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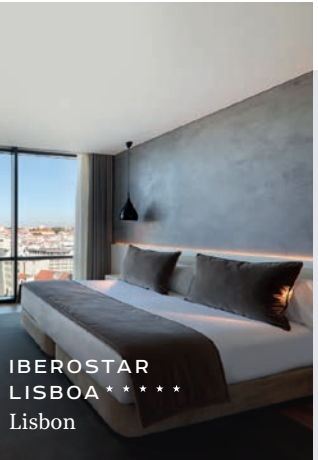
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Editorial

On the road to excellence

Spain is one of the world's favourite destinations for congress, meeting and incentive tourism. It boasts great competitive advantages such as an excellent network of modern facilities, accommodation and complementary offering, as well as prices that continue to be reasonable in comparison to other competitor countries in the area. All of this makes it possible for the country to position itself as a world leader in this field. However, the industry's experts have identified room for improvement and they have pointed to what needs to be done next to meet the demands of this ever-evolving market. The idea is to organise smaller and more sustainable events with tighter budgets that will call for a more imaginative approach. The intensive use of technology to improve upon what people know, how they participate and their experiences when attending events is one of the key issues the industry's most important agents agree on. It will also be a crucial feature in the organisation of business trips. They also underline the need to invest in innovation to provide added value, improve connectivity with less known but highly competitive destinations as well as with others in Europe, and promote the organisation of responsible events, also with innovation as a critical feature in promoting sustainability. Another essential aspect is training; meeting and event organisers are very demanding, and professionals working in this segment must be very dynamic, proactive and trained suitably to provide the high-quality services required of them. The sector also demands more and better promotional campaigns of its destinations and of Spain as a conference destination, new direct marketing activities, more institutional coordination and specialised MICE destinations.

AND	36	Andalusia	COM	92	Comunitat Valenciana
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MAD	74	Comunidad Madrid	MUR	120	Murcia

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PRESIDENT EDITOR: Joaquín Molina
García-Muñoz - editor@hosteltur.com
EDITOR: Manuel Molina Espinosa
manuel.molina@hosteltur.com
@manolomolinaesp
MANAGER: Carlos Hernández
carlos.hernandez@hosteltur.com
@carloshosteltur
EDITORIAL DEPARTMENT:
MENORCA: Editor in chief:
Esther Mascaró - redactorjefe@hosteltur.com
@esthermascaró
MADRID: Hotels: Vivi Hinojosa
hoteles@hosteltur.com - @vivi_hinojosa
Agencies and Tour Operators: José Manuel de la Rosa - agencias@hosteltur.com
@JMaDelarosa
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
PRINTING: Ingrama, S.L.
SUSCRPTIONS: Hosteltur:
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
Depósito legal: PM298-1994
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This activity's economic impact surpassed €6,100 million, increasing 3.38 percent

Spain is the world's fourth-ranking power for MICE TOURISM

According to Spain Convention Bureau, the economic impact of MICE tourism in Spain has increased by 43.6 percent in four years. Specialists believe there is room for improvement with more promotion of Spain as a MICE destination, better flight connections in less-known destinations, the implementation of measures concerning the quality and sustainability of events, and greater institutional coordination and specialisation in more competitive destinations.

According to the **International Congress and Convention Association (ICCA)**, Spain is the world's fourth country in terms of the organisation of international meetings and large conventions, ranking behind the United States, Germany and Great Britain, climbing one position in the 2017 worldwide ranking list. Spain, with 327,996, is second in delegates behind the United States. However, what is most important is the fact

The industry's economic impact has grown 43.6 percent in the last four years, increasing from €4,269 million in 2013 to €6,130 million in 2017

that, for the last decade it has always been one of the world's top five countries for MICE tourism. Furthermore, Barcelona has regained its top worldwide position as a city for congresses in the annual ranking list produced by ICCA for large events. This top position, where Barcelona "excels", according to ICCA, ahead of Paris and Vienna, means that it has climbed two positions and recovers the leadership it held back in 2004. Barcelo-



Gamergy 2018 organised by IFEMA.

na's rise, with 195 large events and 148,624 delegates, is a good example of the excellent times MICE tourism is living in Spain.

Other information confirms Spain's great progress as a MICE tourism destination. According to the **Global Business Travel Association (GBTA)**, in Western Europe the turnover for business travel increased an average 4 percent in 2017, drawing attention to the increase in Germany, 5.6 percent and in Spain, 6.3 percent.

3.6 percent more

According to a yearly study published by **Spain Convention Bureau (SCB)**, that represents almost 85 percent of the total national offering of the MICE segment and gathers data from some of the 56 Spanish MICE destinations: MICE tourism generated more than 6,100 million euros in Spain in 2017. This information takes into account that 44.8 percent of delegates travel to their MICE destination together with another person.

According to SCB, it is expected that 2018 will end with positive figures.



Most Spanish destinations have already scheduled a considerable amount of meetings for 2019, so SCB expects activity to stay the same as in the last two years

In general, destinations show that this year will be similar to 2017 and that the number of meetings will be the same. "A priori, for 2019, most destinations already have a considerable amount of meetings scheduled, so forecasts are optimistic in the sense that activity will remain the same as in recent years", as assessed by SCB for Hosteltur. Forecasts regarding the increase in daily spending, except in the case of congresses, remain the same.

In 2017, 24,960 meetings were held in cities associated with SCB, repre-

senting a slight drop (0.61 percent) in comparison to the previous year, although the number of delegates increased, totalling 3,995,300, representing a 3.6 percent rise; 73.1 percent of these delegates were Spanish. International delegates increased by 23.3 percent in 2017, Great Britain being the main country of origin (with 14 percent), followed by Portugal (with 12.4 percent). The total economic impact generated by this activity surpassed 6,100 million, representing 3.38 percent more than in 2016.

Madrid and Barcelona hosted the most congresses, conventions and conferences, 43.4 percent in total. 28.3 percent of all events were held in cities with a population of between 200,000 and 500,000 and the top three sectors of activity of the organising entities are medical-health, economic-commercial and university.

In 2017, 4,986 congresses were held in Spain, with 1.3 million delegates, a figure that represents a 17.3 percent rise in comparison to the previous year and 62.8 percent in comparison to 2013 data.

"

Spain recorded the greatest growth rate in corporate travel in 2017, with a 6.3 percent rise, more than the average 4 percent recorded in Western Europe, according to the Global Business Travel Association (GBTA)

The 7,312 conventions held, gathered a total 1,249,369 delegates, the best figure in the last five years, with a 10.4 percent increase in comparison to 2016 and 26.9 percent in comparison to 2013. The total number of conferences organised is 12,662, 5.4 percent less. 1.4 million delegates attended this kind of meeting, with numbers falling 5.7 percent in comparison to the previous year. The busiest months are March, April, May, June, September, October and November. As for venues, one out of every three meetings or-



A pen made out of recycled plastic bottles at Palma Convention Centre.



All ready for breakfast at Meliá Girona.

ganised in 2017 were held in Convention Centres (32.5 percent), 27.4 percent in hotel meeting rooms and 15.4 percent in university buildings.

Five years of growth

SCB assesses the sector's progress in recent years as "very positive". The number of meetings has increased by 27.22 percent and the number of delegates by 16.43 percent. Spanish cities organise more meetings, but as sectors are becoming more and more specialised, the number of delegates is growing to a lesser extent than that of events. The number of delegates from other countries has also grown in the last five years,

representing 23.3 percent.

The type of meetings to have shown a greater increase are congresses, 62.83 percent in five years. SCB has analysed these kinds of meetings and they are usually organised by non-profit associations, meaning that with the economic recession, support from sponsors dropped drastically, so their current significant increase is quite logical with today's economic recovery.

The sector's economic impact has also increased by 43.6 percent, going from €4,269 million in 2013 to 6,130 million in 2017.

To maintain the same level of activity, SCB believes that flight connections still need to be improved. Many destinations have been able to grow in this segment and become international destinations due to an increase in flight connections with other European destinations.

Another "very important" aspect is training; given the level of demand of event and meeting organisers, there is a need for qualified and dynamic professionals who can provide the required high-quality services demanded. European businesses and associations that organise meetings are now highly focused on developing sustainable events. ■



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Morocco is the ideal destination for your corporate event, be it a work meeting, a conference, an incentive trip or an exhibition. Exotic, but easily accessible from European countries and with a combination of world class business and leisure facilities, it is not surprising that Morocco is among the ten best business travel destinations in the world. Keep your room for maneuver and choose Morocco as a professional destination, you will make the decisions and we will fulfill your objectives.

Everything for the incentives

In recent decades, we have been chosen by companies and international associations to organize their congresses, events and conventions. An example is the city of Marrakech, preferred by these companies, has an accessible airport, necessary equipment, adapted accommodation and special programs for groups with exclusive activities that will leave an unforgettable memory to its employees.

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Convulsed tourism

Morocco is the country with the best tourist figures in Africa, having surpassed South Africa and Egypt in recent years. In this way, Morocco is positioned as a leader in the tourist growth of North Africa, becoming the place of common interest for all companies that want to ensure a unique and magical experience for their employees.

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Concerns

The Business Travel & MICE sector is preparing for

STRONG GROWTH

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

In 2019, the business travel and events industry is expected to expand smoothly and embrace new technologies, especially virtual payments and artificial intelligence solutions. Nevertheless, there are some concerns on the horizon from Brexit to an expected rise in prices.

According to **Global Business Travel Association (GBTA)**, the amount of spending on business travel increased by 5.8 percent worldwide in 2017, and for 2018 another 7.1 percent rise is expected; these figures are taken as proof that “The Age of Uncertainty” in this segment has come to an end, with a great expansion foreseen from now until 2022. In the last finished year, spending

related to business travel reached 1.33 trillion dollars (1.12 billion euros), a figure that will increase to a total 1.7 trillion dollars (1.4 billion euros) in the next four years. GBTA, based in Washington, has more than 8,000 members operating on six continents, managing more than 345,000 million dollars every year in investments addressed at worldwide meetings and business trips.

“This growth improvement could mean the end of the ‘Age of Uncertainty’ for business travel worldwide, but growing protectionism is coming at a bad time”, said **Michael W. McCormick**, Executive Director and COO of the association, who fears that the path taken by commercial policy could have a negative impact, creating instability and affecting recovery. The so-called ‘Age of Uncertain-



Expectations are good in the corporate sphere. Picture of the audience at the 2018 Spanish Hotelier Congress, in Malaga, last May.

ty’ was characterised by moderate growth in the level of business travel spending, which has fluctuated between 3 and 5 percent every year since 2012. The specific two-year period between 2017 and 2018 is expected to become this business segment’s period of greatest growth since recovery began after the end of the recession in 2010 and 2011. In 2018, GBTA expects eighteen of the twenty most important business travel markets to surpass the growth rate of the last five years. On average, the association predicts a 5.2 percent global increase in spending.

Brexit as the backdrop

Business travellers generated 310,000 million dollars in Western Europe in 2017. The region registered a global growth of 4 percent, drawing attention to the increase in Germany, of 5.6 percent and in Spain, of 6.3 percent, while France recorded a rise of 3.9 percent. The only large market in the area to drop was the United Kingdom, falling 0.7 percent due to the collateral effect caused by Brexit, and especially the devaluation of the pound, the increase in inflation and the associat-



GBTA foresees a significant increase in the number of corporate trips from now to 2022, and for this year it already expects eighteen of the twenty most important business travel markets to surpass the increase of the last five years

ed pressure on consumer spending. GBTA predicted an increase of between 4 and 6 percent for Germany, France and Spain, while forecasts for the United Kingdom continue to drop given the alternatives of Brexit not yet being resolved. According to the 2019 Global Meetings & Events Forecast by **American Express Meetings & Events**, two of the countries this association highlights as the fastest growing in Eu-

rope, Spain and Germany, are those that are expected to lead the rise of business events in 2019. According to forecasts, Spanish companies will see a 3.5 percent rise in the number of events next year, while the increase in Germany will represent 4 percent.

Internal events and teambuilding will be the most prevalent in European countries, driven by strong activity in Spain, France and the United Kingdom (where 27-28 percent of all events are internal meetings). According to this report, the European cities expected to host most events are the following, starting from the top of the list: London, Barcelona, Berlin, Amsterdam and Madrid.

European companies all point out the great impact the new General Data Protection Regulation (GDPR) is having, that, for its nature, is affecting this sector much more drastically than how it is conditioning other industries.

