requirements.

¿What are its strengths?
IFEMA's strengths are its operational capacity, its experience in organisation and management, its high quality standards and its flexibility. And in addition to this it is also running a far-reaching project towards digital transformation and is becoming more and more available to host cultural and recreational events, contributing a significant added value

and countless opportunities for growth.

Can a change be perceived in the tastes and needs of customers due to the emergence of millennials in the market?

Of course; they are a generation of professionals that require shorter formats that give them the opportunity to participate and state their opinions. They are exacting and demand the highest standards of experience as well as content that motivates them. They are not prone to traditional lunches; they expect impeccable Wi-Fi connectivity and their mobiles are their "significant other" during the whole event. But this is no longer exclusive to millennials and it is now taking a hold on the whole of society.■

Hotel Weare Chamartin is a four-star hotel ideally located when visiting Madrid, whether it be for leisure or for business. With a privileged location in the Chamartin station and very near to Paseo Castellana, just ten minutes from IFEMA.

Hotel Weare Chamartin has 378 spacious, renovated and bright rooms that are completely equipped.






Weare Chamartin is known for being a popular meeting place. It has ten different meeting rooms that can be perfectly adapted to the needs of any kind of event.

The versatility of our rooms, open planned, with natural light and the advice and experience of a friendly team always ready to help, makes us the perfect place for your congress, presentation, exhibition, seminar, banquet, coffee-break, etc. Our rooms are fitted with the latest audio, multimedia and internet technology:

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- Press conferences
- Sound and video recording
- WI-FI area
- Virtual Office



spaces & events

	Madrid I	Madrid II	Madrid (I+II)	Valencia	Barcelona	Escorial	Alcalá	Vigo (Aranda+Lerma)	Aranda	Lerma	Espacio Weare
m²	143	257	400	83	102	70	62	162	84	60	400
Capacity											
Academy											
	90	150	260	40	45	35	25	95	45	25	250
Theatre											
	140	230	450	70	90	50	45	105	90	45	430
Board											
	56	64	75	30	35	30	25	45	35	25	90
Banquet											
	90	200	270	50	60	40	30	110	50	30	270
U											
	45	55	75	30	40	25	20	55	35	20	85



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Madrid, 21 districts that make for a great destination

The key: geographical decentralisation of the capital's tourism product

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

Tourism's private and public sectors in Madrid agree that: the key for tourism demand (both business and holiday) to continue growing in the capital without having negative effects on its residents is to decentralise tourism flows by creating new attractions away from the most visited areas. Public-private partnerships are also a must when promoting the arrival of tourists attracted by the city's cultural offer. The president of **AEHM** (Madrid

Hotel Business Association), **Gabriel García**, believes that in order to boost and strengthen the image of the capital in the international tourist landscape it is necessary to create a second point of attraction beyond the Prado-Recoletos area. The extension of the new National Heritage spaces in the grounds of the Royal Palace is a good example, because it could entice business tourists to stay longer and enjoy all of the city's attractions, thus following the "bleisure" trend on the up and up all over the world. The Museum of the Royal Collections of Natural Heritage is scheduled to open in 2020, after several

years of work and an investment of 171 million Euros, around 20per-cent less that the initial estimate. The City Council's campaign With this same objective, the **City Council of Madrid**, through the **Destination Madrid Tourism Department** has launched a campaign to promote its 21 districts, areas full of monuments, parks and many more attractions, some of which are hardly known at all, and well worth discovering and visiting. This tourism marketing campaign seeks to give citizens and visitors information about other in-

teresting options in Madrid, away from of the central almond, with the intention of decentralising the movement of tourists around a single area by developing new routes; promoting the entire the city and not only the city centre and its most emblematic areas. Like this, and as stated by the City Council, "a balance between the amount of passersby and spaces is achieved by facilitating the movement of visitors and coexistence. This model creates a balanced distribution of all the opportunities Madrid has to offer, developing a sustainable city in terms of tourism, covering all aspects: economical, cultural, social and ecological sustainability". The campaign is being dissem-

inated on a variety of different channels including publicity on street furniture and EMT (Municipal Transport Company) buses. It is also published in the M21 Magazine and the esMADRIDmagazine. The campaign is also being promoted at the city's tourist information centres with both the offices and the employees being "dressed" in the campaign. On the digital front, a special image has been designed for the official esMADRID.com tourism portal and an impressive contest has been published on Facebook, having already involved around 14,000 participants. Sources from the City Council conclude that it is "a new way of enjoying this yet to be discovered city that seeks to surprise its visitors". ■

" In order to decentralise the movement of tourists around a single area, the objective of the City Council's campaign is to promote the entire the city and not only the city centre and its most emblematic areas



The Museum of the Royal Collections of Natural Heritage will attract visitors to the Royal Palace.

Hotel Mayorazgo****



**HOTEL
MAYORAZGO**
Más Madrid

C/ Flor Baja, 3 · Semiesquina Gran Vía, 61
28013 Madrid
T 915 472 600 · F 915 412 485
comercial.interno@hotelmayorazgo.com
www.hotelmayorazgo.com

The Hotel Mayorazgo, located in the heart of Madrid (Gran Vía, 61 semi corner) is the perfect choice to hold any type of event in its modern and multifunctional Convention and Congress Center with its independent access. In addition, it has a Terrace, an urban oasis located outdoors on its rooftop and ideal setting for cocktails, product presentations or social events.



Halls	m²	Cocktail	U-shape	Banquet	Imperial	School	Cabaret
Moncloa	65	65	24	32	30	35	18
Princesa	40	40	15	21	18	18	12
Callao	40	40	15	21	18	18	12
Moncloa + Princesa	115	100	30	56	36	50	24
Princesa + Callao	80	27	64	36	65	32	80
Moncloa + Princesa + Callao	145	200	50	150	50	110	80
Cibeles	30	20	10	16	14	12	8
Alcalá	75	40	20	40	22	18	20
Cibeles + Alcalá	105	80	36	72	35	40	30

MAD

Iberostar Las Letras Gran Vía



Calle Gran Vía, 11
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España
Tel.: +34 915 23 79 80
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Iberostar offers you the chance to discover Madrid thanks to the new Iberostar Las Letras Gran Vía. Delight in the spacious and impeccably decorated rooms, enjoy top quality services and facilities and savour the mouth-watering creations at Al Trapo restaurant.

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- Stunning restored historic building featuring an avant-garde design.
- Spaces that can be adapted to host meetings, conferences, cocktail receptions, banquets and weddings.

Location

- Situated on Gran Vía, in the heart of Madrid.
- Area packed with theatres, restaurants, shops and general leisure options.
- 100 m from the nearest Metro station.
- 16 km from Adolfo Suárez Madrid-Barajas (MAD) Airport.

Accommodation

- 109 rooms featuring a contempo-



Halls	m²	Theatre	School	U-shape	Imperial	Banquet	Cocktail
Sala D	65	50	28	18	20	40	50
Hall	75	60	36	24	25	40	80
Sala L	65	50	28	18	20	40	50
Sala S	85	60	32	26	30	56	80
Salas D+L+S	290	200	-	-	100	176	250
Letras	12	-	-	-	10	8	-

rary design, several with terrace and Jacuzzi.

Facilities and Services

- Free Wi-Fi throughout the hotel.
- Fitness room and personal trainers.
- Library.

Dinning

- Gran Clavel, restaurant, wine bar and vermouth bar.
- "Atico 11" on the rooftop (high season).
- Room service.

Events Spaces

- 6 meeting rooms offering up to 290 m² with a maximum capacity of 250 people.
- State-of-the-art audiovisual equipment.
- Las Letras Gran Vía Penthouse, the ideal venue for private and professional events.
- Hotel library available for guests'

use, a perfect setting for interviews.

MICE Activities

- On-site teambuilding activities: workshops, seminars, etc.
- Organisation of social events: weddings, banquets, etc.
- Organisation of corporate events: Congresses, trade fairs, conferences.

MICE Services

- Coffee breaks, working lunches, cocktail receptions, gala dinners and themed parties.
- Personalized service and 24-hour reception.

Places of interest

- In the heart of Las Letras district, the city's cinema and theatre land.
- 300 m from Chueca, packed with clubs and bars.
- 500 m from Puerta del Sol Square.
- 1.1 km from El Retiro Park.
- 1.1 km from El Prado Museum.

PR

VP Plaza España Design 5*



Located in Madrid's center, with an unbeatable situation at the square that gives it its name, the VP Plaza España Design 5* updates the city's events offer. Madrid's chain VP Hoteles starts its path in 5-star establishments with this hotel, destined to become an icon of design, art and architecture in Madrid and the flagship of the chain from its location in one of the more prominent shopping, restaurants and theaters areas. With a total of 17 floors and 214 rooms that stand out for their

design and views, the hotel has splendid facilities, outdoor pool, fabulous views from its Sky Bar on the 12th floor, wellness center and gym, as well as more than a hundred of parking spaces. Some rooms have a balcony, others have a separate dressing room and some even have a private gym. The most spectacular suite is distinguished by its 120m².

The essential role of the cuisine is other highlighted point, with several differentiated gastronomic

dates the offer for events in the city center, contributing with more than 1,400 m² distributed throughout the building to organize any kind of celebration, whether business or social ones. The great novelty is the possibility of attending an event in Madrid while enjoying incredible views of the capital city and natural light.

In the lobby there is a 90 m² meeting room divided into three others. On the first floor, the space of 350 m² dedicated to the buffet and di-



concepts, including the international restaurant "Botania", with an entrance from the street, and led by Larrumba group.

Events

VP Plaza España Design 5* up-

visible with panels, can be used as a multidisciplinary area, perfect for any type of event. The second floor of the VP Plaza España Design 5* is entirely dedicated to the MICE segment, with more than 600 m² in separable rooms and ceilings over 4 meters high.



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DESIGN * * * * *



VP PLAZA ESPAÑA DESIGN 5*

Plaza de España, 5 · 28008 Madrid
Tel.: +34 91 595 55 10
comercialplaza@vp Hoteles.com
www.plazaespana-hotel.com



Novotel Madrid Center ****



MADRID CENTER

O Donnell, 53 28009 Madrid
Tel.: 912 214 060. Fax 915 745 601
grupos.MICE@novotelmadridcenter.com
www.novotelmadridcenter.com
Congress & Conventions Department: Gustavo Salto

Located within just a 5-minute walk from El Retiro, Madrid's Central Park, the NOVOTEL MADRID CENTER offers one of the largest Meeting & Events capacities in the heart of Madrid.



35 versatile meeting room sum up to 2.500 sq m of dedicated Meeting & Event space. All of them have been designed to adapt to each client image, the most demanding technological needs and the attendees and guests comfort.

The height of 5 meters of the plenary room plus its almost 800 m2 of surface and the rigging system in the ceiling, allow a great versatility. The Convention Center is complemented by 17 more spaces on the same floor and a large exhibition hall.



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Halls	m²	Theatre	School	Banquet	Cocktail	U-Shape	Imperial
CENTRO DE CONVENCIONES							
Convención	760	745	440	550	710		
Convencion 1	285	310	160	190	265		
Convencion 2	190	125	120	160	180		
Convencion 3	285	310	160	190	265		
Hall Exposiciones	427				400		
Oslo+Mad+Vie	240	210	130	176	220		
Oslo	80	80	50	48	80	25	25
Madrid	85	80	55	48	80	25	25
Viena	80	80	50	48	80	25	25
Bah+Paz+Car	240	210	130	176	220		
Bahía	80	80	50	48	80	25	25
La Paz	85	80	55	48	80	25	25
Caracas	80	80	50	48	80	25	25
Paris	85	75	55	56	90		
Paris A	42	40	22	36	45	25	25
Paris B	42	40	22	36	45	25	25
Londres	71	70	50	48	75		
Londres 1	35	30	18	24	38	25	25
Londres 2	35	30	18	24	38	25	25
Boardrooms X 5	14	10					
Boardrooms X 2	30	20	12			12	12
SALAS PLANTA SÉPTIMA Y OCTAVA							
Koenji	105	140	72	70	100		
Koenji A	52	60	40	35	50	25	25
Koenji B	52	60	40	35	50	25	25
Harajuku	78	80	45	50	70	25	25
Shinjuku	68	90	48	40	60		
Shinjuku A	34	36	18	20	30	25	25
Shinjuku B	34	36	18	20	30	25	25
ESPACIOS RESTAURACIÓN							
Duque	340	200	120	210	360		
Terraza Duque	88			50	70		
Lima	529			260			



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The Valencian Community aspires to consolidate its position as a national and European MICE destination

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The region offers a number of features that make it an increasingly more attractive destination for the organisation of meetings, conferences and incentive trips; and for this very reason, this year the Valencia Tourism Agency is going to strengthen its MICE product's promotion strategy in order to "reduce seasonality, increase spending and diversify markets".

The main goal is to consolidate the region's position as a national and European business tourism destination, foreseeing "a greater margin for growth in the short-term, but without forgetting major business events in key markets", explains Raquel Huete, Director General of Tourism.