The sector’s good health worldwide is evident. Demand for meetings and events will grow between 5 and 10 percent in 2019, and the average size of meetings will increase in almost all regions, according to the **CWT Meetings & Events’** 2019 Future Trends Report. It also predicts hotel prices will go up by 3.7 percent, as will flights by 2.6 percent. This study also points to London as being the favourite city in the EMEA area for next year, followed in this case by Moscow and Barcelona.

Concern about rising prices

As highlighted at the **Forum Business Travel** days held last October in Madrid and Barcelona, it is precisely the increase in these prices travel managers are concerned about. Different international reports, such as the one published by GBTA, indicate that next year flight prices will go up by 2.6 per-

cent all over the world, 4.8 percent in Western Europe and 6.7 percent in Spain. Accommodation will also be more expensive in Spain, above the average, specifically 8.5 percent in comparison to 5.6 percent in the EU or 3.7 percent worldwide. Land transport will remain more or less the same in 2019.

This situation gets more complicated given the generalisation of dynamic rates that suppliers use to change prices in real-time depending on demand.

ops all six principles of persuasion and proposes an action plan, as well as forty behaviour guidelines, so that managers learn how to involve travellers under a perspective of collaboration.

Artificial intelligence for business travel

According to certain trends pointed out in a recent report published by **Phocuswright** on the amount of use of different technologies, the introduction of tools to simplify the

manage, predict and intelligently analyse travel costs all in one place, to change the way in which companies manage and optimise their travel programmes. The system is a pioneering computational cognitive technology. It reads and understands natural language, is able to answer complex questions in just a few seconds and learns from every experience in an increasingly more intelligent way.

According to a report by **Amadeus España** and **ACAVE**, artificial in-



London is top of this list in several different rankings as the most popular city for business travellers in 2019.

With the progress of the industry, travel managers and the mechanisms used to manage company business trips need to adapt to a new reality. Last September, Forum Business Travel and **Amadeus España** presented their study on “Convincing travellers. Psychology of Persuasion in Business Travel”, an investigation that puts forward a new approach for business travel management that questions the penalty systems used to make employees comply with company guidelines in terms of travel policies and company cost-saving goals. Based on numerous studies on behaviour psychology and on interviews with travel managers from companies based in or with offices in Spain, the investigation devel-

travel process, including the use of virtual cards and digital wallets, will have to wait until these achieve widespread use. The consultancy firm also highlights the return of “bleisure” – extending business trips to explore a destination as a holiday tourist – a trend that is already noticeably in 2018 and shows signs of continuing.

Among those tools that are going to emerge in the future, artificial intelligence is the most promising. Recently, **Travelport** and its technological partner **IBM**, presented IBM Travel Manager, an artificial intelligence platform designed to help companies manage business travel costs.

Supplied through IBM Cloud, the platform uses IBM Watson to track,

“
Artificial intelligence applications are seen as an ideal solution to control travel expenses in companies and to help make cost management a lot more efficient for employees

telligence applications will be a key factor in this field, because in two to three years they will monitor business trips and allow for more efficiency in management, as well as seek greater traveller satisfaction. According to this investigation, developed by the Department of Applied Economics and Statistical Econometrics at the **University of Barcelona**, with collaboration from the **Bosch i Gimpera Foundation**, it is likely that in the medium term, in about five or six years, voice commands and “chatbots” will have also been incorporated, although their integration will only be for the most routine tasks; more complex content will call for more programming. ■

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Contact

Sonia Fontana-Antonelli
Tel: +34 938 423 939
M: +34 699 464 326
SFontana@ValueRetail.com
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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.



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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.

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DIFFERENT EVENTS



The Berroja winery, of Rioja Bilbao, organises wine-experiences at the birthplace of txakoli.

A wine tasting teamed with excellent seafood; a route around never-ending vineyards on a 4x4 or Segway, or a balloon flight over them; combining wine with painting; challenging one's knowledge and skills with a gymkhana about culture and wine... these are just some of the many experiences and team-building activities you can take part in thanks to the **Spain Through its**

Wineries initiative.

This new tourist option, which has been created by a group of 9 large wineries offering innovative products, adds value to the world of meeting and incentive tourism thanks to its potential to organise many different types of events. Apart from boasting adequate professionals and venues, this alliance also offers a wide variety of complementary leisure options, organises team-building activities and adds wine tourism and gastronomy into the mix.

Most of the 32 wineries across eight traditionally significant wine-producing regions, 10 national Paradores establishments and 2 wine museums which make up Spain Through its Wineries have spaces for events and are also able to host outdoor events in unique surroundings. They are also flexible enough to adapt to the needs of different companies and can personalise activities and spaces according to specific requirements. They uphold three main values; sustainability (environmental, financial and social), addressing the issue of seasonality in tourism and rural development, to "design your dream wine and food event or trip" at different wineries across Spain.



Cinesa cinemas host events based on the magic of cinema.

The magic of cinema

Cinema company **Cinesa** highlights the many ways you can use cinemas to organise events which are memorable and where anything is possible.

A leading cinema company in Spain, Cinesa boasts over 500 screen-rooms across the mainland, and the Balearic and Canary Islands. Its main assets are its screens and its cutting-edge technology - it boasts special IMAX, iSens and Dolby Cinema screens and offers premium experiences related to cinema with reclining seating and VIP rooms which can be adapted to any kind of event, always upholding the philosophy of "creating unique experiences".

The screen-rooms can seat between 60 and 600 people, and can host presentations, congresses, internal conventions, training courses and press conferences, amongst many other events, all of which can be heavily personalised. To make this possible, Cinesa has its own

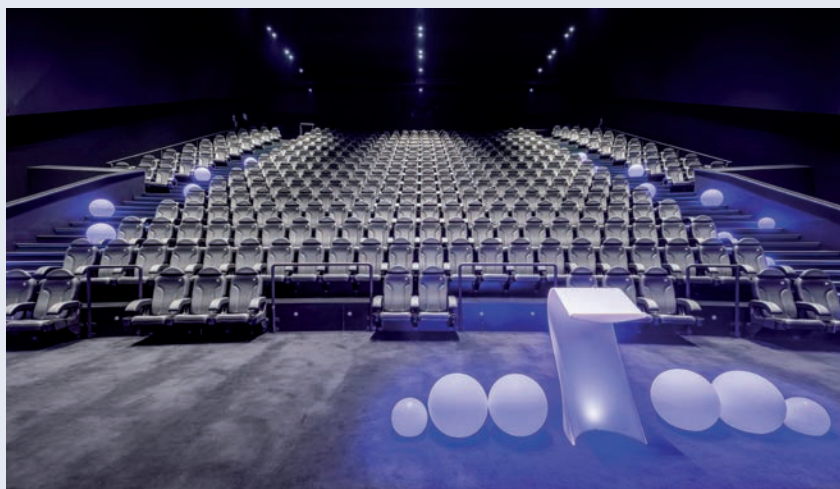
events service which, apart from offering audio-visual services, can include other elements such as catering or hosts/hostesses. Each event's brand "can be incorporated into the entire experience, from purchasing tickets, to waiting in line to buy popcorn, with the distribution of advertising and flyers, as well as through advertising on the company's website which receives over 2 million unique users a month and 15 million page-views."

The company explained that "an event at a Cinesa cinema provides the same philosophy upheld by the company, which is none other than a desire to provide an experience to spectators which goes much further than merely watching a film. Cinesa wants the spectators to enjoy a complete cinema experience, from the moment they buy their ticket to when they leave the building." It's about "experiencing the magic of cinema from another perspective." ■

"
Scenery, nature, sports, wine and gastronomy come together in wine & gastronomy events, team-building trips and activities organised by the Spain Through its Wineries alliance

2018 marks this company's 60 anniversary in Spain

Cinesa, the best partner for your company events



Cinema auditoriums are very under-used spaces in the world of events, but they have huge potential. Cinesa is a leader in the premium entertainment cinema sector in Spain. It has been operating in our country for 60 years, with the aim of creating unforgettable experiences by making the most of the **technology, comfort and versatility** of the more than 500 screens it operates in Spain. This could be anything from watching a film to holding an event in one of its cinema auditoriums, for 60 to 600 people. These cinemas are located across all the main provinces in mainland Spain, as well as in the Balearic Islands and the Canaries.

Events to remember and where anything is possible

Internal conventions, press conferences, private passes...any type of event can be held at the company's 44 cinemas in Spain, including tailor-made experiences.

Cinesa's philosophy can be summarised by the desire to provide its spectators with a complete and unique

cinema experience. And they want to transmit that same spirit to all the companies who decide to promote their initiatives at their premises.

State of the art screens at your company's service

Cinesa stands out for its firm commitment to innovation and technology, the area in which it concentrates most of its investment. The screens at Cinesa feature all the latest and most up to date sound equipment, screens and seating:

The Isense screens create an immersive effect with their 4k 600-watt projector and Full HD imaging. In addition, and to create a fully immersive experience with the highest screen resolution in existence, Cinesa offers viewers their iMax screens. And if the spectator is looking to be able to enjoy a 270-degree viewing experience with lateral screens, then their best option is the ScreenX screens. Even though when it comes to technology, the Dolby Cinema screens with their double laser projector and 4k resolution, are one of the most advanced in the world thanks to their

Dolby Atmos sound system, their curved 200m2 screen and their more than 90 speakers.

Advertising to harness cinema's potential

Companies can be a part of the cinema experience via the many different options Cinesa offers and through which they can reach the general public. These include; **handing out flyers**, setting up **information stands**, distributing **products**, **personalising headrests** or **commercials** shown before the start of a film. On an online level, Cinesa also has **advertising space available on its website**, which receives over 2 million unique users a month.

Cinesa, 60 years in Spain

This year Cinesa is celebrating its 60th anniversary in Spain. This significant event coincides with the launch of Cinesa Luxe, which features wider and reclining seats in all its auditoriums as well as two metres' worth of leg-room in between each row of seats and an individual table for popcorn and drinks. This experience can already be enjoyed at Cinesa Xanadú and Equinoccio in Madrid.

"At Cinesa we reinvent ourselves every day so that we can offer spectators what they need at any moment, providing a unique and global cinema experience", said Ramón Biarnés, general director of Cinesa.



INFORMATION

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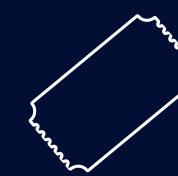
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CINESA
BUSINESS

An upward trend that combines work trips with the enjoyment of leisure and free time

Business hotels

ADAPT TO BLEISURE

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

At this point, there is no doubt that workers like mixing leisure and business. Proof of this is that work trips end up becoming “bleisure” (business + leisure) trips. City hotels need to adapt to this already consolidated trend with their sights set on millennials, who are more likely to combine both features on their work trips.

A study published by Booking.com for Business, reveals that during the last year, almost half of all business travellers (49 percent) extended their stay for this reason. In the case of Spanish travellers, two out of five took the opportunity to extend their trip and enjoy leisure time at the same place they had travelled to for work.

And, as highlighted by **Ripsy Bandourian**, Director of Product Development at **Booking.com for Business**, “business trips are currently seen as an opportunity to broaden horizons, look for inspiration

and boost professional careers”. This is how the new generations are finding “the perfect balance between leisure time and business”.

Within this trend, new but not as commonly visited destinations are on the rise; they spark the curiosity of bleisure travellers and this makes them want to take a few extra days to discover the area and make the most of their time away from the office. The growing use of technology and apps to improve user experience and the possibility of staying at new types of accommodation are also important motivators.



47 percent of the Spanish millennials who travel for business extend their stay a few days for tourism purposes.

Millennial travellers

As figures show in a report commissioned by **Travelport**, no one is better at bleisure travelling than Millennials: almost half (47%) of all Spanish youngsters between the ages of 18 and 34 who travel for professional reasons, extend their stay a few days for leisure purposes.

According to a study by Booking.com for Business, when it comes to planning, they usually organise these kinds of trips themselves and at the last minute, around a week before if the trip is in their own country and four weeks before if it is abroad.

As confirmed at the latest occurrence of the **Expedia Partner Conference** in Las Vegas, 42 percent of all business trips in the United States already include a bleisure element, with an average duration of six nights compared to the average two nights spent on business trips.