According to the Frontur survey, last year foreign travellers travelled a year-on-year 50.8 percent more for business and professional reasons (latest available figures up until October).

The industry's expectations in the region for the next two years are quite optimistic due to, among other factors, an increase in the number of flight connections with the different airports in the region, representing more national and international direct flights, and the good value for money it offers in comparison to oth-

er national and international destinations.

Therefore, the Valencia Tourism Agency intends to give renewed impetus to the promotion of MICE tourism by implementing more activities that will promote this product; to this end, it will coordinate the participation of this tourism product and that of the region's different Convention Bureaux, brands and sectoral associations in major markets. The strategy includes taking part in more trade fairs and specialised forums, organising more Fam Trips and site visits and the publication of more promotional material specifically for the MICE segment.

Therefore, in 2018 the Valencia region will attend IMEX Frankfurt in May and IBTM World that will take place in November in Barcelona. As a novelty, this year the region will also take part in the M&I Europe Spring Forum that

will be held in Algarve (Portugal) in April and in the M&I Europe Summer Forum in June in Dubrovnik.

Concerning new material, a video is being edited in English promoting the region as a MICE destination and work is also being carried out on the presentation of a professional catalogue for this type of product, in both English and Spanish.

The region considers the MICE segment to be strategic for three reasons: its great contribution in reducing tourism seasonality and what this in turn means for the creation of employment; the higher average spending per tourist and the importance it has on the cultivation of customer loyalty, in many cases this type of tourist will return to these destinations.

Alicante is standing strong

According to the rankings from the

International Congress and Convention Association (ICCA), the city of Valencia is Spain's third destination for international conferences, just behind Barcelona and Madrid. Up until September last year, its Conference Centre had hosted 65 events with 56,141 delegates, representing 10 percent more events and 14 percent more delegates than in the same period of the previous year.

With regard to the future outlook, up until October, 27 congresses had been confirmed, 13 percent more than in 2016, generating around 85,000 overnight stays in the city. This year, international business will be especially significant. In fact, in January alone, this segment already represents 60 percent of total business.

Alicante is also standing strong in the MICE segment, and according to



The city of Valencia is Spain's third destination for international conferences (Photo: Valencia Tourism Agency)

figures provided by Alicante Convention Bureau (ACB), last year it generated direct spending of more than 12 million on accommodation, leisure and food. In total, the city hosted 125 conferences and meetings with more than 22,000 delegates. An increase in the number of delegates in April-June and October-November was especially noticeable.

The city has also increased its number of venues for events and now the waiting area of the old Bus Station, the Séneca Building, is a new municipal "venue". Managed by ACB, this venue has a total floor surface of 550 square meters; the building is very bright and open with high ceilings, essential structural features for events. ■

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VALENCIA CONVENTION BUREAU

Avda. Cortes Valencianas, 41
46015 Valencia
Tel. 963606353-963390390
www.valenciaconventionbureau.com/
vcb@visitvalencia.com

COSTA BLANCA CONVENTION BUREAU

Avda. Federico Soto, 4 entresuelo
03005 Alicante
Tel. 965230160
Fax. 965230155
www.costablancaconventionbureau.com/
turismo@costablanca.com

ALICANTE CONVENTION BUREAU

Passeig Espanada d'Espanya, 1
03002 Alicante
Tel. 965147052
Fax. 965215694
Web: www.alicantecongresos.com
congresos@alicanteturismo.com

BENIDORM CONVENTION BUREAU

Pza. Canalejas, 1
03501 Benidorm
Tel. 966813003
Fax: 965863625
www.benidorm.es/turismo
turismo@benidorm.org

ELCHE CIUDAD DE CONGRESOS, ELCHE CONVENTION BUREAU

Institut Municipal de Turisme d'Elx
Filet de fora, 1
03203 Elche
Fax. 966658141
www.visitelche.com
congresos@visitelche.com

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS DE VALENCIA

Avda. Cortes Valencianas, 60
46015 Valencia
Tel. 963179400
Fax. 963179401
www.palcongrecos-vlc.com
palcon@palcongrecos-vlc.com

PALAU DE LA MÚSICA I CONGRESOS DE VALENCIA

Passeig de l'Albereda, 30
46023 Valencia
Tel. 963375020
Fax. 963370988
www.palauvalencia.com
info@palauvalencia.com

PALACIO DE CONGRESOS DE ALICANTE

Avda. Denia, 47 – A
03013 Alicante
Tel. 965261011
Fax. 965263797
http://www.palaciodecongresosdealicante.com/
info@palaciodecongresosdealicante.com

PALAU ALTEA

Alcoy 18
03590 Altea (Alicante)
Tel. 965 843359
Web: www.palaualta.com
palau@palaualta.com

CENTRO DE CONGRESOS CIUTAT D'ELX

Filet de fora, 1
03203 Elche (Alicante)
Tel. 96658140 - Fax: 966658141
www.visitelche.com
congresos@visitelche.com

PALACIO DE CONGRESOS DE PEÑÍSCOLA

Av. Blasco Ibáñez s/n
12598 Peñíscola (Castellón)
Tel. 964 480026
auditori@culturalcas.com
www.culturalcas.com

AUDITORI I PALAU DE CONGRESSOS DE CASTELLÓ

Avd. Lledó, 50
12003 Castellón
Tel. 964727570
Fax. 964727555
www.palaucongressos.com
auditori@culturalcas.com

FERIA VALENCIA

Avinguda de les Fires, s/n
46035 Valencia
Tel. 963861200 - Fax: 902747345
www.feriavalencia.com
feriavalencia@feriavalencia.com

INSTITUCIÓN FERIA ALICANTINA (IFA)

N-340, km 731
03320 Elche (Alicante)
Tel. 966657600 - Fax: 966657630
www.feria-alicante.com
ifa@feria-alicante.com

CIUDAD DE LAS ARTES Y LAS CIENCIAS

Avd. Autopista de Saler, 7
46013 Valencia
Tel. 961974436
www.cac.es
ptamarit@cac.es
actosyeventos@cac.es

OPC

ASOCIACIÓN DE EMPRESAS OPC DE LA COMUNITAT VALENCIANA

Conde de Altea, 17
46005 Valencia
Tel. 963941654
mail: info@opccv.es

ADMINISTRACIÓN

AGENCIA VALENCIANA DEL TURISMO

Castan Tobeñas, 77, 2º y 3º, Torre 2,
Ciudad Administrativa 9 de Octubre
46018 Valencia
Tf: 961209800
contacta_turisme@gva.es
www.turisme.gva.es

PATRONATO PROVINCIAL DE TURISMO DE ALICANTE COSTA BLANCA

(Auditorio ADDA)
Avda. Jijona, 5, 1ª planta
03010 Alicante
Tel. 965230160 - Fax: 965230155
www.costablanca.org
turismo@costablanca.org

TURISME DE BENIDORM

Ayuntamiento de Benidorm
Plaza SSM Reyes de España
03501 Benidorm (Alicante)
Tel.: 902100581
Fax: 965863625
Web: www.visitbenidorm.es
info@benidorm.org

PATRONATO MUNICIPAL DE TURISMO ALICANTE CERVANTES, 3

03002 Alicante
Tel. 965143452
Fax: 965215694
Web: www.alicanteturismo.com
info@alicanteturismo.com

TURISVALENCIA

Ayuntamiento de Valencia
Avda. de las Cortes Valencianas, 41
46015 Valencia
Tel. 963606353
Fax. 963606430
www.turisvalencia.es
turisvalencia@turisvalencia.es /
visitvalencia@visitvalencia.com

PATRONATO PROVINCIAL DE TURISMO DE CASTELLÓN

Diputación Provincial Costa Azahar
Av. La Vall D'Uixó, 25
12004 Castellón
Tel. 964359883
Fax: 964359870
www.turismodecastellon.com
turismodecastellon@dipcas.es

ASOCIACIONES

ASOCIACIÓN PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA Y TURISMO DE CASTELLÓN (ASHOTUR)

Avd. del Dr. Clará, 36, entresuelo B
12002 Castellón
Tel. 964218055
Fax: 964218233
Web: www.ashotur.org
comercial@ashotur.org
ashotur@ashotur.org

ASOCIACIÓN EMPRESARIAL DE HOSTELERÍA DE BENIDORM Y COSTA BLANCA (HOSBEC)

Paseo Els Tolls, 2 Ed. Invatur 3ª planta
03502 Benidorm
Alicante
Tel. 965855516
Fax: 966851304
www.hosbec.com
hosbec@hosbec.com

UNIÓN HOTELERA DE LA PROVINCIA DE VALENCIA

Plaza Conde de Carlet, nº3
46003 Valencia
TF. 963910799
e-mail: carmen@uhpv.com
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FEDERACIÓN EMPRESARIAL DE HOSTELERÍA DE VALENCIA Y PROVINCIA

Ontiyent, 3 y 5 bajos
46008 Valencia
Tel. 963515176 / 963519284
Fax: 963517149
www.fehv.es
info@fehv.es

ASOCIACIÓN DE AGENCIAS DE BENIDORM (AVIBE)

Emilio Ortuño, 15. Ed. Benidorm Center,
local 2, desp. 6
03501 Benidorm (Alicante)
Tel./ Fax: 965855204
www.avibe.org
avibe@avibe.org

ASOCIACIÓN DE AGENCIAS DE VIAJES DE VALENCIA (AEVAV)

Hospital, 30
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EXT

Extremadura has now completed its network of congress palaces

Despite a delay in the construction process – building work took almost 11 years to complete – and an investment of over 21.5 million Euros, the Plasencia Exhibition and Congress Palace in the province of Cáceres was finally opened in June. The building's auditorium can seat 800 people and the back of its stage can be opened up to the outside revealing stunning views. It also features a multi-purpose room with 350 seats which can be divided into three different rooms, two exhibition rooms and a restaurant. It is a very modern building, covered in translucent material and it was conceived to be an alternative viewpoint of the city. To access it, visitors must use a bright orange sloping pathway.

The municipality of Villanueva de la Serena in Badajoz has now also found its place on the conference tourism map, since the opening of its Congress and Exhibition Palace in November. The Villanueva de la Serena congress palace is a free-standing building which looks like a large bale of hay – it symbolises the

beautiful scenery to be found in la Serena. It features three separate parts: the garden and public square – a multi-purpose area through which you access the building –, the 6.873m2 auditorium, which can seat 794 people, and the Camara room which can seat 254 – and there are also four rehearsals rooms.

As explained by Guillermo Fernández Vara, president of the regional government, this building completes Extremadura's network of Congress Palaces, a network which was conceived 'as a project which would make it possible to host large-scale events, congresses and exhibitions across Extremadura's territory.'

Change in management

The building in Badajoz belongs to the Junta de Extremadura (the regional government), which has invested close to 18 million Euros in its construction. It will however be managed by the local town hall for the next five years, as per a recent agreement signed by the regional government, the Badajoz council and the municipal corporation. Each

administrative department will invest 95.000 Euros a year, so the annual budget will be of 285.000 Euros. As part of its ongoing work towards sustainable and efficient resource management, the Junta has offered the town councils where each congress palace is located the chance to take on their management, always in close collaboration with the public authorities.

So much to choose from

Apart from the congress palaces, Extremadura boasts a specialised sector and other venues at which to organise professional meetings or incentive trips – emblematic places spread across the territory, such as castles, wine cellars and stately homes, luxury hotels, and urban or rural accommodation.

As for the type of meetings held in the region, there tend to be more congresses than conventions, and the medical sector, both national and regional, is the sector to hold the most events in the area. As for day-work events, these are dominated by the public administration. ■

· INTERESTING FACTS ·

CONVENTION BUREAUX CÁCERES CIUDAD DE CONGRESOS

Tel: 927255765
E-mail: congresos@ayto-caceres.es
<http://congresos.ayto-caceres.es/>

BADAJOS CIUDAD DE CONGRESOS CONVENTION BUREAU

Tel: 924201369 - Fax: 924239798
E-mail: ffuentes@aytobadajoz.es
www.turismobadajoz.es

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS Y EXPOSICIONES DE MÉRIDA
Tel: 924007330 - Fax: 924007301
info@palcongrex.es
www.palcongrex.es

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www.brocense.com

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comercial@feval.com
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info@palcongrex.es
www.palcongrex.es

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info@palcongrex.es
www.palcongrex.es

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informacion@feriabadajoz.com
www.feriabadajoz.net

INSTITUCIÓN FIERAL TIERRA DE BARROS (INFETIBA)

Tel: :924 666 967
info@turismoextremadura.com
<http://turismoextremadura.com>

PALACIO DE CONGRESOS DE PLASENCIA

Tel: 676844916
Coordinador-plasencia@palcongrex.es
www.palcongrex.es/

PALACIO DE CONGRESOS Y EXPOSICIONES VEGAS ALTAS

Tel.: 924 846010 (Ext. 41327)
Email: isabel.fernandez@villanuevadelaserena.es

In Extremadura you will have [time]

Enjoy the details...