Millennials go for this trend especially if the destination they are travelling to is far away. In this sense, live events, whether

“
This practice of business travellers represents an excellent opportunity for hotels, that can offer them incentives to extend their stay”

they are sporting or musical events, are gaining importance as the perfect “excuse” to extend trips. Most stay in the same destination and the same hotel, but if this is not the case, it is because it is very expensive or because it is not in the right place.

This practice represents a great opportunity for hotels, that according to the experts who gathered in Las Vegas, “control many of the mechanisms that help to identify which customers would be more likely to extend their stay and therefore influence their decision by giving them reasons to do so, at least one month before travelling, providing them with information on events that will be held in the destination on the dates of their trip, and even offering them special discounts if they finally decide to stay on for more days”.

Economic impact

And all of this because bleisure is destined to play a key role in the growth of the economic impact in these destinations and in reducing seasonality. Thus, a study by the Enlloi startup, that looks to promote these kinds of trips, draws attention to the fact that “if 10 percent of these visitors were to take the time to enjoy any kind of leisure experience, which they currently do not out of a lack of knowing what is available, and 5 percent were to extend their trip for just one more day, the business travel industry’s contribution to the Spanish economy would increase 1,499 million euros a year, until reaching a total 14,786 million euros”.

Not in vain, according to this same report, 78 percent of these travellers believe that adding free time to their business trips would add value to their work; and 83 percent acknowledge they explore the destination during their stay. It is important to bear in mind that “every day, 33,000 business travellers stay in Madrid overnight, 29,000 in Barcelona and 4,700 in Seville and they are all willing to listen to leisure proposals”, these being from public destination managers or from the hotels where they are staying. ■

Artificial intelligence, "machine learning" and mobile technology

Hotels apply key technology to business trips

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

Artificial intelligence, machine or automatic learning and mobile technology are changing the way we search for, book and experience travel, especially business travel, with the ultimate aim of optimising the user's experience. With this same objective in mind, many hotels have begun implementing these technologies to satisfy their clients and even to exceed their expectations.

“*Spring Hotels has become the first hotel chain in the world to incorporate Google Home into its guest rooms; Lopesan the first in Spain to introduce the Pepper robot; and NH has become a European pioneer with its new product FastPass*”

There is still a long way to go to improve the speed, ease and personalisation of all aspects of user experience, but some of the technologies which are already being applied are often designed to transform the world of business travel, these include;

Virtual assistants

A study conducted by **Booking.com Business** revealed that almost a third (29%) of global travellers claim to feel comfortable with the idea of a computer planning their next trip using historical data from their previous journeys, and half has no preference between a real person and a computer, as long as they receive answers to their questions.

Chatbots which work using artificial intelligence are becoming more and more advanced, and the more they learn the more procedures they can carry out. These systems are able to collect information on business travellers' tastes and give personal recommendations.

Spanish hotel chain **Spring Hotels** has become the first in the world to incorporate **Google Home** devices into their guest rooms, applying artificial intelligence to

personalise customer experience. This idea has resulted in Mr. Spring, who communicates with guests and provides them with general information about the hotel, booking services and the room's automation controls, as well as providing standard Google functionalities such as an alarm clock, translator and information on the weather or the destination. This service has been launched at the **Vulcano Hotel** in Tenerife but will be operating at its other two establishments by the end of the year, the **Arona Gran Hotel** and the **Hotel Bitácora**.

Robots

Robots which operate using artificial intelligence can now manage interactions and simple face-face operations with clients. **Lopesan Hotel Group** has incorporated the first mass-produced humanoid which is able to communicate and interpret human emotions, **Pepper**. Created in Japan, this robot has been operating since 2014 and the chain is the first hotel group to use it in Spain.

Mobile technology

Mobile technology acts as an open door to

new experiences, it allows business trips to become more and more agile and able to be booked on the go. Almost all search, booking, and changes to flights or hotels can be carried out directly from a mobile device. It also provides travellers with improved and more personalised experiences, as it helps them to discover and explore destinations as per their tastes and personal or professional preferences. The **NH Hotel Group** has launched **Fast Pass**, which combines three innovative services - online check-in, choose your room and online check-out - placing all control of their stay into the hands of the guest, so that they can customise their experience and save the most amount of time possible. The company thus becomes the first European urban chain to offer three services at once, which, in the words of their Operations Director and Global Transformation director, **Rufino Pérez**, places them at the "forefront of

latest generation hotel technology." Over 42,000 guest rooms at their hotels in Europe and America have been digitalised for this purpose. ■



In the new Tech Room at the Meliá Sevilla, which like the Meliá Lebrero has just renovated its meeting rooms, clients now have access to 'Active Sitting Balls' to help awaken their creativity.

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AEROMEXICO
MEXICO'S GLOBAL AIRLINE

MICE by Palladium consolidates its position



Hard Rock Hotel Tenerife.

For **Palladium Hotel Group**, travelling is a unique experience, even if its business travel or an incentive trip, because business and pleasure can be one and the same. Thus, **MICE by Palladium** offers a wide variety of hotels and resorts, where the best facilities, the latest technology and a team of dedicated event coordinators guarantee the success of every corporate event.

Rockin' meetings at Tenerife

Hard Rock Hotel Tenerife comes up as a unique location to escape from plain conferences, large conventions, training programs, and showcase events. A dedicated professional

team, unparalleled facilities and outdoor spaces for food and beverage functions, and state of art technology



Hard Rock Hotel Tenerife meeting room.

equipment will add a touch of personality and help corporate events to stand out from the ordinary at this very remarkable hotel.

One of a kind as it is, Hard Rock Hotel Tenerife is one of the very few hotels in the Canary Islands – even in Spain itself – that offers the exclusive possibility of celebrating events at the hotel's private beach area, located next to the impressive man-made lagoon that offers both views over the ocean and a very enjoyable climate along the year, as Tenerife is well known as the island where the summer never ends. Themed setting, life music, Dj and a curated barbecue buffet service would surely impress up to 300 people at a non-paired corporate event.

For meetings, showcasing events and more formal presentations, Hard Rock Hotel Tenerife features a versatile convention centre with 7 meeting rooms capacity for up to 450 people. The main area splits into five different sections, giving this conference hall multiple setting possibilities to suit any meeting or event requirements.

The hotel is easily reachable from both airports on the island, located about 20 minutes from Tenerife South Airport and 70 minutes from Tenerife North Airport, and it features 624 rooms, including 260 spectacular suites. To those that always expect a step further, **Rock Royalty Level®**, a VIP hotel within Hard Rock Hotel Tenerife, featuring exclusive facilities, services and amenities, will make the most of their stay.

Unexplored luxury events and meetings at Costa Mujeres, Mexico

Recently launched **Grand Palladium Costa Mujeres Resort & Spa** and **TRS Coral Hotel**, are the two brand new additions to Palladium Hotel Group portfolio of luxury properties, that aim to revolutionise the way conventions, meetings and events are organised thanks to a 16,000 ft2 convention centre with capacity



Costa Mujeres Convention Centre.

up to 1.380 persons. The centre can split up in 6 bright conference rooms with fabulous views. It features also a private reception, an underground parking and a lobby. The impressive MICE facilities are located on the edge of the resort and will be able to cater for all types of meetings, conferences and events, benefitting from the services of the resort while being separate from the hotels.

Hedonist meetings at BLESS Hotel Madrid

Pioneers in the concept of Hedonist Luxury, **BLESS Collection Hotels** promises to bring the pleasure of living to each and every moment, meetings, conventions and any

corporate events, are included in this brand promise.

Located in the Salamanca quarter at Madrid, one of the most emblematic and exclusive neighbourhoods of the city, **BLESS Hotel Madrid** stands out for its unique style and timeless design. It features 4 versatile meeting rooms with capacity for up to 150 people, that will suit the highest expectations.

From a Michelin star culinary offering by Martin Berasategui, to a state of art technology equipment, and one of a kind suites and facilities, the MICE corporate team at BLESS Hotel Madrid is there to care about every small detail and ensure the success of every event.

Europe, the Caribbean, the Pacific and Brazil, MICE by Palladium offers the best locations for corporate events, from urban hotels in major Spanish cities to tropical resorts, with a common signature: exquisite design and exclusive services, to hold meetings with a different focus and enjoy an unforgettable experience, whether it's a conference, a welcome reception or an incentive trip.



BLESS Hotel Madrid meeting room.

What's new on board and on the ground for MICE travellers

Innovation and technology at the service of passenger experiences

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

Airline companies have been investing heavily in innovative technologies that improve customer experience, and these will definitely change the way in which people travel and foster the transformation of passenger transport.

Iberia has inaugurated the Dalí Premium Lounge at Madrid-Barajas Airport, in Terminal 4; an area extending over 2,000 square meters that now offers 455 seats, almost one hundred more than before. This exclusive area has been totally refurbished to improve the experience of its customers and diversify its services to cater for both those on a quick visit to the lounge as well as those with more time to enjoy it. The northern part of the lounge is more dynamic and focused on business travellers who don't usually stay there for long and who need to find everything they need as easily as possible. Unlimited WI-FI is available.

Corporate and technological

Air France-KLM has relaunched its "Corporate Benefits Program" aimed at business passengers, making it more exclu-

sive and personalised. For international companies, booking flights is now a lot easier and much more flexible, with fourteen exclusive advantages offered on all Air France, KLM, HOP! and Joon flights, designed based on values that this segment considers to be essential: service, flexibility, priority and recognition. Every customer is appointed a specific account manager, is given more flexible booking periods, priority boarding on all long-haul flights and priority attention.

Air Europa, as part of its technological modernisation strategy, expands its Streaming service to its short and medium-haul fleets: European and domestic flight passengers can now watch TV series or the news and play games on their own devices for free and they can also find information on where they are travelling to and book tours, activities or restaurants.



This service, exclusive until now on its transoceanic routes, is now available on its 21 Boeing 737-800 and on most of its eleven Embraer 195 that fly the company's European and domestic routes.

Lufthansa has launched its automatic check-in service for all its flights within Germany and destinations in Europe within the Schengen area, as well as for bus and train trips on Lufthansa Express Rail and Bus. For flights booked up to 24 hours before departure, boarding passes will automatically be sent to passengers 23 hours before they depart without having to log-on manually. To use this new service, Lufthansa's customers have to enter their personal details into their Miles & More account, in Lufthansa's iD profile or use the confirmation link on their booking. Other services like changing seats, cancelling registrations or activating electronic luggage tags will also be available.

On wheels

Mytaxi, the App that puts passengers into contact with taxi drivers and focuses on transforming the taxi industry through the use of technology, making it more efficient and bringing it closer to passengers, offers the MICE sector sev-

“
Innovative technologies are personalising services and improving business passenger experiences”

eral different products that adapt to the preferences of every business as well as solutions for companies when on their travels or corporate trips. This App is up and running in 100 European cities, including Malaga, Seville, Valencia, Barcelona and Madrid -with their respective metro-politan areas- in Spain. Mytaxi has set-up the Taxi Butler device at hotels and restaurants making it possible for customers to book a taxi with a simple click of a button. It helps to manage routes because each device is configured with the address of the establishment it is set-up at and this helps to optimise booking and waiting times.

Enterprise Rent-A-Car has announced the launch of an innovative technological solution called EnterpriseLaunchPad®, in Spain. This solution improves customer experience and makes vehicle rental services more efficient, faster and global. By using a tablet, this new tool digitalises the transaction process by eliminating some of the paper-work processing that was previously done at the counter, speeding up the service and allowing for a closer and more fluid interaction between employees and customers, therefore providing them with a better service anywhere in the world. ■

The fact that events are evolving and becoming smaller makes achieving sustainable profitability a real challenge

OPC Spain observes an improvement in activity and makes technology a priority



President of OPC Spain, Matilde Almandoz.

Professional congress organisers have detected advances in activity and a slight improvement this year, given that Spain is hosting large-scale national and international congresses. According to **OPC Spain**, events are becoming smaller and are attended by less people, which means that the challenge is achieving sustainable profitability.

According to Maria José G^a Curto, from the Extremadura delegation "there is an increase in contracts even though prices have not recovered." The number of events has not grown much, and budgets and margins are also decreasing, which shows that, as stated by the president of **OPC Madrid**, Carlos de Sebastián, "the evolution of this industry is a difficult one."

OPC Spain believes that in order to achieve optimum development, the sector must adapt to the needs of the market at the rate set by new technologies, innovation and the trends which define the rhythm of the sector.