GAL

Galicia's Congress and Exhibition Palace hosted various international events in 2017 and Vigo hosted double the amount than the year before, which is unusual for a medium-sized city

Galicia is growing as a venue for international corporate events



Galicia's Congress and Exhibition Palace establishes itself as an event venue.

Galicia's Congress and Exhibition Palace is establishing itself as a venue for congresses, conventions and meetings, as indicated by the final figures for 2016, when it hosted 72 events, with 99,240 participants. Amongst the events held in 2016, the Maker Faire Galicia stands out due to its sheer volume – an international event held in October and attended by 10,000 people. Also worth noting, is the 8th Expobe&C wedding fair, with 7000 participants; the Electrostocks Fair and the 38th national Semergen congress, both

of which were national events attended by 4500 people. Divernadal and the 3rd Antiques Fair were also significant, both regional events attended by over 3700 people. For 2017, the end of November and the month of December are yet to be accounted for, but we can say that Santiago surpassed its previous numbers as 74 events were held in the city. The number of people who attended these events is lower, at 87,865, and this reveals that more medium-sized events were held. The 4th Antiques Fair gained relevance in 2017 with up to 6500 peo-

ple attending; the 9th Expobe&C wedding fair welcomed 6800 participants at the beginning of November, the 2nd Forum on the Fairway Camino de Santiago was attended by 6200 people and the Car Fair held in September was attended by 4500 people.

The impact these events have on the region's economy is very significant, especially when you consider the amount of money participants spend, which can be up to an average of 450 Euros in the case of congress delegates.

Looking forward to 2018, Galicia's Congress and Exhibition Palace has around twelve events scheduled, several of which are congresses and fairs with high volumes of delegates, mainly related to the health-care sector. The Peritoneal Dialysis Congress is an event which helps bring tourism to the city in the low season, as it takes place in February. Doing away with the seasonal nature of tourism is an issue which Santiago's tourism managers are very concerned about, and there is another event scheduled in October for Podologists. Also highly relevant for the palace and proof of its importance as a venue are the International Prion and International Dairy

Farmer congresses, both attended by people from all over the world. It is unusual to have this type of event choose the city as the organisers of international events of this type usually go for capital or larger cities.

Vigo

Vigo experienced a strong increase in congress activity over 2017, hosting over 65 events, double the amount it hosted the year before, even before final numbers have been confirmed for the end of year. The city hosted 33 events in 2016, with 14,578 participants, according to data provided by the **Vigo Con-**

vention Bureau. National events accounted for 13 of the total number, with over 8000 participants; followed by international events, of which there were 11, attended by 3200 people. 9 regional meetings were held and these were attended by 3300 people.

It is significant that the type of event which has increased the most in number in 2017 is international events, with 24 events held from January to November, an 118% increase which consolidates the city as a congress venue. National meetings have grown slightly and regional events have doubled in number. ■

“

Galicia's Congress and Exhibition Palace hosted more events in 2017 than during the previous year and has various large-volume events scheduled for 2018

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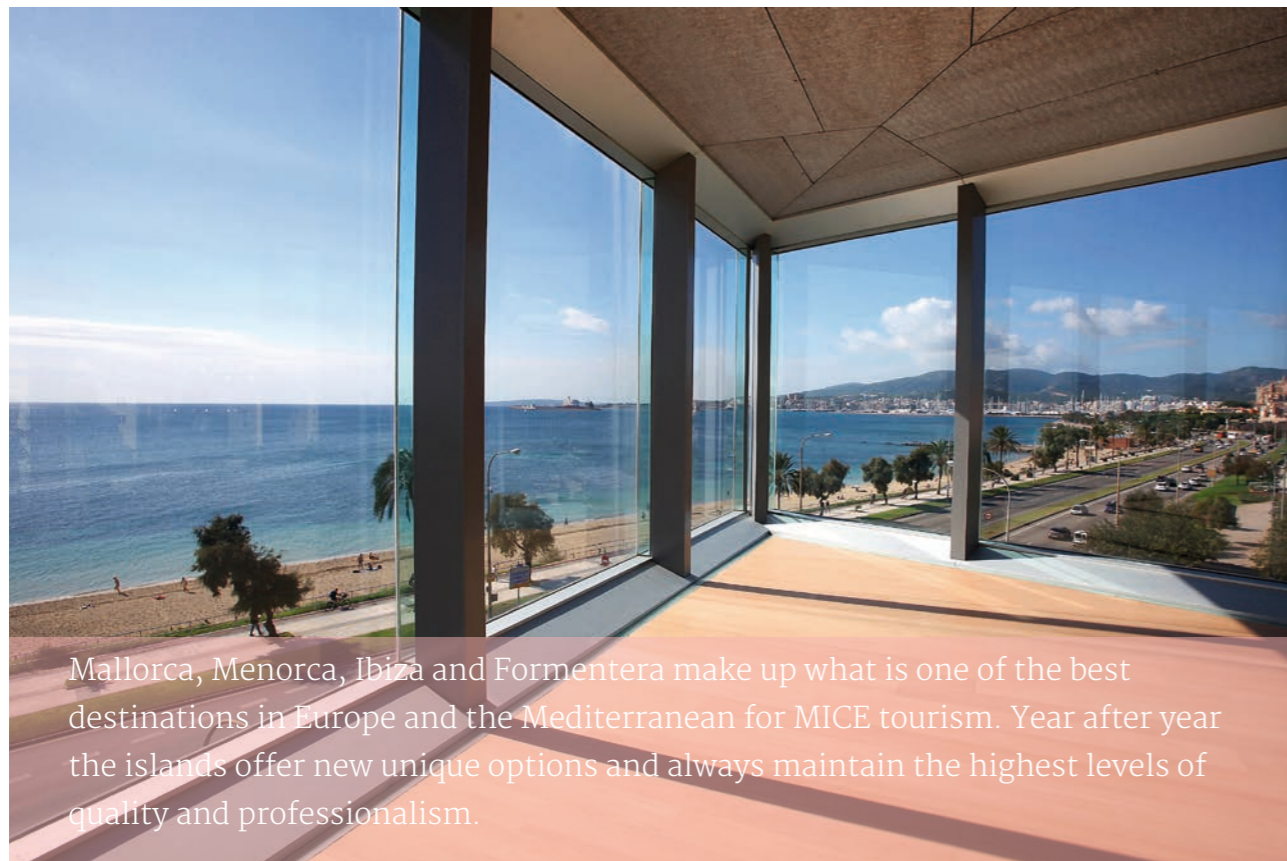
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BI

Outstanding infrastructure combined with unique tourist options

The Balearics – the perfect destination which gets better every year thanks to new attractive options



Mallorca, Menorca, Ibiza and Formentera make up what is one of the best destinations in Europe and the Mediterranean for MICE tourism. Year after year the islands offer new unique options and always maintain the highest levels of quality and professionalism.

Palma's new Congress Palace boasts an exceptional location, right on the waterfront, and spectacular views of the Mediterranean.



The Balearic Islands' wonderful climate means that MICE visitors can complete their visit with attractive sporting or leisure activities, at any time of year.

The wonderful climate of the Balearic Islands as well as its excellent air connections with Spain's main cities and the main European capitals, are just some of the many factors which ensure the success of any event held in this region. When added to the excellent quality infrastructure for congresses, conventions, conferences and presentations, which is constantly being updated, this destination becomes one of the most attractive and competitive in Europe. The Balearic selection of MICE venues now benefits from the brand-new **Palma Congress Palace** which was opened this year.

MICE tourism is of high importance to the Balearics, thanks to its ability to help improve the distribution of tourism throughout the year and the fact that it brings visitors which have a high-spending power, and which are very respectful of the destination. All of this fits in nicely with the objectives set out by the **ATB, Balearic Tourism Agency**.

The agency places a great deal of importance on the promotion of this tourist sector. Proof of this is the fact that it participates in national and international sector



The MICE product is a strategic part of the ATB (Balearic Tourism Agency) achieving its objectives; it helps to extend the season and is an important part of the 'Better in Winter' campaign

events with its own stand, such as the **IMEX** fair held in Frankfurt and the **IBTM** fair in Barcelona, accompanied by private exhibitors from the islands, the ATB director, **Jaume Alzamora** explained in an interview with Hosteltur.

"It's a product which is going to be strategic for us in helping to achieve one of our main objectives – that of extending the tourist season and having visitors coming to the islands all year round. It

also allows us to include the MICE product as part of our 'Better in Winter' campaign, through which we are integrating our strategies and the promotion of products and brands."

The opening of the Palma Congress Centre "is today the main attraction for MICE visitors, in the same way that the **Ibiza Congress Palace** is also very important to the destination, in that it is able to host any type of event." He also highlights that on the largest of the islands, Mallorca, "revolving around the **Mallorca Convention Bureau**, there are many 4 and 5-star hotels, convention centres, specialised travel agencies, audiovisual service companies or congress organising companies. The fact is that the Balearics boast a great deal of experience and professionalism in this sector and the opening of the Congress Palace in Palma opens the door to large-scale events which we did not previously have access to."

The setting is key in the Balearics. "Complementary services here are outstanding thanks not only to the excellent selection of hotels on the islands and to the fact that we are less than two hours away

from Europe's main capitals, but also to the variety of leisure options available to a MICE client. In fact, we boast a huge array of unique experiences, gastronomy, wine tourism, culture, sports, nature, marine activities, wellness, shopping or active tourism. These are activities which stay open 365

markets. Within these, we are focusing our actions on fairs and fam and press trips which we use to promote our MICE product through our great resources. Apart from the excellent quality and highly professional services when it comes to organising and holding events of any size, our islands'



The islands boast numerous 4 and 5-star hotels with excellent MICE facilities. Photo: Zafiro Palace Alcudia.

days a year, so they really help us attract this type of tourism.” This is “fully covered in our ‘Better in Winter’ campaign – extending our tourist season also allows us to redistribute the benefits of tourism in a better way, socially and environmentally. The fact that we are islands means that a heavy influx of visitors during specific months means that some of our resources become saturated. So, to be able to have all these tourist resources available all year round, and not just during a few months, also helps us to improve the quality of our tourism.”

With regards to MICE, he states that, “we want to demonstrate the value of this product within the specific markets we are focusing on – the British, German, French, Italian, Dutch, Nordic and Spanish

irresistible charm is enhanced by its delicious gastronomy, its well-cared-for natural surroundings and other exceptional services which combine wonderfully with a business trip. Examples of the latter would be an afternoon of shopping or a round of golf at one of the over twenty premier golf courses on the islands. A perfect option through which to enjoy the growing **bleisure** trend and to alternate working days with relaxing moments, thanks to the mild and pleasant weather which can be enjoyed 365 days a year. It is also ideal for those starting out on the golf course or for true professionals in search of new challenges. The islands' wide variety of 4 and 5-star hotels featuring their own meeting rooms is yet another added benefit it has to offer business events.

A unique offering

The facilities and venues available to the MICE sector are wide-ranging across this region and their style is defined by each island's individual character. In Mallorca, in addition to the fabulous new Palma Congress Palace, there are the Palma de Mallorca, Alcudia and Sa Maniga auditoriums, the Pueblo Español Congress Palace and the Convention Centre at the Melià Victoria Hotel. Then in addition to the above, there are numerous historic and cultural buildings such as La Lonja, the Es Baluard museum or Bellver Castle, as well as unique venues such as the Casal Sollerie or the beach clubs – all of which will add a touch of fresh and sophisticated character to any event.

As for Menorca, its most established MICE options are its Recinto Ferial de Maó, the multi-purpose space at Es Mercadal, Menorca's Teatro Principal or La Caixa's head office on the island. These are complemented by the more unique Cap de Cavalleria Ecomuseum, the La Mola fortress, the d'en Xoroi cave, the Lazareto de Maó or Lithica. Ibiza's congress palace and its **recinto ferial** (fair complex) lead the Ibizan options available, together with original locations such as the ancient walled city of Dalt Vila, agricultural tourist resorts, or Blue Marlin and Lío restaurants. Formentera's wonderful scenery can be enjoyed at events held at the island's numerous beach clubs.