Adapting to change

The president of OPC Spain, Matilde Almandoz, assures us that the main challenge faced by professional congress organisers is the intelligent use of technology at events. "We currently have a wide array of technological tools within our reach, but we must make the most of this

technology to innovate in our activities, especially when it comes to learning from and gaining more knowledge from delegates," the president told Hosteltur.

The aim, according to Almandoz, must be "to provide the client with value, to contribute to their company strategy, guarantee compliance with the code of ethics and ensure the execution of responsible events."

The president considers that the actions of OPCs "must evolve in parallel with society's needs in general and the needs of attendees in particular. They must adapt to the changes experienced by an industry which is, by its very nature, in constant change and evolution and in which different generations coexist, from 4G participants to millennials, generation X and generation Z," she added.



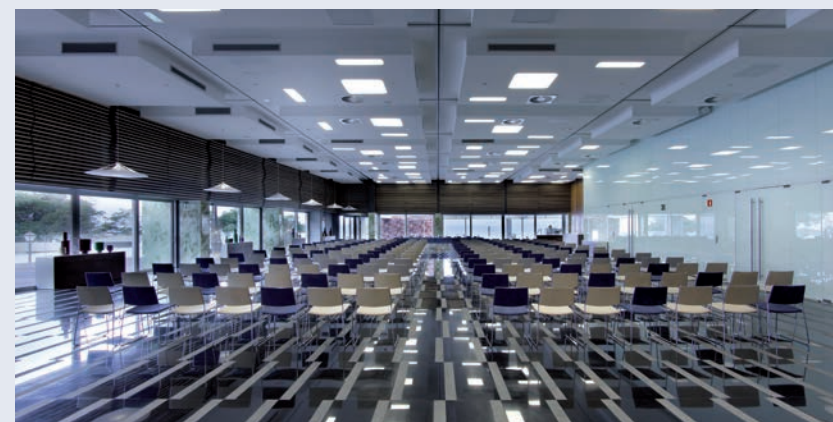
OPC Spain focuses on making the most of technology to innovate and achieve greater learning and knowledge from delegates

Looking forward to 2019, the latest incorporation to OPC Spain's board of directors, Jesús Delgado, president of **OPCE Cantabria**, says that: "Prospects are still uncertain, but we do expect to see a minimum increase of 5%."

Some of Spain's most significant competitive advantages as a congress destination are climate, transport connections and infrastructures, as well as its wide array of hotels, congress palaces and fair complexes which are "able to host events of any size," Almandoz pointed out. "But the main key to our success resides in the promotional efforts carried out by public administrations and as a result of public and private collaborations which we have been striving for over recent years," she continued. OPC Spain's most significant role lies in guaranteeing a professional image for Spanish OPC companies, as well as ensuring institutional relationships between the federation and official bodies of interest to the meetings and events industry. ■

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Parador de Cádiz.

fantes' (Home of the Infantes) and the General Headquarters of the 'Guardia de Corps' (Royal Guard) and also houses a modern congress and convention centre.



Parador de Baiona.

Monasteries, state-of-the-art buildings, medieval castles, baroque palaces... For those looking for an original place to organise a business trip or discuss business matters, **Paradores** are the ideal option. They offer truly spectacular venues, in extraordinary surroundings, with facilities adapted to everyone's needs and their teams are highly experienced in the organisation of any kind of event, conference, product presentation or meeting.

Paradores offer facilities for large events, catering for up to 1,000 people, and also small halls for private meetings, be it in monumental castles or state-of-the-art hotels. Paradores also offer all of its clients a team of "meeting planners" who take care of coordinating everything to do with group bookings, incentives and corporate events. This is an exclusive service that the company offers as a differentiating feature, aimed at making the organisation of events a lot easier for clients.

Everyone who likes original MICE destinations will discover everything they have ever wanted in any of the

97 Paradores, with capacity for more than 10,000 people. Most of them are located in buildings and places of historical, artistic or cultural interest and they stand out for their excellent services and hospitality, without losing authenticity or their heritage value. This year, the hotel chain commemorates its 90th anniversary, since the inauguration of the first Parador in Gredos on October 9, 1928, and given such a celebrated event, all of its establishments will show-off their best gladrags.

Attention is drawn to the combination of tradition and state-of-the-art equipment, as can be seen in the Parador de Alcalá de Henares, the Parador de Salamanca and 'La Granja'. Parador de Alcalá de Henares used to be a school-convent and hostel for students in the 17th century and now features a spa, business centre with the latest technology, convention centre and twelve conference halls; Parador de Salamanca has rooms with panoramic views over the World Heritage City; and 'La Granja' (The Farm) is home to the 18th Century 'Casa de los In-

Unforgettable experiences

The "Paradores one-Night Voucher", an exclusive product for companies, is a very attractive option for all of those who want to present their employees and clients with a gift like no other.

The promise of a trip always motivates and generates enthusiasm and with the "Paradores one-Night Voucher", it is the details that make the difference. Whoever receives this gift will have a lot of places to choose from, as many Paradores as there are scattered around the Spanish territory. Nature, culture, history, art and food all come together in each and every 'Parador' and they offer a wide range of options, so that whoever has the chance to enjoy them always remembers their experience and associates it with the company or brand-name who gave it to them.

INFORMATION:

Paradores de Turismo de España
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eventos@parador.es

The CEO of the Iberian Association of Business Travel Managers (IBTA), Juli Burriel

“Technology will continue transforming the way in which corporate trips are managed”

Juli Burriel, CEO of the **Iberian Association of Business Travel Managers (IBTA)** considers that technology will continue to condition the work of business travel managers and that the figure of travel manager will become more and more important.

How did 2017 perform for corporate travel managers as far as business volume is concerned?

Given that each company has its own management structure, it is difficult to give a general evaluation. I agree with the words of Expedia president Mark Okerstrom, who said that due to terrorism, natural disasters, the comings and goings of politicians and certain restrictions applied by the US, 2017 has been “a crazy year” in terms of corporate travel. However, in 2017 Expedia clients purchased travel, hotels and more to the value of 1.6 million dollars – figures which are the equivalent of a 6% growth with regards to the previous year.

What economic impact do business trips have?

Business tourism in Spain makes up for 7% of the economic impact, we share the same growth rate as the United Kingdom, according to the American Express GBT European travel barometer. Madrid and Barcelona host 61% of international fairs and congresses, a good indication of what this niche generates. If companies were also to implement travel as an incentive,



The CEO of IBTA, Juli Burriel

they would generate an economic growth of over 1.5 million Euros a year.

The difference, when it comes to the assessment of this impact, is that there are still very few collaborative consumption providers in business trips in Europe, even though this is expected to change. We must not forget that business trips have “their place” amongst the sector’s commercial companies, which bodes for more participation from providers.

How has the activity evolved over the last few years?

It has been marked by the automation of procedures, risk management, duty of care, the

personalisation of trips, comprehensive management of end to end mobility, connectivity, social responsibility and sustainability policies.

What are the predictions for 2019?

In the future, technology will continue to transform the way in which corporate trips are managed and it will affect the capacities and profiles of future professionals. Technology will make the figure of corporate travel manager more and more important and influential in companies where travel expenses are significant due to volume and business strategy.

What challenges are travel managers facing?

The role of travel manager is becoming more and more consolidated as companies evolve and begin valuing aspects such as security. Travellers are more demanding and knowing that their agent is familiar with every step of their journey and that he or she adjusts business policies to their needs means that they are able to carry out their work without worrying, and this in turn reinforces their productivity. Factors such as security, trust, a good combination in terms of expenses and incentive policy, and especially knowing that you have a friendly voice to contact when technology collapses will contribute towards the fusion of technology and travel managers. ■

62.5% of business travel expenses goes towards flight tickets and 9.2% towards hotel stays, which are increasing in duration, according to a study carried out by Diners Club

Business trips are evolving

Business trips have evolved significantly over the last decade, since the obligatory cost adjustment made during the credit crunch. But this has not been the only factor. The sector has become more professional, with more and more ‘travel manager’ training, stronger technology and more automated procedures, and increased collaborative consumption – all these elements have an influence on business trips, according to “Benchmarking. The Spanish market 2012-2017” a report by **Diners Club International**.

The report shows that in the current world of digital revolution, “companies are more open to advances in business trip management,” sometimes provided by “suppliers who bring added-value to the process.”

62.5% spent on flights

The study analyses business trip expenses – 62.5% of which went towards buying flight tickets in 2017, 9.2% to hotels, 8.9% to train journeys, 3% to car rental and 1.6% to service fees. The amount destined to flights has decreased over 5 points, from 68% in 2012 to 62.5% in 2017.



Low-cost airlines have been gaining more of the business trip quota and accounted for 9.5% of the flights in 2017

The report detected more activity in May and June, the months when the most flight tickets were bought, with 10.11% and 10.12% respectively. As for the most frequently-used companies, the company from which the most flights were purchased for business trips was Iberia, accounting for 35.3% (9.8 points less than in 2012), followed by Vueling with 16.8% (6.4 points more) and Air Europa with 9.8% (up by 3.7). Low-cost airlines have increased their quota of business trip travel up to 9.5%, 3.5% more than five years ago, with a 10.7 point increase in the purchase of cheap flight tickets over the last five years.



As for destinations, in 2017 the ten top destinations chosen were four European ones (London, Paris, Lisbon and Munich) and six Spanish ones (Madrid, Barcelona, Bilbao, Palma, La Coruña and Tenerife). Madrid and Barcelona remain in the highest demand and share 53.7% of all the flights purchased for business trips. International destinations have grown consistently over the last five years.

As for business trips made by train, Madrid is the main destination in this case, accounting for 40.5% as the hub of AVE operations, even though it has fallen by 3.8% from 2012 to 2017, probably due to the launch of new destinations.

59.6% of hotel bookings paid using the Diners Club Travel Account card are for one-night stays (a category which has fallen by 2% in five years), according to the study, which highlights the 1% increase in two-night stays. Madrid is again the main destination, accounting for 15.7%, followed by Barcelona with 9.2% and Seville with 2.9%. ■

The incorporation of private accommodation and “bleisure” are present-day challenges

CORPORATE AGENCIES

hope to create synergies and strengthen their role as consultants

According to a report by **Amadeus Spain and ACAVE**, the role of corporate travel agencies is evolving with the industry and with a worldwide scenario where auto-mated operational features are optimised and where agencies are gaining importance as comprehensive advisors and working a lot more with travel managers on matters concerning travel policies and cost control, helping in the development of “business plans”. Specifically, they must offer advice on comparable travel policies, cost control and reduction, suppliers, etc. In the coming years, agents will have to face a market change whereby 2020, practically just around the corner, 60 percent of all business travellers will

belong to the millennial generation, a generation that is much more likely than its predecessors to enjoy so-called “bleisure” trips. The report also highlights the importance of agencies having a firm grasp on everything there is to know about the local content customers require, and for the same reason, communication with vehicle providers must become easier, whether these are hire car companies or the so-called ‘sharing economy’ transport services. They must also be careful when incorporating this kind of product in terms of accommodation. As stated in a report recently published by the **Association of British Travel Agencies, ABTA**, almost half of all travel managers in UK companies, 48 percent, have

expressed their concern for the safety and security of their staff when staying at private accommodations during business trips.

The association believes it is important for Travel Management Companies (TMCs) to guarantee peace of mind and monitor the quality of this product that is becoming more and more popular among workers. The fact is that 44 percent state that, a great number of their staff ask for this option to be available on business trips, mainly because they want to feel a part of the local community, something millennial travellers are especially attracted to.

Joining forces

The need to interrelate within the industry also extends to the agencies spe-

cialised in the corporate sector. Thus, this year, **Globalia Corporate Travel** has become a new member of **GEBTA Spain** – Guild of European Business Travel Agents– joining other major companies such as **Viajes el Corte Inglés, IAG7** and **Nautalia**.

More proof of this trend was the organisation of the new **Expo Business Tourism** trade fair last May at Ifema. This event was organised by **GEBTA Spain, Travel Advisors Guild (TAG) and AVA-SA**, together with the **Iberian Business Travel Managers Association (IBTA)**. It also had the international support of **GBTA Europe** and the academic support of **CETT-University of Barcelona; Madrid Business Forum** (“Madrid Foro Empresarial”) collaborated and it was sponsored by **Viajes EL Corte Inglés**. ■

“

According to this organisation, with Globalia Corporate Travel becoming a member, GEBTA's goal of bringing together the industry's most important companies has now become a reality



AND

This community has hosted some very prestigious meetings in the world of professional tourism during 2018

Andalusia reinforces its position in the MICE segment by hosting

LARGE-SCALE EVENTS

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

The meeting, congresses and incentives segment is one of Andalusia's most promising. The region's destinations are endeavouring to be more competitive by the year and to capture the attention of new markets and traveller segments. Its offering combines excellent infrastructure for events, both at hotels as in conference centres and unique venues, with a unique and very varied complementary offering.