Palma's new gem

Palma's congress palace, which opened its doors in 2017, is a hugely valuable resource for the city, the island and the Balearics as a whole – its large capacity means that the island can now host prestigious large-scale international events. The palace's general director,

Ramón Vidal explained in an interview with Hosteltur that their first year has been very positive. “We had very little time to promote it, but a great effort had been made to be 100% operative and in the end, we had hosted 175 events by the end of 2017, with around 35.000 participants.” Special efforts have also been made to organise fam trips and press trips to spread awareness about the palace amongst international press specialising in the most prestigious MICE segments. “We did not expect to host such a high volume of events in such a short time. 2017 performed over

and three large corporate events. In January we have a European car launch which will keep us busy for almost the entire month, both at the palace and at the hotel, and in February we will host a congress organised by the local town hall on energy efficiency as well as a large product launch which will keep us busy for practically half of the month.” After that we have a confirmed nautical congress, another international petrochemical conference, a pharmaceutical event etc. Some of the above will attract over 2000 delegates which means that we have confirmed events which will

the island over the winter, when there is a lot of availability at hotels of a very high standard.” The adjacent hotel is also experiencing great occupancy rates and the fact that it is directly connected to the palace is another of the centre's most important assets. However, “large-scale events benefit hotels across the whole of the city,” claims Vidal. “We had a very big event in 2017 for which participants not only stayed at hotels across the city but also along Palma bay on Playa de Palma, which is less than ten minutes away from the Congress Palace. In fact, many of the hotels along Palma



The Mallorca Convention Bureau states that the sector is moving forward in 2018 and that the new Palace will place the destination firmly on the map of large-scale conference destinations.

and above our expectations. Very little time transpired from the moment we found out we had won the tender till we opened our doors. But communication is so much more powerful nowadays and our sales teams managed to launch our product on the market in record time.”

Looking forward to 2018, prospects are “very positive, although we still have a lot of growing to do. We launched our activity with eleven congresses, most of them national

bring over 30.000 people to our facility.

“At the moment we are attracting congresses which could not come to Mallorca before due to their size. The palace is especially attractive to events from the European corporate sector due to Palma's direct connections to all the main European cities in under two hours. This means that the palace is turning out to be an ideal venue for product launches and business meetings and is helping to boost arrivals to

“Ibiza is “one of the best known and trendiest international destinations and it is working on diversifying its tourism model and on making the MICE sector one of its most prominent products.”

bay have recently been completely refurbished and provide excellent quality accommodation of the type required by the MICE sector” he said.

“This is good news as this will have and is already having a very positive effect on the city and on the destination as a whole – we have the ability to influence the city very significantly. This was expected but it has happened much faster than expected” added Vidal. And “a very important part of the palace's

success is down to the architectural talents of **Patxi Mangado**. Mangado managed to bring the island's light and sea inside the facility. It's stunning to see the beauty of what he has achieved, as well as the quality of the whole construction. The building he created is exceptional, and this is something that, when coupled with the destination's excellent connectivity, is very highly valued by the brands which visit it."

The most significant recent events hosted by the palace include **Mallorca Destino MICE**, held in December, and sponsored by the **ATB**, whose objective is to bring the different sector participants closer together in order to be able to promote the destination internationally in a more cohesive and effective manner.

Consolidating the destination

The **Mallorca Convention Bureau** feels that 2017 has been very positive "thanks to the significant increase in passengers transported, and of course, to the opening of the Palma Congress Palace," stated **Marga Méndez**, the bureau's director, in an interview with Hosteltur. "We must not forget to add that we have had more accommodation on offer in the city and on the island. Mallorca has established itself as a very attractive real option for the MICE sector."

MallorcaCB has centred its promotional strategy on fam trips, "which produce good results year after year, and on attending international forums which present a more direct and fluid channel of communication with agencies and directors who are interested in Mallorca." The association's membership numbers continue to grow – it currently has 95 members, which, when coupled with the



The El Lazareto de Mahón fortress is one of the most attractive and unique of Menorca's venue options.

numerous requests it receives from international event and meeting organisers, shows that the MICE sector is growing steadily on the island. "The unrivalled news for this year has been the opening of the Palma Congress Palace which will help promote what Mallorca has to offer and help position our destination within the large-scale congress and convention circuit." For 2018, "we are moving forward in our quest to become a leading destination, with innovative operational systems, in event materials, with sustainable gastronomy – in short – we are striving to become an attractive destination which is in itself beneficial to the environment," in accordance with an ever-growing demand for these aspects within the sector.

Companies related to tourism feel that this segment is key for the immediate future. "So much so that there are hotels that have decided to make sure their MICE management teams are all professionally-trained and provide excellent standards of service," another example of the move towards ongoing professional training.

Making sure all team members at hotels for this sector are professionally trained is essential. A clear example in Mallorca is the **Zafiro Palace Alcudia**, a 5 star establishment which has changed its name after its recent split into two by Viva Hotels chain, and a renewal of its MICE services, which feature four diverse and flexible conference rooms. This type of establishment, which can be found all over the region, offers the chance to combine the Balearics' varied tourist options with work meetings.

The largest of the Balearic Islands is preparing to host numerous wide-reaching events in 2018. The island council, **Consell de Mallorca**, highlights the **Smart Island World Congress** as one of the most anticipated events for 2018. The first edition of this event was held in Calvià in 2017 and was attended by 1300 people, with 90 speakers and 70 islands from all over the world represented. The event was supported by the **Balearic Government's department for Innovation, Research and Tourism** and by **Calvià Town Hall**.

Ibiza, reinventing a destination

The director of **Ibiza Convention Bureau**, an organisation which is part of the **Consell Insular Ibiza** island council, **Ana Sánchez**, claims that "if we talk about destinations which are reinventing themselves, we cannot leave Ibiza off the list." The island is "one of the best known and trendiest international destinations and it has been working on diversifying its tourism model and on making the MICE sector one of its most significant products." One of the keys to achieving this is having a good selection of hotels which adapt to the needs of this client profile. Five-star hotels have increased significantly in number and capacity on the island over the last few years and 2017 saw the



Menorca stands out thanks to its original venues for events and incentives, such as Lithica, La Mola or, more recently, El Lazareto, together with small but charming hotel establishments.

opening of **Nobu Ibiza Bay**, with 152 rooms, located in Talamanca bay and **Sir Joan**, a boutique hotel with 38 rooms in the area of the marina. 2018 will see the opening of the

Seven Pines Resort Ibiza, a complex near Cala Conta, with incredible views and which will feature 195 rooms, a meeting and restaurant area, spa, and large outdoor areas, which would be perfect for corporate events. Last year the THB group opened its 4-star **Naeco Ibiza Class** in San Antonio bay with 11 rooms and a variety of options for events on its terraces with magnificent views.

The FECOEV fair complex has recently renovated its facilities to include a new 315m2 hall which can seat 300 people, or which can be divided into two rooms, and which also features all the latest technological equipment. Meanwhile, the **Santa Eulalia Town Hall** continues to move forward with the second phase of the Congress

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MIRÓ	66	11x6	2,30	-	-	-	20	-	•
PORTO PÍ	110	11x10	2,30	60	60	30	30	60	•
GÉNOVA	200	22x9	2,30	150	100	50	50	100	•
SANT AGUSTI	60	12x5	2,30	40	250	24	24	-	•
MALLORCA	450	28x16	4,20	475	275	100	100	300	•
MENORCA	120	15x8	2,80	100	75	45	45	60	•
FORMENTERA	60	12x5	2,80	60	40	32	32	38	•
IBIZA	80	16x5	2,80	80	60	40	40	45	•
EXECUTIVE	30	6x5	2,62	-	-	10	10	12	

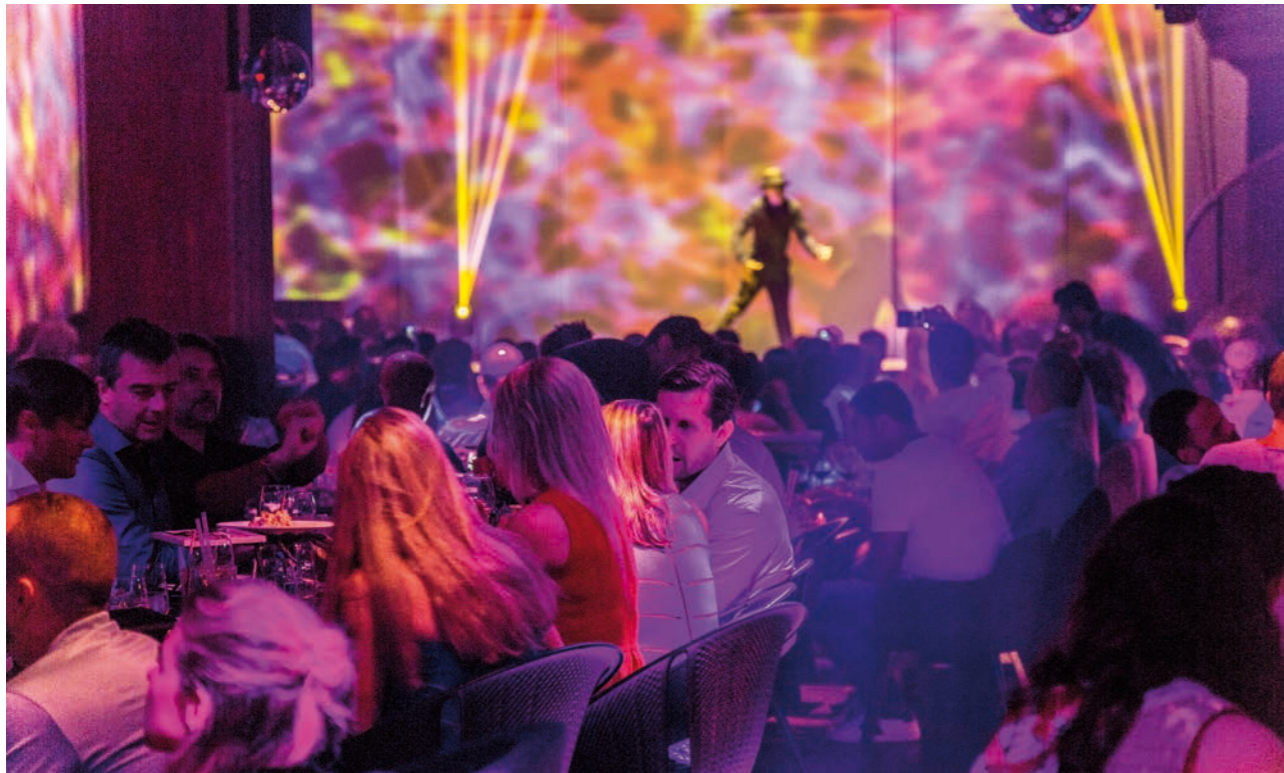


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Night-life and beach clubs are especially attractive leisure options in Ibiza and Formentera.

Palace which will celebrate its 10th anniversary in 2018 and is working closely with the business sector on the extension of a new multi-purpose area which can host large events. In the meantime, the complex will continue to host large national and international events.

The new venues which are now being offered for events in Ibiza include Heart restaurant, an establishment which combines the culinary experience of dining on food by the Adriá brothers, with a fantastic show created by the founder of the Cirque du Soleil, Guy Laliberté. Heart has an approximate capacity for 200 people in a standard format and 700 when standing for a cocktail party.

An international event organised by automotive brand Mercedes will help put Ibiza on the top events map. The event, to be held in February, will be attended by over 13000 people including sales and post-sales staff, for what will

be the brand's largest training event in 2018. The company has chosen hotels which belong to the **Palladium Hotel Group** (Hard Rock, Ushuaías and Grand Palladium), located in Playa d'en Bossa and which will be opened exclusively for the occasion.

During 2017 the Ibiza Convention Bureau has added 11 new associated companies, and now has 52 members. It also renewed its steering committee and chose **Szilárd Kóvats** (of OD Hotels) as its new president, in replacement of **René Hoeltschl** of ME Ibiza, who had presided over the product club for two years.

As for the **Consell de Menorca**, it states that its aim is to promote locations which are part of its cultural heritage as ideal venues for any type of event or MICE sector meeting. Places like Lithica, La Mola, or more recently, El Lazareto, are part of an authentic and very peculiar offering which has a great

impact on business visitors.

Hotels with facilities for medium-sized events are also very interesting in Menorca. Such as small but charming establishments with rooms for 8-10 people which are very attractive options for incentive events.

Events worth noting and scheduled for 2018 include the fourth edition of the Sine Dolore World Park, which will be held between the 28th of April and the 6th of May; or the Greening the Islands, which has significant international repercussions, and which is celebrating its 25 anniversary this year.

Whatever the congress visitor's option, an average temperature of 18°C, 2.850 hours of sunshine a year, and the fact that this is one of the safest destinations on the planet, make it the perfect place in which to enjoy an authentic, original, modern and vibrant event, and will surely have the visitor coming back for more. ■



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Located on a small peninsula surrounded by the sea in Costa d'en Blanes, next to Puerto Portals and with direct access to two coves with crystal clear waters, the H10 Punta Negra is an exclusive Boutique Ho-



tel located in one of the most beautiful areas of the island. Its recently renovated rooms, select gastronomic offerings and large gardens surrounded by pine trees make the hotel an authentic oasis for meetings and events.



H10 Punta Negra has five meeting rooms with natural light that are equipped to host all types of events for up to 220 people. What's more, its pleasant terraces and spacious gardens are ideal settings for drinks receptions and coffee-breaks.