Some of the most noteworthy events which have taken place in Andalusia this year include the Spanish Hoteliers Congress in Malaga, the International Tourism and Technology Congress **Turistec**, the Spain-United States Forum in Cadiz, the **CAPA Low Cost Long Haul Global Summit 2018**, The **ABTA Travel Convention 2018** and the Europe-China Summit of

the World Tourism Cities Federation (WTCF), the three latter were held in Seville. More high-profile events are expected in 2019; such as the summit for the **WTTC, World Travel & Tourism Council** scheduled for April and the first edition of the international luxury tourism fair **Emotions**, both to be held in the Andalusian capital, while the Costa del Sol will host the annual convention of Travel

Counsellors.

The last year was packed full of events and new announcements, including a very busy calendar of events organised by various public institutions, in collaboration with the private sector, on a regional, provincial and local level. When it comes to the **Junta de Andalucía**, the Tourism and Sports ministry has been working intensely taking

part in fairs, workshops and other promotional activities, such as the working days held recently with a hundred Italian travel agents and operators in Rome and Milan. The Junta was accompanied to the above by the convention bureaux from Cadiz, Granada, Malaga, Costa del Sol and Seville; as well as congress palaces, hotels, unique venues and service companies, with a total of 21 representatives.

They use a 'workshop' format for these commercial activities, with the Andalusian representatives presenting to a selection of the demand, always in relation to congress, conventions and incentive trips. This is followed by a talk/concert and a net-working meal.

Taking part in IBTM

One of the events Andalusia has taken part in before the end of the year is the IBTM in Barcelona. As the Andalusian minister, **Francisco Javier Fernández** explained to Hosteltur, the **Public Company for Tourism and Sports Management in Andalusia** is attending the fair again this year, hoping to spread awareness about the destination amongst the owners and general directors of agencies in the meetings and congress sector on an international level.

At this fair, organised by **Reed Exhibitions, Turismo Andaluz**, the region will have a 140m2 stand, with space for up to 40 Andalusian companies and institutions. There will be 25 work spaces and a main desk. For the duration of the event, Turismo Andaluz representatives will hold up to 30 meetings with first-rate international congress, incentive and events organisation agencies. The Andalusian offering is expected to take part in around 800 professional meetings over the three days the fair takes place. When it comes to capturing com-



Seville has hosted important international events in 2018 such as the CAPA Low Cost Long Haul Global Summit.

“
One of Andalusia's core strategies in order to continue growing as a destination is to reinforce and extend flight connections by promoting airports and routes

panies and delegates for congresses and other events, this region's attractions cannot be underestimated. Over recent years Andalusia has become one of the most comprehensive tourism destinations in the world. The variety and complementary nature of its tourist offering, its climate, its communication and hotel infrastructure and the hospitality shown by its people, have made this region one of the most popular destinations among national and

foreign tourists when it comes to choosing where to go for their holiday. Last year the region broke its own tourist record with close to 30 million visitors.

Congress centres in the region are also very popular. Recently the **Association of Andalusian Congress Palaces and Fairs (AFCAN)** and the public Andalusian foundation **Andalucía Emprende** entered into an collaborative agreement with the aim of identifying opportunities for entrepreneurship and business development at the events held in the community.

Capturing great events

The community can this year boast that it has become the venue chosen for increasingly important events and it has recently broken several records. **Seville's Conference and Exhibition Centre (Fibes)**, received over a million visitors for the first time in its history, growing by 14.11%, with a total economic impact of 162 million Euros, up by 3.3%. Substantial growth is expected for 2018, thanks to the work carried out

by the current team at Fibes, its international strategy, the diversification of its activity by promoting its own products and the work it carries out in collaboration with the Tourism Consortium. Economic impact is expected to grow by 22.17%, to 198 million Euros – with the possibility of it reaching 200 million Euros with events yet to be confirmed, and a 17.72% increase in congresses, 6.24% in fairs and 11.68% in cultural events. The number of visitors will increase by around 7.9% to over 1.1 million.



FYCMA celebrated 15 years at the service of the MICE sector in 2018.

The first six months of the year for the **Seville Congress & Convention Bureau (SCCB)** suggest that the provincial office has managed a total of 147 events, 15.6% more than in 2017, attracting 52,261 delegates and generating an economic impact of 70 million. The entity has also presented 49 international applications and attended to over 700 sector professionals and congress organisers. Cadiz has also stood out this year for hosting important events, especially those related to the medical/healthcare sector, automotive, sports and even political, such as the Spain-United States forum held at the Barceló Montecastillo Golf & Spa Resort; it was even chosen as the location for the filming of a motion picture entitled “The Rhythm Section” in May and June at the Puer-

ta Tierra Hotel. Another significant event was the celebration of Pesah 2018 which brought 400 people from 14 different countries together.

Malaga grows by 74%

The **Malaga Convention Bureau** informs us that the city hosted over 200 events in 2017 – congresses, conventions and day-events – which represents a 74.8% increase, and close to 100,000 delegates, 48.1% more than the year before. In this sense, the entity told Hosteltur that “the MICE sector provided extraor-

fact that there has been a clear financial recovery in the international arena and specialised agencies have shown a growing interest in organising events in Malaga.”

More competitive complexes

As for the **FYCMA, Malaga's Fair and Congress Palace** “is about to close a record-breaking year. 2018 marks its fifteenth anniversary and it has reached it with results which are more than satisfactory,” it reported. This centre in Malaga has managed to position itself as a leading venue in the country and also amongst southern European destinations, a role which coexists with its dimension as an organising entity – with direct promotion at around fifteen annual events, over 60% of the centre's fair calendar. In this respect, FYCMA has hit a landmark stage in its trajectory with the celebration of the IberoAmerican Meeting on Technology and Innovation, Transfiere, held in September in Mar de Plata, Argentina. The above is the first project the centre has organised, franchised and exported, a line of work which makes it comparable to great European fair-organising entities.

The centre will improve its main indicators in 2018, with at least 140 events held and over 360,000 participants at some of the fairs, exhibitions, congresses, day-events and other activities hosted this year. In this way the centre consolidates a sustained and coherent increase in its activity, with a very specific focus on capturing large scientific/healthcare and financial/business events. These areas have accounted for over 12,000 delegates over the last four months, 30% of which were professionals from the medical/healthcare sectors. International activity has also grown, with participants at these events doubling in number. This dynamic activity coincides with



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holidayworld.es

increased satisfaction as expressed by its users, who have given the service a score of 9.24.

Cordoba conference and exhibition centre

As for Cordoba, the news this year has been the reopening of its conference centre, which, as indicated by its new management, “has always been an opportunity to promote the Córdoba brand, both in the city and further afield,” and it is now preparing “to return to the city’s exciting congress and events scene.” The internal organisation of the **Cordoba conference and exhibition centre** will be supported by a board of directors consisting of three very experienced people in venue management, and this board will establish the centre’s

basic activity framework. This venue, located in the old San Sebastián Hospital, was built between 1512 and 1516. The building has been recently rehabilitated, and is in the centre of Cordoba’s old town, in the Jewish quarter and next to the Mosque-Cathedral – a location which makes it unique and very different to the rest of Spain’s congress centres, with its “historical and artistic character being its most differentiating quality.” Now that the first phase of the Cordoba conference and exhibition centre’s rehabilitation is complete, around 50% of the venue has already been put to use. There is still a second phase pending, which is expected to be complete within the next three years. The reopening, which took place with the début of

the venue as host to Biocórdoba in October, benefited from public and private collaboration both for its launch and for its business plan. As it stands, the venue has a total capacity for 915 people, distributed amongst the spaces which have already been reopened. Over the past year the **Provincial Fairs and Conferences Centre in Jaén** has also been in the news, as the number of visitors it received over the past year has grown by 35%, creating an economic impact for the province of 44.7 million Euros; as well as the **Granada Convention Bureau**, due to the incorporation of new associates; and **Turismo Costa del Sol**, which has been very active and taken part in large specialised fairs and familiarisation trips. ■

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 features varied dining options including the Córdoba Restaurant and the à la carte La Brasserie Restaurant with fine cuisine, bright and spacious rooms, and 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 550 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	m²	Height	Cocktail	Theatre	School	U-Form	Imperial	Banquet	Cabaret
Castilla	550	4	550	546	338	-	-	380	180-240
Castilla A	163	4	150	130	86	-	-	90	-
Castilla B	166	4	155	168	90	-	-	90	-
Castilla C	220	4	200	210	144	-	-	140	-
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	-	20	12	10	12	-	-
Hab. Delux Adapt.	41	2,60	-	20	-	18	20	-	-

INTERESTING FACTS

CONVENTION BUREAUX
CÁDIZ, OFICINA DE CONGRESOS C.B.

Placia, s/n (Palacio de Congresos y Exposiciones) 11006 Cádiz
Tel: 956291017
www.cadizcongresos.com
conventionbureau@cadizturismo.com

CONSORCIO DE TURISMO DE CÓRDOBA

Área de Congresos
Rey Heredia, 22 - 14003 Córdoba
Tel: 957201774
www.turismodecordoba.org
congresos@turismodecordoba.org

MÁLAGA CONVENTION BUREAU

Paseo Antonio Machado, 12, torre B, 5ª planta - 29002 Málaga
Tel: 951927678 - 951927685
www.malagacongresos.com
convention.bureau@malaga.eu

SEVILLA CONGRESS & CONVENTION BUREAU

Plaza del Triunfo, 1 - 41004 Sevilla
Tel: 954500583
www.sevillacb.com
comercial@sevillacb.com
info@sevillacb.com

GRANADA CONVENTION BUREAU

Virgen Blanca, 9 - 18071 Granada
Tel: 958535761
granadacb@granada.org
granadaconventionbureau.org/

COSTA DEL SOL CONVENTION BUREAU

Plaza de la Marina, 4 - 29015 Málaga
Tel: 952126272
www.costadelsolconventionbureau.com
info@costadelsol.travel

DIPUTACIÓN PROVINCIAL DE JAÉN

Plaza de San Francisco, 2 - 23071 Jaén
Tel: 953248056 Ext. 1062
www.dipujaen.es
jvalverde@diipujaen.es

PALACIOS DE CONGRESOS

PALACIO DE EXPOSICIONES Y CONGRESOS DE SEVILLA. FIBES

Avda. Alcalde Luis Uruñuela, 1
41020 Sevilla
Tel: 954478700 / 954478706
www.fibes.es
general@fibes.es; info@fibes.es
eventos@fibes.es

PALACIO DE EXPOSICIONES Y CONGRESOS DE GRANADA

Paseo de Violón, s/n - 18006 Granada

Tel: 958246700
www.pcgr.org
palacio@pcgr.org

PALACIO DE CONGRESOS Y EXPOSICIONES DE ESTEPONA

Avda. litoral s/n - 29680 Estepona (Málaga)
Tel: 952803512
www.estepona.es
palaciodecongresos@estepona.es

PALACIO DE CONGRESOS DE COSTA DEL SOL -TORREMOLINOS

México, 3, - 29620 Torremolinos (Málaga)
Tel: 952379203
www.palacio-congresos.com
sercopal@palacio-congresos.com

PALACIO DE FERIAS Y CONGRESOS DE MÁLAGA

Avda. Ortega y Gasset, 201 - 29006 Málaga
Tel: 952045500
www.fycma.com
info@fycma.com

PALACIO DE FERIAS Y CONGRESOS DE MARBELLA

Jose Meliá, 2 - 29601 Marbella (Málaga)
Tel: 952828244
www.marbellacongresos.com
info@marbellacongresos.com

PALACIO DE CONGRESOS HOSPITAL DE SANTIAGO

Avda.Cristo Rey, S/n - 23400 Úbeda (Jaén)
Tel: 953 750 842
www.turismodeubeda.com
turismo@ubeda.es

CENTRO DE CONGRESOS Y EXPOSICIONES ANTIGUO HOSPITAL DE SAN JUAN DE DIOS

Plaza San Juan de Dios, 2 - 23003 Jaén
Tel: 953248000
www.dipujaen.es
dipujaen@promojaen.es

RECINTO PROVINCIAL DE FERIAS Y CONGRESOS DE JAÉN

Tel: 953086980
www.ifeja.org
general@ifeja.org; convenciones@ifeja.org

PALACIO DE CONGRESOS CASA COLÓN

Tel: 959210181
www.vivehuelva.es
cultura@huelva.es

PALACIO DE FERIAS Y CONGRESOS ISLANTILLA

Tel: 959486508
info@palaciocongresosislantilla.com

INSTITUCIÓN FERIA DE CÁDIZ (IFECA)

Tel: 956180723
www.ifecejerez.com/
ifecca@dipucadiz.es

PALACIO DE CONGRESOS Y EXPOSICIONES DE CÁDIZ

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

PALACIO DE EXPOSICIONES Y CONGRESOS CABO DE GATA-ALMERÍA

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

TEATRO AUDITORIO FELIPE VI DE ESTEPONA (MÁLAGA)

Tel: 952328100
info@teatroauditoriofelipevi.com
www.auditorioestepona.com

CENTRO DE EXPOSICIONES Y CONGRESOS DE ALCALÁ DE GUADAIRA

Tel: 95 493 6650
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

info@rondapalaciodecongresos.es;
director@rondapalaciodecongresos.es
www.rondapalaciodecongresos.es

PALACIO DE EXPOSICIONES Y CONGRESOS DE AGUADULCE

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

PARQUE JOYERO DE CÓRDOBA

Tel.957469900
comercial@parquejoyero.es; aie@parquejoyero.es
www.parquejoyero.es

OTRAS SEDES
CÁMARA DE COMERCIO DE ALMERÍA

Tel: 950181700
camaradealmeria.com/
info@camaradealmeria.es; vcruz@camaradealmeria.es

SALAS DE REUNIONES DE LA UNIVERSIDAD DE ALMERÍA

Ctra. Sacramento s/n - 04120 Almería
www.ual.es
espacios@ual.es; info@ual.es

AUDITORIO DE SEVILLA

la Cartuja, - 41092, 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)

41092 Sevilla
Tel: 954489022
www.agesa-sa.es
gerencia@epgasa.es

JARDÍN BOTÁNICO HISTÓRICO LA CONCEPCIÓN

Tel: 951926180
laconcepcion.malaga.eu/
botanicolaconcepcion@malaga.eu

OPC
ASOCIACIÓN ANDALUZA DE EMPRESAS OPC

Avda. San Francisco Javier, 22 2º mod.10
41018 - Sevilla
Tel: 954502048
www.opcandalucia.com
secretariatecnica@opcandalucia.com

ADMINISTRACIÓN
CONSEJERÍA DE TURISMO, COMERCIO Y DEPORTE

Juan Antonio de Vizarrón, s/n Edif.Torre Triana - 41092 Sevilla
Tel: 955065100
www.juntadeandalucia.es
información.ctcd@juntadeandalucia.es

TURISMO ANDALUZ S.A.

Centro Internacional de Turismo de Andalucía
Calle Compañía, 40 - 29008 MÁLAGA
Tel: 951299300
www.turismoandaluz.com
info@andalucia.org

OTROS ORGANISMOS
BÉTICA DE CONGRESOS Y EXPOSICIONES

San Francisco Javier, 1, 2D - 41005 Sevilla
Tel: 954654164

ASOCIACIÓN DE EMPRESARIOS HOTELEROS DE LA COSTA DEL SOL. AEHCOS

Rio Salazar, nº 6. Torre III, 3ª planta
29620 Torremolinos (Málaga)
Tel: 952 381 700
www.aehcos.es
info@aeahcos.es

PR

ILUNION Hotels incorporates new hotel in Seville, targeting the MICE segment

The 4-star ILUNION Alcora Sevilla has 401 rooms, 21 event rooms and a convention centre

ILUNION Hotels is targeting the MICE segment with a new conference hotel in Seville, Andalusia. The new incorporation answers to the group's strategic growth plan.

The ILUNION Alcora Sevilla is a 4-star hotel with 401 rooms, 21 spacious event rooms and a 1400-seater convention centre.

These spaces combine comfort and a welcoming atmosphere with the flexibility to suit any kind of event. The 21 event rooms and the convention centre are suited for all types of events, from corporate functions to small meetings. They are fully equipped with the audiovisual equipment needed for any kind of meeting. The close proximity of the foyer means there are adjacent places for people to relax during work days, or that can be transformed for cocktails or coffee breaks.

With more than 3,000 square metres of gardens, this 4-star hotel, designed specifically for corporate events and business meetings, offers a full range of services, including restaurant, free Premium Wi-Fi, city-centre transfers, outdoor parking, car hire, event advisers, gym, pool, gardens, solarium and barbecue, among others.

The ILUNION Alcora Sevilla is located at Kilometre 1 of the San Juan - Tomares Road, in San Juan de Aznalfarache, very close to the city of Seville. It is just 10 minutes from Seville old town and has excellent links to the airport and railway station, making it the ideal place

to combine relaxation, leisure and work.

With the ILUNION Alcora Sevilla, ILUNION Hotels now has 26 hotels in Spain and another establishment in Andalusia, bringing the total for the region up to seven.



Hotel ILUNION Alcora Sevilla.



Leaders in inclusion

The ILUNION hotel chain offers a social model for the tourist sector. In 2017, it had an average staff of 959 workers, 361 of whom were people with disabilities, i.e., 38%.

Furthermore, eleven of its centres are managed as Special Employment Centres (ten hotels and ILUNION Catering by Maher, its national catering company). Accordingly at least 70% of the ILUNION payroll has some kind

of disability, making the group an example of labour inclusion in the tourist sector.

ILUNION hotels respond to the concept of "Design for all", offering important technical aids for people with disabilities, including accessible desks, magnetic loops, emergency buttons, portable fire alarm and alarm clock and cane holders.

INFORMATION

www.ilunionhotels.com

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The number of congresses and meetings held in the city increased by 2.5 %

The events held in Zaragoza in 2017 had an

IMPACT OF 48 MILLION €

Congress tourism increased by 2.5% in Zaragoza last year and the events already held in 2018 seem to indicate that the year will end with positive figures and a significant increase in corporate events. There are also several significant congresses already confirmed for 2019.

Zaragoza scores 9.4 points when congress organisers are asked for their opinion on the city. The above give the city an even better score of 9.53 when asked specifically about congresses held in the city. These figures were provided by the **Zaragoza Convention Bureau**, and they have increased by half a point with regards to the previous year – they show that the capital of Aragon is a very promising up

and coming congress destination. In 2017, 507 events were held in Zaragoza, including congresses, day events, conventions and meetings, 19 fairs and exhibitions and around 1900 work meetings of less than 50 people. This represented an increase of 2.5% compared to the year before and involved the attendance of 117,500 delegates. Events in 2017 had an economic impact on the city of 48,068,000 Euros.



Zaragoza will host various congresses with over a thousand delegates in 2019.

The average amount spent per delegate per day (including registration fees, transport, accommodation, lunches, day trips, shopping and leisure) was €345 at congresses and €265 at day events and meetings. This figure has remained stable over the last few years.

More participants in 2018

Even though it is still too soon to have definite data on 2018, the head of Congresses at ZCB, Miguel Ángel Argente, made a positive assessment: 'The MICE 2018 market in Zaragoza allows us to be optimistic.' In fact the city has hosted significant large conferences and events this year, such as the MHL SPORTS Basketball Tournament held over Easter 2018 which brought 3,330 people together; the Regional Jehova's Witnesses Assembly in July attended by 3500 people; Arduino Day Zaragoza 2018 attend-

ed by 2000 people; the same number as those who attended the 66th Spanish National Paediatrics Association in June; or the 6th Spanish National Knee Society and Spanish Arthroscopy Association congress with 1200 delegates; the same number as those who attended the 36th National Hospital Engineering congress in October.

Argente also highlights the relevant increase in corporate events in 2018, which is bound to result in an increase in the number of participants when the present year's figures are closed.

With an eye to 2019, the congress office is working on different candidacies and 'predictions for the next few years are favourable' as 'large-scale national and international congresses are already setting their sights on Zaragoza as their venue for the next few years.' So for example, next April, the 18th Veteri-

"The general score congress organisers give Zaragoza is 9.4 and it has risen by one point over the last few years"



nary Specialties Congress will take place and is expected to be attended by 1300 people, and scheduled for March are the Spanish Sports Psychology Federation congress (FEPD) (300 people) and the Spanish Nutrition, Food and Dietetics Societies congress (FESNAD) to be attended by 1200 people. Zaragoza's consolidation as a destination also reinforces the convention bureau. Amongst Zaragoza Congresos' newest members this year are the historical brewery La Zaragozana, the Association of del Tubo Businesses (the tapas area) - a significant incorporation as ZCB promotes tapas as part of the gastronomy for any event, and the the gastronomy shop and cookery school Escuela de Sabor. ■

· INTERESTING FACTS ·

CONVENTION BUREAU

ZARAGOZA CONVENTION BUREAU
Eduardo Ibarra, 3 (Auditorio Palacio de Congresos)
50009 Zaragoza
Tel: 976 721 333
www.zaragozaturismo.es
zcb@zaragoza.es
turismo@zaragoza.es

PALACIOS DE CONGRESOS

AUDITORIO PALACIO DE CONGRESOS DE ZARAGOZA
Eduardo Ibarra, 3
50009 Zaragoza
Tel: 976721300
www.auditoriozaragoza.com
informacion@auditoriozaragoza.com

PALACIO DE CONGRESOS DE JACA
Avda. Juan XXIII, 17
22700 Jaca (Huesca)
Tel: 974356002
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
www.palaciodecongresoshuesca.es

PALACIO DE CONGRESOS DE ZARAGOZA
Plaza Lucas Miret Rodríguez, 1
50018 Zaragoza
Tefl. 976 976441
info@palaciodecongresoszaragoza.es
www.palaciodecongresoszaragoza.es

PALACIO DE EXPOSICIONES Y CONGRESOS DE TERUEL
Ctra. Sagunto-Burgos, s/n
44396 Caudé
Teruel
Telf. 978221155
www.feria-congresosteruel.com/

OPC

ASOCIACIÓN ARAGONESA DE OPC
Avda. Pirineos, 28 local exterior
22004 Huesca
Tel: 974243466
Email: comercial@tmorganizador.com

ADMINISTRACIÓN

GOBIERNO DE ARAGÓN
Edificio Pignatelli
Pº María Agustín, 36
50071 Zaragoza

Tel: 976714000
www.aragon.es
dgturismo@aragon.es

DEPARTAMENTO DE INDUSTRIA, COMERCIO Y TURISMO
Edificio Pignatelli
Pº María Agustín, 36
50071 Zaragoza
Tel: 976714000
www.aragon.es
dgturismo@aragon.es

DIRECCIÓN GENERAL DE TURISMO
Edificio Pignatelli
Pº María Agustín, 36
50071 Zaragoza
Tel: 976714735
www.turismodearagon.com

TURISMO DIPUTACIÓN DE TERUEL
Pl. San Juan, 7
44071 Teruel
Tel: 978647400
www.dpteruel.es
turismoteruelversionoriginal@dpteruel.es

PATRONATO MUNICIPAL DE TURISMO DE HUESCA
Plaza Luis Lopez Allué, s/n
22002 Huesca
Tel: 974 292 170
www.huescaturismo.com
oficina@huescaturismo.com

ASOCIACIONES

HORECA ZARAGOZA
Pº Sagasta, 40, Of. 5
50006 Zaragoza
Tel: 976210922
informacion@horecazaragoza.com
www.horecazaragoza.com

ASOCIACIÓN PROVINCIAL DE HOSTELERÍA Y TURISMO DE HUESCA
Pl. Luis López Allue, 3 - 1º dcha.
22001 Huesca
Tel: 974 227 943
asociacion@hosteleriahuesca.com
www.hosteleriahuesca.com

ASOCIACIÓN PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA Y TURISMO DE TERUEL
Plaza Catedral, 9, 1º - 44001 Teruel
Tel: 978618080
iesteban@ceoeteruel.es
www.teruelturismo.es

FARATUR. FEDERACIÓN ARAGONESA DE ASOCIACIONES DE ALOJAMIENTOS RURALES
Pza. Cristo Rey, s/n
44140 Cantavieja (Teruel)
Tel: 964185250
www.ecoturismoaragon.com
info@ecoturismoaragon.com



ZARAGOZA MICE

When planning your next event,
THINK ABOUT ZARAGOZA

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

Facebook: /CongresosZaragoza
Linkedin: Zaragoza Congresos Convention Bureau



The Principality now offers financial support to scientific conferences

Asturias is becoming a more prominent MICE destination

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

The Asturian community is working very hard to improve its position in the world of meetings and events, by providing support to innovative sectors, such as the scientific sector, attending specialised trade shows and promoting its most attractive venues.