Halls	m²	Height	Cocktail	Theatre	School	U-Form	Imperial	Banquet	Cabaret
Blanes	270	3,25	220	200	150	60	80	140	80
Pineda I	96	3,40	60	50	27	18	24	40	40
Pineda II	96	3,40	60	50	27	18	24	50	40
Pineda I&II	192	3,40	130	120	60	55	48	100	80
Patio	82	3,45	70	70	42	42	36	40	48
Punta Negra	25	3,20	-	16	12	15	12	-	12

Zafiro Palace Alcudia *****



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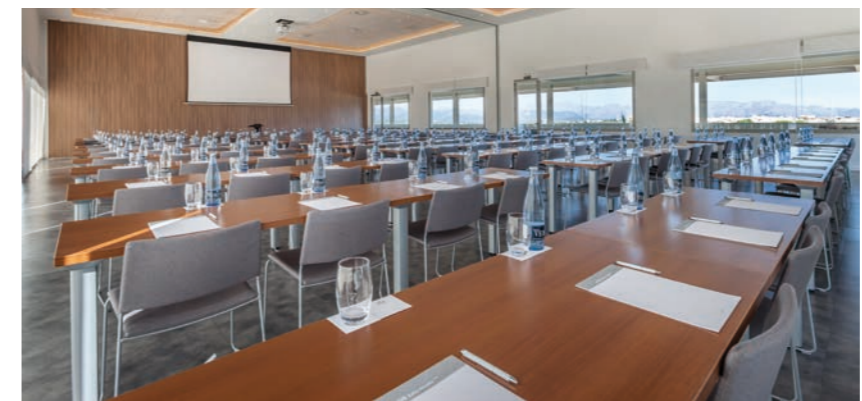


Choosing to plan your next meeting in Mallorca is certainly an excellent decision, but if you also choose the Zafiro Palace Alcudia Hotel as your venue, well, you are in store for an unforgettable experience. Located near the sea and beach, surrounded by beautiful scenery - this is a setting which is sure to stimulate creative thinking amongst your meeting's participants, which of course means excellent results for your event. And in the evening your group will be able to take full advantage of the comforts and facilities offered by a luxury five-star hotel in a wonderful Mediterranean setting. The Hotel Zafiro Palace Alcudia, formerly the Viva Palace Alcudia, has completely renewed its brand and

image as well as its MICE offering. This resort located in Alcudia, 45 minutes away from Palma de Mallorca Airport, and equipped with state-of-the-art conference rooms with cutting edge technology, is the perfect venue for your meetings, incentives, congresses and any other type of event.

5-star comfort and logistics
Whether you are planning on holding a conference, convention, training weekend or incentive trip aimed at promoting teamwork, the

Zafiro Palace Alcudia Hotel has the best logistics possible to offer and will deliver over and above the expectations of demanding meeting and events tourists. This high-end resort boasts four different conference rooms, all of which are flexible thanks to their modular structure. The Mal Pas, Bonaire, Manresa and Alcanada rooms, measuring between 80 and 130 metres squared, can be combined in several different ways so that they adapt perfectly to the type of meeting and the number of participants. The largest combination covers 420m2 and has a capacity of up to 418 delegates. Their natural light, height of five metres and open-plan layout make these a very pleasant place in which to work. They are also equipped with high quality technical equipment: WLAN, projectors, flat screens, as well as modern sound and flipchart equipment. All the rooms benefit from natural light and access to a large terrace with wonderful views. During breaks and at night, your meeting participants will be able to enjoy 5-star cuisine, with coffee and snacks in the morning, a delicious lunch, and later on a themed buffet, gala dinners and cocktails, to finish the day off with style.



Halls	m²	Theatre	School	Banquet	Cocktail	U-shape	Imperial
Mal Pas	80	56	30	68	76	24	32
Bonaire	85	64	30	72	82	24	34
Manresa	125	96	72	104	126	34	50
Alcanada	130	96	72	108	126	34	52
Mal Pas+Bonaire	170	133	80	116	164	46	68
Manresa+Alcanada	255	247	144	194	250	68	89
Mal Pas+Bonaire+Manresa	295	285	176	220	284	78	89
Salon Alcudia							
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Avenida Doctor Salvador Camacho 11
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info@congress-palace-palma.com
www.pcongresosdepalma.com

FIRES I CONGRESOS D' EIVISSA I FORMENTERA

Ctra. Sant Antoni-Eivissa, km. 1
07800 Eivissa
Tel. 971313947
Fax. 971316451
info@fecof.com
www.fecof.com

IDI

Plaza Son Castello, 1
07009 Palma
Teff. 971178900
info@idi.caib.es
www.idi.es

PALACIO DE CONGRESOS PUEBLO ESPAÑOL

Poble Espanyol, s/n
07014 Palma de Mallorca
Tel. 971737070
Fax 971731592
info@palacios-congresos-es.com
http://www.palacios-congresos-es.com/



Palacio de Congressos de Palma de Mallorca.

AUDITORIUM DE PALMA DE MALLORCA

Paseo Marítimo, 18
07014 Palma de Mallorca
Tel. 971 735 328
Fax 971 289 681
info@auditoriumdepalma.com
www.auditoriumdepalma.com

PALACIO DE CONGRESOS DE IBIZA

Metge Salvador Camacho, 11
07840 Santa Eulàlia des Riu
Ibiza
Tel. 971 33 64 06
palau@ibizacongress.net; alfonso@ibizacongress.net
www.palaciocongresosibiza.com

AUDITORI D'ALCÚDIA

Plaça de la Porta de Mallorca, 3
07400 Alcudia, Mallorca
Tel: 971897185
Fax: 971897199
Mail: auditori@alcudia.net
www.auditorialcudia.net

AUDITORIUM SA MÀNIGA

De son Galta, 4
07560 Cala Millor, Mallorca
Tel.: 971 587 373
Fax.: 971838094
Mail: administracion@samaniga.es
www.samaniga.es

ADMINISTRACIÓN
GOVERN BALEAR - PRESIDENCIA

Llotja de Mar, 3
07012 Palma de Mallorca
Tel.: 971176565
Fax: 971176587
http://presidencia.caib.es/

CONSELLERÍA DE TURISMO

Montenegro, 5
07012 Palma de Mallorca
Tel: 971176191
Fax: 971176185
gabinet@turisme.caib.es
www.caib.es

CONSELL INSULAR DE MALLORCA

Palau Reial, 1
07001 Palma de Mallorca
Tel 971173504
www.conselldemallorca.net

CONSELL INSULAR D'EIVISSA I FORMENTERA

Avinguda d'Espanya, 49
07800 Eivissa
Tel: 971195900
oac@conselldeivissa.es
www.conselldeivissa.es

CONSELL INSULAR DE MENORCA

Plaça de la Biosfera, 5
07703 Maó-Menorca
Tel: 971381533
www.cime.es

ASOCIACIONES
FEDERACIÓN EMPRESARIAL HOTELERA DE MALLORCA (FEHM)

Aragón, 215
07008 Palma de Mallorca
Tel: 971706007
Fax. 971470971
general@fehm.es
www.fehm.info

ASOCIACIÓN HOTELERA DE MENORCA (ASHOME)

Artrux , 10, 2º 2ª Edif.CAEB
07714 Mahón, Menorca
Tel. 902110111
Fax. 971 362857
menorca@ashome.es
www.ashome.es

FEDERACIÓN HOTELERA DE IBIZA Y FORMENTERA

Historiador José Clapés nº 4, 1º
07800 Ibiza
Tel: 971199976/977
Fax: 971199800
fehif@caeb.net
www.fehif.net

ASOCIACIÓN DE AGENCIAS DE VIAJES DE BALEARES (AVIBA)

Aragón, 215 1º
07008 Palma de Mallorca
Tel: 971722244
Fax: 971724868
secretaria@aviba.es
www.aviba.es



Avda Magnolia, 6 · 07559
Cala Bona · Mallorca · España
T. +34 971 587 662 · Fax. +34 971 585 157
info@proturhotels.com
proturhotels.com

Protur Hotels offers, in Sa Coma, 2 of the best MICE orientated establishments in Majorca: the five star **Protur Biomar Gran Hotel & Spa ******* and the **Protur Sa Coma Playa Hotel & Spa ******. These modern hotels are the best choice to ensure a successful event. They offer a Mediterranean touch that will make your event unique & unforgettable.

At the **Protur Biomar Gran Hotel & Spa ******* you have twelve different-sized conferences spaces to choose from, depending on your individual requirements. Also a special mention must be made to the Gran Auditorium; a multi-purpose space of 405 m² with a capacity for up to 350 people and boasting technical elements such as a 5x3m HD LED screen. Once the working day is over, it's time to play: you can help get your body & mind back in sync at the more than 3,500 m² of recreation-

Protur Hotels

The Majorcan hotel chain at present boasts three of the most emblematic hotels in the Mediterranean, ideally suited to MICE



al space of the Biomar Spa, offering a hydro thermal circuit and gym, as well as a wide variety of body & aesthetic-medical treatments.

The **Protur Sa Coma Playa Hotel & Spa ****** is considered one of the most modern 4 star hotels in the area.

It offers 5 meeting rooms that vary in



size from the 288 m² of the Salón Rosa to the 29 m² of the Sala Camelia. They all offer abundant natural light. These two hotels are interconnected by a garden area which at any given time can be used to link them for macro events, offering a versatility in services to fit demands.

In Roquetas de Mar, Almería, the **Protur Roquetas Hotel & Spa ******* is the perfect place to celebrate an event given its privileged location right on the seafront. It offers 5 full equipped conference rooms, ideal for any kind of meeting or activity. The hotel also offers restaurants for private dinner parties, spacious sleeping accommodation and not forgetting the Biomar Spa for relaxation and retuning.

Lounges	m²	Height	Banquet	Theatre	School	U-shape
Protur Biomar Gran Hotel & Spa 5*						
Hall de eventos	600	3,12	450	600	400	U
Sala de Exposiciones	520	3,2	100	200	200	60
Bar Salón	405	5,50	250	350	250	90
Gran Auditorium	405	5,50-8,50	250	350	250	90
Dalí (Ballroom)	170	3,25	80	150	100	50
Miró	130	3,20	100	100	80	30
Rosales	111	3,20	80	90	60	25
Murillo	111	3,20	80	90	60	25
Picasso	80	3,20	60	60	40	15
Goya	80	3,20	60	60	40	15
Velázquez	80	3,20	60	60	40	15
Greco	35	3,20	30	30	15	7
Sorolla	35	3,20	30	30	15	7
Protur Sa Coma Playa Hotel & Spa 4*						
Salón Rosa	293	2,70	120	200	150	70
Salón TV	105	2,34	-	65	35	20
Camelia	58	2,38	-	40	20	15
Adelfa	29	2,41	-	20	8	5
Acacia	29	2,41	-	20	8	5
Protur Roquetas Hotel & Spa 5*						
Flamingo	513	3,60	350	450	250	-
Cabo de Gata	117	2,60	70	100	60	60
Cabo de Roche	113	2,60	70	90	60	50
Tarifa	113	2,60	70	90	60	50
Cabo de Trafalgar	104	2,60	80	80	60	50

Two new conference centres will be opened in the next few years

The Canary Islands are designing new projects to increase their MICE offering

The Canary archipelago offers a diversity of fully equipped venues for professional meetings and conferences. It has specialised venues and an extensive hotel infrastructure with suitable facilities for this kind of business. In the last year, a number of different venues have opened up for the MICE segment and two new conference centres are planned, one in Fuerteventura and the other in Lanzarote.

As a result of their great investment in diversification, the Canary Islands have also positioned themselves as a conference destination. They have developed a diverse product including convention centres in emblematic places, unique auditoriums and modern facilities for the organisation of any kind of business event as well as hotels with multiple rooms, some of which even have a surface area of more than 1,000 square meters; a product that just carries on improving and expanding.

The island of Tenerife's Convention Bureau explains that two new establishments with all the necessary features for congress activity have opened on the island. The Hard Rock Hotel Tenerife in Adeje is home to a 620-square meter convention centre, fitted with state-of-the-art technology and ready to host meetings and events with up to 522 people; The La Laguna Gran Hotel in San Cristóbal de la Laguna has six rooms for small meetings or events and can cater

for up to 400 people.

New hotels are also set to open in 2018, one of them being the **Hotel GF Victoria** in Costa Adeje. Although this hotel is positioned in the holiday segment, it also intends to market the business segment given the fact that its meetings can be held on its penthouse terrace with panoramic views, on its ground floor solarium surrounded by fountains or in its spacious 600-square meter conference hall with four-meter-high ceilings.

In 2016, the last full year under review, Tenerife welcomed more than 45,000 business travellers distributed in more than 800 groups. Company conventions were the most frequent type of meeting to be held.

A venue in Arrecife

As stated by the Convention Bureau, Lanzarote's investment in the MICE segment also includes investments in hotels such as the recent renovation of the Rubicón



The Alfredo Kraus Auditorium, in Las Palmas de Gran Canaria, celebrated its 20th anniversary.

Palace hotel, changing from a four-star to a five-star hotel; Costa Calero, which will refurbish its Spa and the Meliá Salina hotel that will also be renovated. The most frequent types of meetings to be held on the island are conventions and workdays and the most popular industries are those related to medicine-healthcare, economy and commerce and sports. In 2016, 12,465 people from these industries took part in events and meetings.