The MICE and business travel sector is becoming increasingly relevant for the Asturias as tourism sector and its institutions. Proof of this is the fact that the **Principality of Asturias** will attend the **IBTM** in Barcelona with a joint community stand in the exhibition area where the convention bureaux of Gijón, Oviedo and Avilés will be represented together, for the first time ever. There will be a main desk and a workspace with five tables – three of which will be reserved for each of the congress offices of the three cities and their meetings will be managed by the convention bureaux.

The community is making a strong bid for scientific conferences, which are gaining relevance. In fact, at the end of October, during Science Week, it announced a tender for grants aimed at the organisation of scientific conferences. Public grants for this segment will reach up to 130.000 Euros, and this figure may be increased to 230,000

“The grants for scientific conferences, managed by the General Directorate of Innovation and Entrepreneurship, are directed at universities, foundations, technology centres or professional colleges

Euros. But these grants will be given on one specific condition; that the example given by hundreds of academics from the university world be followed – these academics pledged not to take part as speakers at any academic event or discussion panel with more than two delegates where there is not at least one

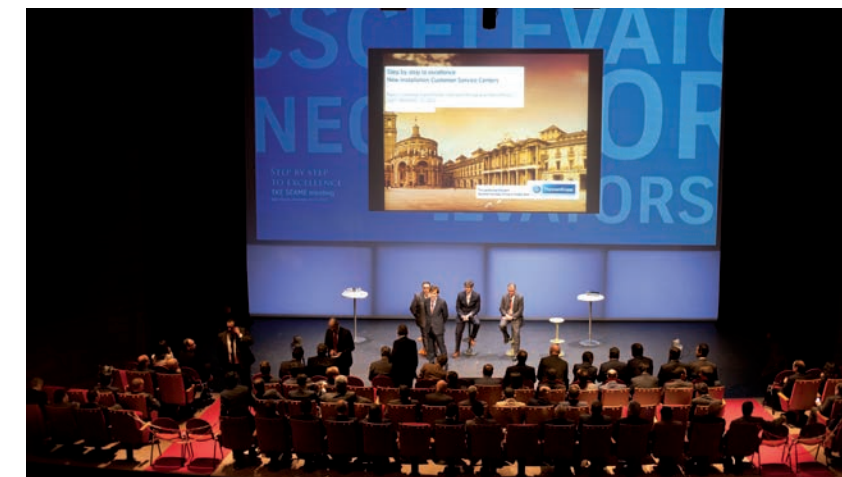
woman in an expert role. Only conferences which feature speakers of both genders will receive funding.

Events which are guaranteed to be a success

The most highly valued factors when it comes to holding a meeting in Asturias include the uniqueness of its venues, such as the **Labo-ral Ciudad de la Cultura**, which launched new event rooms at the end of last year, with an auditorium which can seat 1200 people, a stage measuring 400m2 and all the technical facilities of a modern theatre. The **Gijón Convention Bureau** claims that ‘‘factors such as its variety of unique spaces for small or medium-sized events, its central square which is similar in size to the San Marcos square in Venice, its church with one of the largest domes in Europe and its professional, flexible and creative events department are proving that this facility can cater to the most varied of events.’’

It was its uniqueness which got it selected as the venue for the National Urology Congress attended by over 1000 people. This congress featured a breakfast with experts in the Sala de Relojes and a sales exhibition in the Church. Also national and international companies – such as Thyssenkrupp, Acuña y Fombona, Fundación Prodiotec or Naviser – have chosen this venue for their company conventions, product launches or for their social programme, ‘‘transforming the stage or the chapel into unforgettable settings for gala dinners.’’

The **Palacio de Congresos de Gijón**, located near San Lorenzo Beach, surrounded by hotels and featuring 160,000m2 worth of space available to organisers, will host the SEMERGEN Conference in October 2019, with around 5000 delegates, and



Large international companies, like Thyssenkrupp, have chosen La Laboral for their corporate events.

the Spanish Society for Hospital Engineering will hold its convention there in 2020.

Other good news for this community includes the launch of the first pro-

motional activities directed by the new **Avilés Congress Office**. The office was created last year by the Town Hall and Chamber of Commerce and has just launched a new website. ■

· INTERESTING FACTS ·

CONVENTION BUREAUX

OVIEDO CONVENTION BUREAU

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

GIJÓN CONVENTION BUREAU

C/Cabales, 82
33201 Gijón
Teléfono: 985 185107/985182929
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
www.auditorioprincipefelipe.es
congresos@ayto-oviedo.es

PALACIO DE CONGRESOS Y EXPOSICIONES CIUDAD DE OVIEDO

Arturo Álvarez Buyla
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
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
ferias@avilescamara.es
pabellonlamagdalena@ifecav.es

ADMINISTRACIÓN

GOBIERNO AUTONÓMICO DE ASTURIAS

Suarez de la Riba 11
33007 Oviedo (Asturias)
Tel: 985106767
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 – 984 493565
www.asturias.es
turismo@asturias.org

AYUNTAMIENTO DE AVILÉS

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

TURISMO DE AVILÉS

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

ASOCIACIONES

ASOC. EMPRESARIAL DE HOSTELERIA DEL PRINCIPADO DE ASTURIAS

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

CLUB DE EMPRESAS OVIEDO CONGRESOS PALACIO DE EXPOSICIONES Y CONGRESOS

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

CAN

Figures improve every year and for next year, growth could be in the range of 5 percent

Santander's goal is to gain popularity as a destination for "bleisure" travel

With an international airport just seven kilometres from the centre of Santander, around 4,000 hotel beds and emblematic infrastructures like the Magdalena Palace, modern and functional buildings such as its Convention and Exhibition Centre and one-of-a-kind institutions like the Botín Centre's new Centre of Art, the city is ready to host any kind of event and grow in the field of congress tourism.

Santander builds on local and natural resources to promote itself as a perfect destination for one of the world's greatest business tourism trends, "bleisure", given its abundant cultural and culinary offering and the possibility of doing all kinds of different sports from traditional trawling to surfing or visiting the network of caves declared a World Heritage

Site by UNESCO.

According to **Santander Convention Bureau**, out of all the events hosted in the city in 2017, 38 percent were conferences, 29 percent congresses, 18 percent courses and 13 percent were conventions. In terms of venues, 41.9 percent of these events were held in hotels, 23.8 percent in the city's exhibition centre and 9.7 percent at the university.

Jesús Delgado, chairman of **OPCE Cantabria**, states that "more congresses have been hosted in the city this year than in 2017, but they have been smaller in terms of the number of delegates". Looking ahead to 2019 he points out that "prospects remain to be seen, although we expect to register a minimum rise of 5 percent".

According to Santander Convention Bureau, in 2018 "the city shows positive figures as a MICE destination

and these are getting better and better every year". To continue in this line of growth, "the industry's professionals believe that access to the city needs to be improved". For 2019, about twenty congresses have already been confirmed, three of which are large medical events with more than 1,000 participants.

To maintain progression, the city is investing a great deal in culture and in the singularity of having important resources all located very near to each other, in a 500 meter radius; some of these being the Botín Centre, the Museum of Prehistory and the soon to be opened Reina Sofia Museum-Lafuente Archive Partner Institution (Centro Asociado Museo Reina Sofía-Archivo Lafuente, in Spanish) including the Banco de Santander art collection, that will be moved to the organisation's headquarters. ■

· INTERESTING FACTS ·

CONVENTION BUREAU

SANTANDER CONVENTION BUREAU

Palacio de la Magdalena
Avda de Reina Victoria, s/n
39004 Santander
Tel: 942203002 / 04
www.santanderconventionbureau.com
congresos@santander.es

PALACIOS DE CONGRESOS

PALACIO DE FESTIVALES DE CANTABRIA

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

PALACIO DE EXPOSICIONES Y CONGRESOS DE SANTANDER

Real Racing Club, s/n
39005 Santander
Tel: 942 290 040
www.palaciodeexposicionesycongresos.es/
palaexpo@ayto-santander.es

PALACIO DE LA MAGDALENA

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

PALACIO DE DEPORTES

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

OPC

ASOCIACIÓN DE EMPRESAS DE OPC DE CANTABRIA

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

ADMINISTRACIÓN

GOBIERNO DE CANTABRIA

Peña Herbosa, 29
39003 Santander
Tel: 942207208
www.cantabria.es
presidencia@cantabria.es

DIRECCIÓN GENERAL DE TURISMO

Albert Einstein, 4, 1º 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
www.hosteleriadecantabria.net
hosteleria@ceocant.es

PR

What's new in Santander?



But what is new in Santander?

Santander now has a new art centre located in a unique building: the Botín Centre. This building has reinvented the city's seafront and has become one of its most representative and emblematic features. Designed by award-winning architect Pritzker Renzo Piano, the Botín Centre manages to integrate the city centre into the wonderful bay of Santander. Apart from visiting the building and its exhibitions, the Botín Centre is a brand-new way to experience and learn about art through 'experience' activities led by professionals from different artistic disciplines. Gastronomy is also an important part of the Botín centre, in fact, you will be able to enjoy delicious food prepared by one of Cantabria's most prestigious Michelin-starred chefs: Jesús Sánchez, a great ambassador of Cantabrian cuisine. Gastronomy and other types of cultural heritage are also some of this destination's most distinguishing features.



SANTANDER CONVENTION BUREAU

Tel: +34 942 20 30 02 / 04
M: +34 686 541 845
congresos@santander.es
www.santanderconventionbureau.com
www.santanderspain.info

The city of Santander is a well known and highly-valued destination for meetings and events. It is surrounded by beautiful scenery where the blue sea meets the green valleys and mountains – a stunning backdrop for any event.

Thought to be one of the most beautiful cities in the north of Spain, the bay of Santander belongs to the prestigious "International club of the most beautiful bays in the world". In fact, this bay has been the venue chosen for high-profile sporting events and is an essential resource in the leisure activity programmes organised in the city. With emblematic venues such as the Royal Magdalena Palace and functional facilities such as the Santander Exhibition and Conference Centre and the Sports Centre, Santander is a city which is fully prepared to host all manner of events.

Santander has its own international airport, located just 7km away from the city centre. These

international connections are very important as they help promote incentive tourism – given the fact that Cantabria is hugely attractive for this kind of group travel.

This city is also well-known for its quality, not just in hotel and hostel infrastructure, but also in the services offered by the different professionals who take part in the event organising sector. The city's size (it has around 170,000 inhabitants) and its hotel capacity of around 4000 beds, means that Santander is an ideal destination for medium-sized events.

Its exquisite cuisine continues to be one of this city's distinguishing qualities and can be enjoyed from many different perspectives by the MICE visitor. The city features a varied network of restaurants, bars and taverns which include Michelin-starred establishments offering traditional cuisine and others serving more innovative formats. Santander's gastronomy is based on local produce with excellent raw materials.



The region makes its trade fair venues bigger

MICE activity expands to other sectors in the region of the Castilla-La Mancha



Castilla-La Mancha has two large-capacity conference centres, one in Albacete and one in Toledo.

Congress tourism is a priority segment for Castilla-La Mancha's tourism strategy given its great capacity to shorten the low-season and its high profitability. One of the initiatives being carried out to boost this type of activity is the promotion of rural accommodation for business meetings and conventions.

The modernisation of its infrastructures and travel communication systems has led to Castilla-La Mancha improving its position as a destination for congresses, conventions and incentives. It has two conference centres, one in Toledo and one in Albacete, and an extensive hotel infrastructure, historical buildings and other original places to host meetings and activities in unique settings.