On the other hand, a Conference Centre will also be built on the island. Looking at the tourism infrastructure projects for Lanzarote, submitted in November by Issac Castellano, the **Canary Islands Regional Minister of Tourism**, this project will represent a total investment of forty million Euros. Most of this investment will be covered by the regional Government, with a contribution of around six million from the inter-island council of Lanzarote in three annual payments. Pedro San Ginés, president of this organisation, has stated that he hopes for this project to be awarded in 2018. In fact, a study has already been carried out, and the land for its location in Arrecife has already been designated.

New proposals

Fuerteventura also intends to improve its product. Despite the recent opening in 2015 of the Conference and Training Centre, another venue has been foreseen

on the southern part of the island. The regional government, the Inter-Island Council of Fuerteventura and the Town Council of Pájara have agreed to jointly pay for the construction work on the Morro Jable Auditorium and Conference Centre.

In 2018, all three public authorities will sign an agreement that will include the economic contribution necessary to set up a multifunctional venue in the municipality of Pájara. Apart from having a great room for congresses and theatre related events, this venue will also house other services such as a school of music, a school of languages and a library.

The building will be set on the mountain next to the Saladar de Jandía wetland and will be built from sustainable materials. "It is a very important project for the town of Morro Jable. We have been trying to get this project approved for many years now and it will be a great cultural reference on the southern part of the island", says Rafael Perdomo, mayor of the municipality.

Twenty years of history

Last December 5, the Canary Islands' Conference Centre – the Alfredo Kraus Auditorium, in Las Palmas de Gran Canaria, celebrated its twentieth anniversary. During these twenty years it has hosted 5,600 cultural events and conferences and catered for four million people. Very focused on cultural activities, in this new stage that is

“

It is planned for a Conference Centre to be built in Lanzarote with a total investment of forty million Euros

“

In Fuerteventura there are plans for an Auditorium and Congress Centre in the municipality of Pájara, to the south of the island

starting, its managers intend to promote congress business given the fact that the venue is also home to a conference centre. The island of La Palma is also undertaking actions to attract business travellers, thereby increasing the number of visitors it attracts. Its venues are suitable for hosting small and medium-sized congresses, trade fairs and conventions and it is also home the Roberto Rodríguez Estrelo multipurpose centre, and buildings of great historical value such as the Teatro Chico and Teatro Circo de Marte theatres.

Profile of the delegates

In relation to the profile of the business travellers who visit the archipelago, according to information provided by the **Statistics Institute of the Canary Islands** (ISTAC for its acronym in Spanish), in 2016, more than half of the participants at professional meetings were men, spe-

cifically 52.4 percent and the average age was 44.6. The main source market was main land Spain and on an international basis, German visitors represented 11.6 percent, followed by British travellers, representing 10 percent. This type of visitor presents a higher level of spending than that of those travelling for leisure. Specifically, their average spending per day in 2016 was 148.76 Euros (90.18€ being the amount paid before travelling and 58.58€ being the amount spent at the destination) in comparison to the 135.94€ spent by holiday tourists, although this kind of tourist does stay for more days, 9.4 in comparison to the 6.9 of corporate travellers. 17.5 percent of these people stay at five-star hotels; the largest percentage, 34.5 percent choose four-star hotels; 21.6 percent choose lower category hotels and 15.8 percent opt for non-hotel accommodation. ■

H10 Costa Adeje Palace

H10 costa adeje palace

Playa La Enramada, La Caleta
E-38679 Costa Adeje, Tenerife
T (34) 922 71 74 49
mice.tnfs@h10hotels.com
www.hotelh10costaadejepalace.com



This exclusive hotel is located on the Costa Adeje seafront, with direct access to La Enramada beach. H10 Costa Adeje Palace stands out for its wide range of culinary offerings, the Chill-Out Terrace with spectacular

sea views, its magnificent pools and many charming corners. The hotel also boasts a Despacio Spa Centre and the service Privilege, Exclusive Rooms and Services.

H10 Costa Adeje Palace has four meeting rooms equipped with everything one could need for



Halls	m²	Height	Cocktail	Theatre	School	U-Form	Imperial	Banquet	Cabaret
Adeje	187	2,70	187	150	140	60	60	140	60
Drago	127	2,70	127	120	70	40	40	70	30
Adeje & Drago	314	2,70	270	300	210	120	120	190	80
Caleta	133	2,30	100	70	50	20	20	30	15
El Veril	95	2,30	95	70	50	20	20	30	15



any type of event. Two of them receive natural light, while the other two have partitions that can be removed to accommodate up to 300 people. The hotel also offers other areas perfect for celebrations, such as the gardens and the Chill-Out Terrace with sea views.



Calle Doctor José Naveiras, 38
E-38004 Santa Cruz de Tenerife
Islas Canarias · Tenerife · España
Tel.: +34 922 609 900 · Fax: +34 922 080 668
E-mail: hotel.mencey@iberostar.com



Iberostar Grand Mencey



Having undergone a total refurbishment, the Iberostar Grand Mencey is now a modern and magnificent 5-star urban complex built in stunning colonial-style architecture of the Canary Islands, from which you can experience all the marvels that the bustling, cosmopolitan city of Santa Cruz has to offer, open to the sea and brimming over with attractions that are well worth a visit.

- Emblematic, colonial-style building.
- Urban hotel, ideal for adults, recently refurbished.
- Spa with wet zone, large gym and all kinds of treatments.
- 11 event rooms with capacity for up to 400 people.
- 2 specialty restaurants and Cookery Classroom.

Location

- 150 metres from the centre of Santa Cruz de Tenerife.
- 8.5 km from Las Teresitas beach.
- 14 km from Los Rodeos airport (TFN).

Accommodation

- 261 rooms, including 33 junior suites, 16 suites and 5 accessible rooms.

Services and facilities

- Heated outdoor pool.
- Free wifi throughout the hotel.
- 2,000 m² spa zone.
- Cookery Classroom where you can learn from our chefs.
- Casino.
- Covered parking (\$).
- 11 event rooms equipped with cut-

ting edge audiovisual technology.

Dinning

- Los Menceyes Restaurant (breakfast and dinner)
- Los Laureles Restaurant (lunch by the pool)
- Papa Negra Restaurant (gourmet)

Mice Facilities

- 11 meeting rooms with a capacity for up to 400 people, equipped with state-of-the-art audiovisual technology.
- Various bars with a range of settings.

Halls	m²	Height	Theatre	School	U-shape	Banquet	Cocktail
Tinerfe	641	3,20	400	240	-	400	450
Tinerfe I	133	2,70	72	50	24	400	450
Tinerfe II	250	3,20	150	90	50	120	170
Tinerfe III	258	3,20	160	100	50	120	170
Guezala	177	4,32	100	80	40	80	150
Plataneras	241	3,90	150	120	40	150	180
Nivaria	311	3,05	180	120	45	200	220
Acaymo	54	3,70	30	20	16	15	30
Tacoronte	37	2,80	-	-	10	10	-
Taganana	37	2,80	-	-	10	10	-
Tegueste	23	2,80	-	-	10	-	-
Martín González	145	4,21	80	70	40	80	120

Mice Activities

- On-site teambuilding.
- Off-site activities: sports, workshops, cultural field days, gastronomy routes (wine, etc.) boat trips to admire the spectacular sunsets, etc.
- Events Department specialised in organizing banquets, corporate meetings, conventions, social events, etc.

Mice Services

- Coffee breaks, working lunches, cocktail receptions, gala dinners, themed parties, etc. Can host banquets for up to 1000 people.

Unique events and meetings in Tenerife

Tenerife's spring-like climate, modern congress centres, top quality accommodation and a wide range of complementary activities make the island an excellent MICE destination



Tenerife Convention Bureau

Launched in 1993, the Tenerife Convention Bureau (TCB) provides useful and speedy information plus counselling to conference promoters and event organizers and provides a link with the island's local providers and official institutions. The TCB works with a total of 70 companies, including convention and congress centres, first-class hotels, transport companies, hostesses, communication companies, caterers, simultaneous translation companies, AV companies, agencies specializing in inbound tourism and event planning, and specialists in excursions, adventure sports and team building activities.

Tenerife has unbeatable conditions for hosting all kinds of congresses, conventions, events, product presentations and incentive trips. Its selling points: an average annual temperature of 23 degrees Celsius (perfect for outdoor activities), modern and striking congress centres with fully adaptable interiors and with capacity for up to 4,000 people and a selection of the best 4 and 5 star hotels in Europe. Some also offer many rooms and spaces perfect for holding meetings and hosting any type of event regardless of the number of attendees and technical requirements.

But when you think of a destination to stage this kind of activity, the complementary activities are almost as important as the congress centres. Here, the island provides countless options. Original programmes and excursions, including the Teide National Park, a Unesco World Heritage Site; La Laguna, a historic city and also a World Heritage Site; star gazing tours, visits to museums or



gastronomy courses are just some of the possibilities. The alternative meeting venues, ranging from seventeenth-century mansions to wine cellars and banana plantations, as well as excellent flight connections with domestic and international airports plus local suppliers who will meet any demand, make Tenerife an unbeatable destination for congresses and events.

In recent years, the island has become very popular for product launches. A number of international high-end car and motorbike brands have benefit-

ted from Tenerife's offer (landscapes, infrastructure, and connectivity) and have launched their new products worldwide.

The island offers continuous developments in the MICE sector. The Hard Rock Hotel Tenerife has recently opened its doors, with more than 600 rooms and meeting rooms with capacity for up to 500 people. In 2017 there were other interesting openings for this sector such as La Laguna Gran Hotel, with 123 rooms and meeting spaces for up to 500 people right in the centre of La Laguna's old quarter and the new five-star Victoria Suites Hotel will offer all kinds of facilities for groups.



INFORMATION:

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TENERIFE

CONVENTION BUREAU
TENERIFE CONVENTION BUREAU

Alcalde Jose Emilio García Gomez, nº 9
38005. Santa Cruz de Tenerife
Tel: 922080769
Fax: 922237872
www.tenerifeconb.com
info@tenerifeconb.com

PALACIOS DE CONGRESOS
AUDITORIO DE TENERIFE

ADAN MARTIN
Avda. Constitución, 1
38003 S/C de Tenerife
Tel: 922568600
Fax: 922568602
www.auditoriodetenerife.com/es
eventos@auditoriodetenerife.com

PALACIO DE CONGRESOS LA
PIRÁMIDE DE ARONA
MARE NOSTRUM RESORT

Pirámide de Arona. Avda. Las Américas,
s/n.
38660 Playa de las Américas (Arona)
Tel: 922757500
Fax: 922757510
mnrcomercial@expogrupocom
www.expogrupocom

MAGMA ARTE & CONGRESOS

Avda. de los Pueblos, s/n
38660 Costa Adeje (Tenerife)
Tel: 922752027
info@tenerifemagma.com
http://www.tenerifemagma.com/

CENTRO INTERNACIONAL DE
FERIAS Y CONGRESOS

Avda. Constitución, 12. Cabo Llanos.
38005 S/C de Tenerife
Tel: 922238400
Fax: 922204740
info@recintoferialdetenerife.com
www.recintoferialdetenerife.com

CENTRO DE CONGRESOS DEL
PUERTO DE LA CRUZ

Parque Taoro, 22
38400 Puerto de la Cruz
Tel: 922 238 400
info@recintoferialdetenerife.com
www.congresostenerife.com

ADMINISTRACIÓN
PRESIDENCIA DEL GOBIERNO

Avda. José Manuel Guimerá, 1
38071 Tenerife
Tel.: 922477500
Fax: 922477557
www.gobcan.es

VICECONSEJERÍA DE TURISMO

La Marina, 57
38071 Santa Cruz de Tenerife
Tel: 922924041
www.gobiernodecanarias.org

CABILDO DE TENERIFE

Plaza España, 1
38003 Santa Cruz de Tenerife
Tel: 901501901/ 922239500
Fax: 922239704
http://www.tenerife.es

CENTRALITA DE LA SEDE
PRINCIPAL DEL CABILDO

Plaza de España, 1
38003 Santa Cruz de Tenerife
Tel: 922239500
Fax: 922239704
http://www.tenerife.es

ASOCIACIONES

ASOCIACIÓN HOTELERA Y
EXTRAHOTELERA DE TENERIFE, LA
PALMA, LA GOMERA Y EL HIERRO
(ASHOTEL)

Rambla de Santa Cruz, 147, 1º
38001 S/C de Tenerife
Tel: 92224 3988
Fax: 922244310
Email: ashotel@ashotel.es
http://www.ashotel.es

LAS PALMAS
DE GRAN CANARIA

CONVENTION BUREAU
GRAN CANARIA CONVENTION
BUREAU

Avenida de la Feria, 1
35012 Las Palmas de Gran Canaria
Tel: 928261570
Fax: 928362216
www.grancanariacb.com
info@grancanariacb.com

LANZAROTE CONVENTION
BUREAU

Triana, 38
35500 Arrecife de Lanzarote
Tel: 928811762
Fax: 928800080
www.turismolanzarote.com
conventionbureau@lanzarotecb.com

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS DE
GRAN CANARIA – AUDITORIO
ALFREDO KRAUS

Avda.Príncipe de Asturias s/n
35010 Las Palmas de Gran Canaria
Tel: 928491770
Fax: 928 491853
www.pcongresos-canarias.com
info@pcongresos-canarias.com

PALACIO DE CONGRESOS GRAN
CANARIA / (INFECAR)

Avda. de la Feria 1
35002 Las Palmas de Gran Canaria
Tel: 928010203
Fax: 928411710
www.infecar.es
Info@infecar.es

EXPOMELONERAS

Plaza de las Convenciones s/n
35100, Meloneras - Las Palmas
Tel: 928128000 Fax: 928128009
www.expomeloneras.com
congress@lopesan.com

GABINETE LITERARIO

Plaza de Cairasco, 1
35002 Las Palmas de Gran Canaria
Tel: 928372149 - 928 364 658
Fax: 928 380 057
www.gabineteliterario.com
administracion@gabineteliterario.com

CENTROS DE ARTE, CULTURA
Y TURISMO DEL CABILDO DE
LANZAROTE

Calle Triana, 38
35500 Lanzarote
Tel: 928801500 / 928848020
Fax: 928 802754
www.centrosturisticos.com
comercial@centrosturisticos.com

PALACIO DE FORMACIÓN Y
CONGRESOS DE FUERTEVENTURA

Plaza del Centenario del Cabildo Insular de
Fuerteventura, s/n
35600 Puerto del Rosario, Las Palmas
Tel: 928862493
www.cabildofuer.es
palaciodeformacionycongresos@cabildofuer.es

AUDITORIO INSULAR DE
FUERTEVENTURA

Ramiro Maestu, 4
35600 Puerto del Rosario, Fuerteventura
Tel: 928532186
Fax 928344785
www.cabildofuer.es/portal
culturacabildo@gmail.com

LA CASA DE COLÓN

Colon, 1
35001 Las Palmas de Gran Canaria
928 312 373
928 331 156
casacolon@grancanaria.com
www.casadecolon.com

CENTRO INICIATIVAS DE LA CAJA
DE AHORROS DE CANARIAS
(CICCA)

Alameda de Colón, 1
35002 Las Palmas de Gran Canaria
928 368 687 / 928 373 439
928 367 186
obra.social@fundacionlacajadecanarias.es
www.lacajadecanarias.es

ADMINISTRACIÓN

GOBIERNO DE GRAN CANARIA

Plaza Doctor Rafael O'Shanahan, 1
35071 Las Palmas de Gran Canaria Tel:
928452100
Fax: 928452144
www.gobiernodecanarias.org
mdelvel@gobiernodecanarias.org

CONSEJERÍA DE TURISMO –
CABILDO DE GRAN CANARIA

Bravo Murillo, 23
35003 Las Palmas
Tel.: 928219600
Fax.: 928 21 94 25
www.grancanaria.com/consejeria-de-turismo
presidencia@grancanaria.com

PATRONATO DE TURISMO DE
GRAN CANARIA

Triana, 93
35003 Las Palmas
Tel: 928219600
Fax: 928219601
www.grancanaria.com/patronato_turismo

PATRONATO DE TURISMO DE
LANZAROTE

Calle Triana, 38
35500 Arrecife – Lanzarote
Tel: 928811762
Fax: 928800080
www.turismolanzarote.com
info@turismolanzarote.com

ASOCIACIONES

FEDERACIÓN DE EMPRESARIOS DE
HOSTELERÍA Y TURISMO DE LAS
PALMAS

Los Balcones, 4
35001 Las Palmas de Gran Canaria
Tel: 928432480
Fax: 928370900
www.feht.es
feht@feht.es



Seaside Grand Hotel Residencia*****GL
Member of The Leading Hotels of the World

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events@seaside-hotels.com · www.grand-hotel-residencia.co.uk

The Seaside Grand Hotel Residencia*****GL on Gran Canaria is the perfect setting for small incentive groups and meetings. The privacy offered and the luxurious furnishings and amenities make our hotel a favourite choice for business meetings among discerning clients.



Seaside Sandy Beach****

Avenida Menceyes · 35100 Playa del Inglés · Gran Canaria
events@seaside-hotels.com · www.hotel-sandy-beach.co.uk

Our Seaside Sandy Beach**** on Gran Canaria provides a special setting for the hosting of your events. Modern audio visual equipment for conferences aids the smooth running of the event. For the perfect ending to your conferences you and your guests may enjoy our hotel's specialties in a separate 300 m² restaurant.

	Seaside Grand Hotel Residencia*****GL	Seaside Palm Beach*****	Seaside Sandy Beach****	Seaside Los Jameos Playa****
Location	Maspalomas, Gran Canaria	Maspalomas, Gran Canaria	Playa del Inglés, Gran Canaria	Playa de los Pocillos, Lanzarote
Distance - Airport	35 km	35 km	31 km	9 km
Distance - Beach	500 m	150 m	150 m	0 m
Rooms	94	328	256	530
Internet	free wifi	free wifi	free wifi	free wifi

Hotel	Salón	m²	Theatre	Class room	Boardroom	U Shape	Banquet
Seaside Grand Hotel Residencia*****GL	Bridge Salon	12	-	-	8	-	-
	Library	35	18	14	-	-	-
	Piano Bar	40	20	-	10	-	-
Seaside Palm Beach*****	Conference Room 1	156	100	75	-	30	80
	Conference Room 2	19	-	-	-	-	-
	Esencia	76	80	60	-	25	95
Seaside Sandy Beach*****	Conference Room	76	80	50	-	30	-
Seaside Los Jameos Playa****	Lanzarote	156	90	60	-	25	50
	Fuerteventura	244	180	90	-	35	100

Seaside Hotels

Why settle for less?



Seaside Palm Beach*****
Member of Design Hotels

Avda. del Oasis s./n. · 35100 Maspalomas · Gran Canaria
events@seaside-hotels.com · www.hotel-palm-beach.co.uk

The Seaside Palm Beach***** provides an unforgettable setting for incentives, conferences and all kinds of events. The chic retro design by the famous Parisian designer Alberto Pinto is sophisticated, yet adds to the warm atmosphere, and this lends a special touch to your events.



Seaside Los Jameos Playa****

Playa de los Pocillos · 35510 Puerto del Carmen · Lanzarote
events@seaside-hotels.com · www.los-jameos-playa.co.uk

Are you planning conferences, weddings, incentives or team-building activities? If so, we can offer you the perfect venue. The Seaside Los Jameos Playa**** on Lanzarote, set in over 55,000 m² (13 acres) of grounds, offers an extensive variety of possibilities for a successful event.

RIO

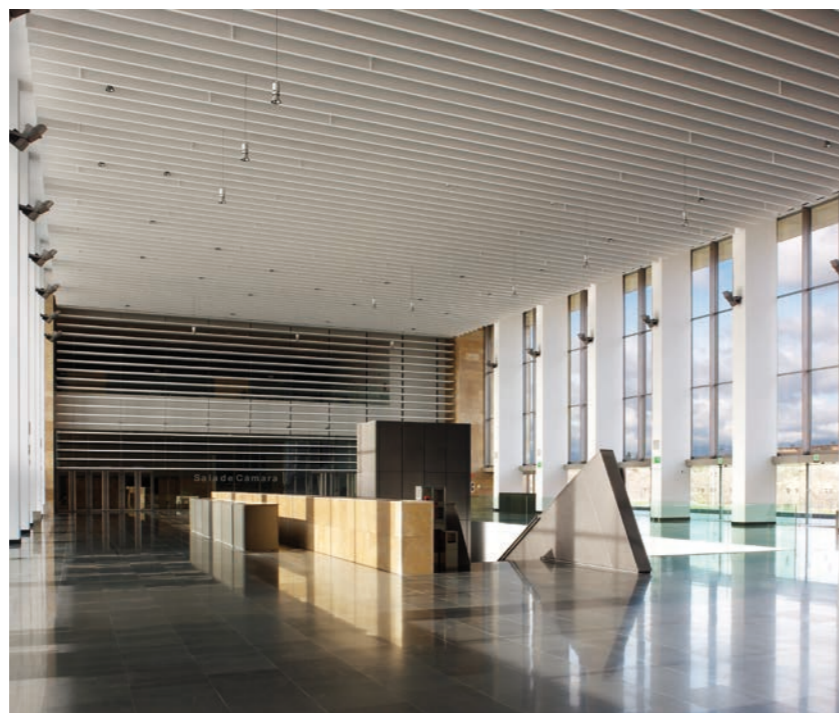
Companies and organisation from different fields choose this region for their events

La Rioja consolidates its position as the perfect setting for major conventions

Most of La Rioja's congress business is organised at the Riojaforum Auditorium and Conference Palace; but the region has a lot more to offer the MICE segment and includes modern hotels and magnificent wineries with special halls for events.

Opened in 2004, **Riojaforum**, located in Logroño has a large auditorium, with 1,223 stalls; a chamber room for up to 418 people, and an area for banquets that can cater for 400 of even 1,200 dinner guests, together with the joining main lobby. The building's facilities are accessible for everyone and this was certified by the Equalitas Vitae consultancy firm. Last April this firm presented the venue with an award that honours establishments that have implemented an accessibility strategy and that have been supervised by the firm's consultants to guarantee adaptations are useful and practical.

According to the Regional Minister of Innovation and Economic Devel-



Riojaforum's facilities are accessible for everyone and this has been certified by the Equalitas Vitae consultancy firm.

opment, Leonor González Menorca, the Regional Government invests in three areas of this industry: quality, sustainability and accessibility.

"We hope for all three of these features to be inherent to all of the tourism products offered in La Rioja as a prime destination. They are

fostered by the regional government, by La Rioja Tourism and also by private initiatives".

A wide variety of industries

Companies and organisations from all different business industries choose Riojaforum for their professional meetings. Among major events held in 2017, the following stand out: The National Congress of Physiotherapy, the most important scientific event organised by the Spanish Association of Physiotherapists and the first National Congress of Sports Physiotherapy and Physical Activity that attracted more than 400 people including professionals and students. The Spanish Society of Home Hospital-

ization (SEHAD for its acronym in Spanish) has also chosen this city to hold its congress next May.

In a region so connected to the world of wine, an industry that has provided it with great international recognition, there is no shortage of meetings specific to this industry. In fact, the Conference Centre was opened with the organisation of the fourth World Wine Forum.

In February, Logroño also hosted the 2017 International Wine and Health Meeting that is held every four years, the previous edition was held in Sydney (Australia). In June it will host the Masters of Wine Congress, an event that gathers important producers and professionals from the industry

every four years; and for its ninth edition it comes to Spain for the very first time.

Original venues

The region is also home to other original and well-equipped venues to organise events, some of these being the wineries themselves. Many wineries have set up rooms to host meetings and workdays and these can be complemented with recreational programmes such as wine tastings and guided tours around their facilities. It is also important not to forget the region's impeccable hotel infrastructure that offers all kinds of different services especially designed for congress business. ■

INTERESTING FACTS

PALACIO DE CONGRESOS RIOJA FORUM

Palacio de Congresos y Auditorio de La Rioja
San Millán, 25
26004 Logroño
Tel: 941276200 - Fax: 941276201
www.riojaforum.com
E-mail: riojaforum@riojaforum.com; comercial@riojaforum.com

OPC

ASOC. DE EMPRESAS OPC LA RIOJA

Hermanos Moroy 8, 4º
26001 Logroño
Tel: 941271271 - Fax 941262537
E-mail: info@opcarioja.org
www.opcarioja.org

CONGRESOS E INCENTIVOS RIOJA

Gran Vía 33-35, 7º A
26002 Logroño- La Rioja
Tel: 941202664
Fax: 941214377
cr@congresosrioja.com
http://lariojatourismo.com/

ADMINISTRACIÓN GOBIERNO DE LA RIOJA

Vara del Rey, 1-3
26003 Logroño, La Rioja
Tel: 941291114
Fax: 941291223
presidente@larioja.org
www.larioja.org

DIRECCIÓN GENERAL DE CULTURA Y TURISMO

Marqués de Murrieta, 76
26005 Logroño, La Rioja
Tel: 941291660
Fax: 941-291261
dgct@larioja.org
www.larioja.org

LA RIOJA TURISMO

C/San Millán, 25 Edificio Riojaforum
26004 Logroño
Tel: 941287354
Fax: 941287357
lariojatourismo@lariojatourismo.com
www.lariojatourismo.com

ASOCIACIONES

ASOCIACIÓN RIOJANA DE HOTELES

Hermanos Monroy, 8, 4º (Paseo de los Leones)
26001 Logroño
Tel: 941271271
Fax: 941262537
riojahoteles@fer.es
www.riojahoteles.com

RIOJA INCOMING

Avenida de la Paz 5
26004 Logroño (La Rioja)
Tel: 941263000
Fax: 941256904
E-mail: info@riojaincoming.com
www.riojaincoming.com

ARBACARES

Av. Gran Vía Juan Carlos I, 33-35
26002 Logroño - La Rioja
Tel.: 941580028
Fax: 941237501
info@arbacares.com
www.arbacares.com

ASOCIACIÓN DE CAMPINGS DE LA RIOJA

Hermanos Moroy, 8, 4º
26001 Logroño
Tel: 941271271
Fax: 941262537
campings@fer.es
www.campingslarioja.es

ASOCIACIÓN DE CASAS RURALES (ASCARIOJA)

Huesca, 82
26005 Logroño
Tel: 941201589
Tel: 941209275
ascarioja@ascarioja.es
www.ascarioja.com

ASOCIACIÓN DE TURISMO RURAL (ALTURA)

Tel: 941462151
Fax: 941462147
www.turismorioja.com
altura@turismorioja.com

ASOCIACIÓN PROFESIONAL DE TURISMO DEPORTIVO (ATUDER)

Crta. De Logroño, 1
26126 La Rioja
Tel: 609359371
info@atuder.com
www.atuder.com

FEDERACIÓN DE ASOCIACIONES PARA EL DESARROLLO TURÍSTICO

Mayor, 70
26250 La Rioja
Tel: 941 341230
atraves@infarioja.org
www.lariojatourismo.com

PV

The quality of its services and the investment in innovation stand out among its top strong points

Bilbao, Vitoria and San Sebastián are on the rise in the MICE segment



The 2017 BTI Day held at the Europa Conference Centre, a building awarded with the XXL Passivhaus certificate in 2017.

According to the Basque Association of professional congress and event organisers **OPCE Basque Country**, the keys to making this region the perfect “MICE point” for hosting events are good work, quality services, technological innovation and a com-

mitment to sustainable responsibility at state-of-the-art venues. In December this association organised the first edition of ‘Training Day’, dedicated to this sector, at Vitoria-Gasteiz’s Europa Conference Centre. The Department of Tourism, Commerce

and Consumer Affairs of the Basque Government backed this event, promoting public-private partnerships in MICE products, because of how important this type of tourism is; the quality is a lot higher and it generates an average spending greater than that of leisure tourism, this kind of tourism also welcomes tourists throughout the year and not only in peak seasons.

Gastronomy, leisure, natural areas and the quality of their infrastructures as well their good connections also play in favour of the Basque Country’s three capitals as destinations for conventions and incentives.

12 percent more spending

During 2016, a total 1,129 meetings were held in the city of Bilbao with 180,624 participants and these generated a direct spending of 142,694,368 Euros that, added to the 5,125,041 Euros spent by travel partners totals 147.8 million Euros, 12.1 percent more than in the previous year.

The average spending per registration amounts to 344.60 Euros (61 percent more than in the previous year), the cost of a trip amounts to 229.76 Euros (5.1 percent more) and the total cost of accommodation amounts to 236.72 Euros (15.3 percent more). **Bilbao Tourism & Convention Bureau** estimates that the average amount spent per delegate and day in 2016 amounted to 471.17 Euros (21.6 percent more than in the previous year).

In 2017, pending end-year results and without having counted all events or the consolidated number of participants, the number of attendees in the city already surpasses 62,000. Meetings with high attendance rates were organised, some of which are the following: the 7th International Congress on Assisted Reproduction, in May with 1,200 people, the IberoAmerican Festival of Publicity Communication in June with 1,300 and the Naukas 2017 Congress with more than 1,500 in September. Among other changes and novelties in Bilbao’s con-



Euskalduna Jauregia Music & Conference Centre, one of the the new Bilbao’s flagships.

“
Bilbao’s revenue from MICE tourism amounted to 147.8 million in 2016, registering a 12.1 percent increase, with an average spending per delegate and day in excess of 471 EurosA

gress segment in 2017, one that can’t go without a mention is the fact of San Mamés becoming a member of the Bilbao Tourism & Convention Bureau. And for 2018, three new hotels are also set to be open.

On the rise

Good proof of Vitoria’s great commitment to innovation in the MICE segment is the fact that the refurbishment and extension of the Europa Conference Centre has been awarded the first XXL Passivhaus certification in Spain, for an eco-architectural refurbishment in both the logistics and techniques used. In 2017, more than 420 events were organised in Vitoria, either at the Europa Conference Centre or the Villa Suso Palace, representing an above-13 percent increase in comparison to the previous year. These venues have attracted more than 114,000 attendees, 33 percent more than in 2016. And, 112 events have already been scheduled for 2018.

The best rating

According to the International Association of Congresses and Conferences (ICCA for its acronym in Spanish), San Sebastián, with a population of 186,000, is one of the most important cities in Spain

for conferences and meetings. According to the IBILTUR MICE study published by the Basque Government, delegates taking part in events held in the Basque Country give this city top marks.

It has a relevant added value in terms of gastronomy; it is the city to hold most Michelin stars per square meter. Another star was confirmed in 2017 and with this one the city now has seventeen in total. Also, the British catering firm Caterwings, has named it the Best Food Destination in the world.

Novelties in San Sebastián for 2018 include six new four-star hotels in the

“
The number of conferences and conventions held in Vitoria in 2017 increased by 13 percent and the number of attendees by 33%

city centre. These hotels, affordable and comfortable for clients, some in classic style buildings, will add to the more than 1,700 rooms already in the city. Its hotel infrastructure is constantly renewed and maintains a high level of services and quality.

At present, 300 companies are members of the **San Sebastián Tourism & Convention Bureau** and this organisation offers customised and impartial advice to event organisers; it has a great deal of experience that it has been accumulating since it started business in the MICE segment in 1988. ■

INTERESTING FACTS

CONVENTION BUREAUX BILBAO CONVENTION BUREAU

Calle Navarra, 5 1ª planta
48001 Bilbao
Tel.: 944795770
bicb@bilbaoturismo.bilbao.eus
www.bilbao.net/bilbaoturismo

SAN SEBASTIAN CONVENTION BUREAU

Boulevard, 8
20003 Donostia (Guipúzcoa)
Tel.: 943 481 466
Fax: 943 428 122
bureau@donostia.eus
www.ssconvention.com

CONGRESOS Y TURISMO VITORIA-GASTEIZ CONVENTION BUREAU

Plaza de España, 1
01009 Vitoria - Álava
Tel: 945161261
Email: congrestur@vitoria-gasteiz.org
www.vitoria-gasteiz.org

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS Y DE LA MÚSICA - EUSKALDUNA

Avda. Abandoibarra, 4
48011 Bilbao
Tel.: 944035000
Fax: 944035001
info@euskalduna.net
www.euskalduna.net

PALACIO DE CONGRESOS-AUDITORIO KURSAAL

Avda. De Zurriola, 1
20002 Donostia - San Sebastián
Tel.: 943003000
Fax: 943003001
kursaal@kursaal.org
www.kursaal.org

PARQUE TECNOLÓGICO DE VIZCAYA

Ibaizabal bidea, edificio 101
48170 Zamudio- Vizcaya
Tel: 944039500
Fax: 944039510
parque-tecnologico@parque-tecnologico.net
www.parque-tecnologico.net

RECINTOS CONGRESUALES Y FERIALES VIZCAYA BILBAO EXHIBITION CENTRE(BEC)

Ronda de Azkue, 1
48902 Barakaldo - Vizcaya
Tel: 944040000
bec@bec.eu
www.bilbaoexhibitioncentre.com

FIGOBA (RECINTO FIERAL DE GIPUZKOA)

Avda. de Iparralde 43
20302 Irún, Guipúzcoa
Tel.: 943667788
Fax: 943616164
ficoba@ficoba.org
www.ficoba.org

PALACIO DE CONGRESOS Y EXPOSICIONES DE EUROPA

Avda. Gasteiz s/n
01009 Vitoria Gasteiz
Tel: 945161520
Fax: 945161276
congrestur@vitoria-gasteiz.org
www.vitoria-gasteiz.org

OPC

ASOCIACIÓN VASCA DE EMPRESAS O.P.C.

Telesforo Aranzadi, 2-1º dcha
48008 Vitoria-Gasteiz - Álava
Tel: 609 600120
info@opce.eus
http://www.opce.eus/

ADMINISTRACIÓN PARLAMENTO VASCO

Becerro de Bengoa
01005 Vitoria - Gasteiz
Tel.: 945004000
Fax: 945135406
www.parlamento.euskadi.net

CONSEJERÍA DE TURISMO (DEPARTAMENTO DE COMERCIO, INDUSTRIA Y TURISMO)

SEDE CENTRAL DEL GOBIERNO VASCO (LAKUA).
Donostia San Sebastián, nº 1
01010 Vitoria
Tfno. 945018000
Fax: 945019045
www.euskadi.net

ASOCIACIONES

FEDERACIÓN DE HOSTELERÍA DEL PAÍS VASCO

Gran Vía, 38, 2º.
48009 Bilbao - Vizcaya
www.hosteleriapaisvasco.com

ASOCIACIÓN PATRONAL DE ALOJAMIENTOS ALAVES

Pío XII, 2.
01004 Vitoria - Álava
Tlf: 945267766
Fax: 945267766
aehoste@isis.mugenat.es

ASOCIACIÓN DE EMPRESAS HOTELERAS DE GUIPÚZCOA

Paseo de Mikeletegi, 52.
20009 San Sebastián
Tl: 943 309 030
Fax: 943 309 150
adegi@adegi.es
www.adegi.es/

ASOCIACIÓN DE EMPRESARIOS DE HOSTELERÍA DE GUIPÚZCOA

Almorta nº 2
20018 Donostia
Tel: 943316040
Fax: 943312173
info@hosteleriagipuzkoa.com
www.hosteleriagipuzkoa.com

ASOCIACIÓN DE EMPRESARIOS DE HOSTELERÍA DE VIZCAYA

Gran Vía, 38, 2º.
48009 Bilbao (Vizcaya)
Tlf: 944356660
Fax: 944236703
aehv@asociacionhosteleria.com
www.asociacionhosteleria.com

VITORIA GASTEIZ turismo & convention bureau

Europa Conference Centre
Avenida de Gasteiz, 85. 01009 Vitoria-Gasteiz.
Tel: 945 16 15 20
Fax: 945 22 80 09
www.palacioeuropa.org

Information and bookings:
Vitoria-Gasteiz Convention Bureau
congrestur@vitoria-gasteiz.org
Tel: 945 16 15 20



Following its comprehensive reform in 2015, the Europa Conference Centre has received the Gold LEED Certificate from the United States Green Construction Council and the Passivhaus XXL. With a central location and good public transport connections, the building's energy consumption has been reduced to 60%, and its operational capacity has been increased, with capacity for more than 20 simultaneous working groups. The Palace is owned and managed by the municipality and has modern, spacious and versatile spaces. Its exterior is also noteworthy, with a renovated façade turned into a vertical garden. All this has helped to make it a landmark in Vitoria-Gasteiz, the 2012 European Green Capital and the first Basque city awarded the Biosphere certificate accrediting it as a Sustainable Tourism Destination.

Photographs:
Daniel Llano / Quintas Fotógrafos.
Ayuntamiento de Vitoria-Gasteiz.

Europa Conference Centre



Halls	m²	Banquet	Cocktail	U-Shape	School	Theatre	Natural Light
AUDITORIA							
María de Maeztu Auditorium	567	--	--	--	--	750-800	--
Francisco de Vitoria Auditorium	451	--	--	--	--	437+ 9	--
MULTIPURPOSE AND / OR EXHIBITION SPACES							
Olarizu Room	1.400	800	1.200	--	800	1.200	Yes
Estibaliz Room	1.250	500	900	--	500	900	Yes
Green Capital Room	580	300	400	--	300	500	--
Viewpoint Space	266	120	300	--	120	150	Yes
Central Hall	--	--	--	--	--	--	Yes
North Hall	360	--	--	--	--	--	Yes
Exhibition Gallery (Ground Floor)	160	--	--	--	--	--	Yes
Exhibition Gallery (Mezzanine)	108	--	--	--	--	--	Yes
ROOMS							
Avenida Room	308	--	180	--	--	180	Yes
Gasteiz Room	191	90	170	45	90	150	--
La Florida Room	164	80	120	45	80	110	Yes
Jose Miguel Barandiaran Room	89	--	--	--	--	95	--
Armentia Room	126	70	100	45	70	90	Yes
Micaela Portilla Room	87	--	--	--	--	85	--
La Hechicera Room	99	60	80	35	60	80	--
Sorginetxe Room	92	50	70	35	50	70	--
Prado Room	77	30	40	25	30	40	--
Zabalgana Room	56	30	40	25	30	40	Yes
Salburua Room	85	--	--	30	--	--	Yes
Ayala Room	51	10	--	10	--	--	Yes
Angulema Room	50	40	--	--	--	--	Yes

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