More exhibition spaces

At the same time, the region continues to work on making its facilities bigger. In

terms of trade fairs, in 2019 work is expected to start on the first phase of the extension of **Ciudad Real's Trade Fair Pavilion**. Hopes are that the job will be finished in time for the upcoming National Wine Fair (Fenavin) in May, one of the greatest trade fair events in the region. In 2017, 17,900 national and international buyers from 90 different countries attended this fair and its economic impact is more than 60 million euros.

With a budget of 4.5 million euros and with the aim of gaining more exhibition space, flexibility and efficiency, as well as offering a solution for future exhibition fair events, this initial phase includes the construction of three different pavilions. The **Provincial Government of Ciudad Real** has also approved the project and the public tender for the second phase that amounts to a total 5.5 million euros; this phase will entail a complete remodelling process of the facility.

Meetings in rural environments

With the aim of promoting and professionalising rural tourism within the region's MICE sector, the **Government of Castilla-La Mancha and Rural Meeting**, a European online booking platform specialised in business events and meetings in natural and rural environments, have signed a collaboration agreement. On the one hand, this alliance envisages a training plan for rural tourism business owners who want to specialise in and offer their establishments for MICE events and activities and on the other hand, Rural Meeting will promote Castilla-La Mancha online as a MICE destination; this platform offers more than eighty establishments all over Spain, ten

of which are in this autonomous community.

Upcoming events

Among events scheduled for 2019, in February, the capital of Castilla-La Mancha will be host to an Iberian MICE Forum meeting, organised in collaboration with the **Toledo Convention Bureau**. This event is held several times a year – in 2018 it was organised in Costa del Sol, San Sebastián and in the Portuguese city of Braga – and gathers incentive and event organisers from key markets across Europe with the aim of facilitating the exchange of business opportunities with the industry's suppliers in Spain and Portugal. ■

INTERESTING FACTS

CONVENTION BUREAUX

TOLEDO CONVENTION BUREAU
Dinamarca, 4
45005 Toledo
Tel: 925213112
E-mail: administracion@toledoconventionbureau.com
www.toledoconventionbureau.com

QUIJOTE CONVENTION BUREAU
Oficina Municipal de Turismo de Ciudad Real
Plaza Mayor, 1
13001 Ciudad Real
Tfn. 926 21 64 86
qcb@impefe.es
turismo@ayto-ciudadreal.es
www.ciudad-real.es/turismo/

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS "EL GRECO" DE TOLEDO
Paseo del Miradero s/n
45003 Toledo
Teléfono: 925 289975
info@pctoledo.es
www.pctoledo.es

PALACIO DE CONGRESOS Y EXPOSICIONES DE ALBACETE
HOTEL BEATRIZ Albacete & Spa
Pol. Industrial Campollano, Avda. Autovía, 1
02007 Albacete
Tel.: 967599390

direccion.albacete@beatrizhoteles.com
congresosalbacete@beatrizhoteles.com
www.beatrizhoteles.com

OPC

ASOCIACIÓN DE EMPRESAS OPC DE CASTILLA LA MANCHA
Covarrubias nº 14 local
45003 Toledo
Tel: 925221581
opcclm@opcclm.es
presidencia@opcclm.es
opcclm@opcclm.es
www.opcclm.es/

ADMINISTRACIÓN

JUNTA DE COMUNIDADES DE CASTILLA LA MANCHA
Palacio de Fuensalida
Plaza del Conde, 5
45071 Toledo
www.castillalamancha.es
Tel: 902 267 090

DIRECCIÓN GENERAL DE TURISMO
(Consejería de Turismo y Artesanía)
Avenida de Irlanda, 14
45071 Toledo
Tel: 925 267996
www.castillalamancha.es
dgturismo-artesia@jccm.es

OTRAS SEDES

INSTITUCIÓN FIERAL DE ALBACETE
Isaac Peral, 11, 2º
02001 Albacete
Tel: 967550448
albacete@ifab.org
direccion@ifab.org
www.ifab.org

PABELLÓN DE FERIAS Y CONGRESOS CIUDAD REAL
Camino Viejo de Alarcos, 30
13005 Ciudad Real
Tel: 926214415
pip@dipucr.es
juan_nieva@dipucr.es
www.pipcr.es

FUNDACIÓN TALAVERA FIERAL
Paseo de los Ríos s/n
45600 Talavera de la Reina (Toledo)
925 721830
info@talavera-ferial.com
www.talavera-ferial.com

ASOCIACIONES

ASOCIACION PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA DE GUADALAJARA
León Felipe, 4
19004 Guadalajara
Tel: 949201230

AGRUPACIÓN PROVINCIAL DE HOSTELERÍA Y TURISMO DE CUENCA
Avda. República Argentina 4 - 1
16002 Cuenca
Tel: 969213047
info@turismodecuenca.com
www.hosteleriayturismodecuenca.com

ASOCIACIÓN PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA Y TURISMO DE ALBACETE
Mariana Pineda, 28
02005 Albacete
Tel: 967215189
info@apeht.es
www.apeht.es

ASOCIACIÓN PROVINCIAL DE EMPRESARIOS DE HOSTELERÍA Y TURISMO CIUDAD REAL
Ctra. De Valdepeñas, km.3
13170 – Miguelturra Ciudad Real.
Tlfn: 926 233 069
www.hosteleriayturismociudadreal.es

ASOCIACIÓN PROVINCIAL DE HOSTELERÍA Y TURISMO DE TOLEDO
Paseo Recaredo, 1
45002 Toledo
Tel: 925228858
info@hosteleriadetoledo.com
www.hosteleriadetoledo.com



50 congresses with 25,000 attendees from all over the world have been held in Salamanca and Burgos hosts 370 annual meetings that generate 23 million euros

The University of Salamanca's eighth centenary fills the city with congresses and meetings



Meeting of Rectors, one of this year's highlights, organised within the celebrations of the University of Salamanca's eighth centenary.

The year marks the eighth Centenary of the University of Salamanca, an anniversary that has led to the organisation of around 50 congresses and gathered around 25,000 delegates from all over the world. Among those organised, Susana Pérez Vilán, manager of Salamanca Convention Bureau, highlights the 4th Universia International Rector's Meeting, with more than 600 rectors and academic representatives from 26 different countries who gathered to talk about the Dig-

ital Transformation of Universities, and the **University of Salamanca's** eighth Centenary Alumni International Meeting, an event that gathered more than 5,000 Usal alumni from between 1953 and 2017 and from thirteen different countries. Pérez Vilán tells Hosteltur that, in addition, "congresses have looked towards Ibero-America", with events such as the 56th International Congress of Americanists, "the busiest of all the events held during the University's anniversary;

during the week it was held, more than 5,000 specialists from 58 different countries gathered at the Salamanca Study". But other important international events have also chosen Salamanca, some of these being the Conference of the American Association of Teachers of Spanish and Portuguese and the International Conference on Chicano Literature, as well as International Conferences on Criminal Law, Administrative Law and Civil Law; and also important conferences held on other subjects such as the First World Congress of Faculties of Pharmacy with the Nobel Prize winner in Medicine, Phillip Allen Sharp; the International Conference on Communication, the Molecular Biology Conference, the International Congress of Italianists and the Scientific International Conferences on the research of people with disabilities, among others.

"The intention is for the celebrations of the University's eighth Centenary to have a positive impact on future events, both in 2019 and in the years to come", states the manager of **Salamanca Convention Bureau**.

A record-breaking year

In anticipation of the anniversary, in 2017, Salamanca Convention Bureau carried out multiple promotional, commercialisation and marketing activities to consolidate Salamanca's position as a destination for congresses and events; it dealt with 163 requests for event guidance and seconded eight congress applications.

In comparison to the previous year, the number of congress visitors in the city increased by 33.6 percent and the number of events by 29.9 percent. During 2017, 651 meetings (with more than 50 people) were held in Salamanca, according to data gathered by Salamanca Convention Bureau from its collaborators and from **Salamanca's Tourism, Trade and Economic Promotion Tourism Observatory, SAU**. 133,650 delegates took part in these events and the average number of attendees per event stood at 205.30. The number of people attending meetings in Salamanca has tripled in the last decade. 135 meetings with less than 50

León grows thanks to its Exhibition Centre



León, an intersection of roads and a kingdom between cultures announces its intention to become an important city for conventions and events. A decision based on its quality and competitive hotel industry, the wide array of its cultural and entertainment offering and its great culinary delights. The recently inaugurated Exhibition Centre shows the modern side of the city and is proof of the city's full capacity to organise major events, something that until now limited its development within the sector. The inauguration of the Exhibition Centre and the consolidation of the Ciudad de León Auditorium as well as that of other charming venues and halls in all kinds of different buildings, make León the perfect place for the MICE sector given its proximity, travel connections and easiness.

The exact number of events to have been hosted in León this year is not known; but, according to the **Department of Tourism**, the city's most representative events were related to teaching and research as well as business, both representing 76 percent of all those recorded. Research and technological events are those to have welcomed most delegates with 59 percent.

participants have also been recorded (63.8 percent less than in 2016).

Beyond these figures, quality is also improving. Salamanca invests in sustainable events, an issue they have been working on for several years now with the elimination of all paper-format promotional material and by offering advice and guidance to event organisers interested in working in this area.

MICE

MICE tourism brings 23 million to Burgos Burgos also continues to work on its positioning in the MICE sector with more than 370 annual meetings and 40,000 delegates a year. 2018 is expected to see a slight increase in the number of meetings and par-

ticipants, highlighting large events such as the 39th Spanish Internal Medicine Society Congress, the 36th Spanish Quality Assistance Society Congress, the 21st National Pharmaceutical Congress and other major events that have had an international impact and helped to promote Burgos, some of these being the European Committee of the Regions Meeting, Castilla y León's Fashion Catwalk or the International Winemaking Congress, amongst others. According to the **Convention Bureau of Burgos**, now a member of "Promueve Bur-

gos" (Promote Burgos), a company created to Promote and Develop the City of Burgos, the economic impact of this industry in the city amounts to more than 23,000,000 euros. As well as looking to consolidate the city as a role model destination, this company has also started to work on the eighth Centenary of the Cathedral of Burgos in 2021: "Three years of great involvement and generation of synergies in line with this project await us". Ten especially relevant congresses have been confirmed for 2019 and another eight for 2020. ■

· INTERESTING FACTS ·

CONVENTION BUREAUX

SALAMANCA CONVENTION BUREAU

Plaza Mayor, 19 2º
37002 Salamanca
Tel: 923272408
www.salamancaconventionbureau.com
info@conventionbureauosalamanca.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
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.com

PALACIOS DE CONGRESOS

FÓRUM BURGOS EVOLUCIÓN -PALACIO DE CONGRESOS Y AUDITORIO

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

CENTRO DE CONGRESOS VALLADOLID

Avda. Ramón Pradera, 3
47009 Valladolid
Tel: 983429300
feriavalladolid@feriavalladolid.com
www.feriavalladolid.es

PALACIO DE CONGRESOS CONDE ANSUREZ

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

AUDITORIO CIUDAD DE LEÓN

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

PALACIO DE CONGRESOS DE CASTILLA Y LEÓN

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

PALACIO DE CONGRESOS ATAPUERCA

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

AUDITORIO RÍO TORMES- PALACIO PRINCIPE FELIPE

Avda. Del Tormes, s/n
37185 villa mayor de almunia, Salamanca
Tel: 923337020
reservas@salamancaforum.com
www.salamancaforum.com

AUDITORIO MUNICIPAL SAN BLAS

Cuesta de san Blas, s/n
37002 Salamanca
Tel: 923281716
E-mail: emartin@salamanca ciudaddecultura.org
www.salamancacuidaddecultura.org

AUDITORIO MIGUEL DELIBES

Av. Monasterio Ntra. Señora de Prado, 2
47015 Valladolid
Telf. 983385604
sannegmr@jcy.l.es

TEATRO CALDERON

Angustias, 1
47003 Valladolid
Telf. 983426444
Sala-prensa@tcalderson.com

CENTRO DE CONGRESOS MUSEO DE LA CIENCIA

Avda. de Salamanca, 59
47014 Valladolid
Tel: 983144300

OPC

ASOCIACIÓN DE EMPRESAS OPC DE CASTILLA Y LEÓN

Veinte de Febrero, 1, 1ºB
47001 Valladolid
Tel: 983371417
opcyl@opcyl.es
www.opcyl.es

ADMINISTRACIÓN

JUNTA DE CASTILLA Y LEÓN

Plaza de Castilla y León, 1.
47008 Valladolid
Tel: 983411119
www.jcyl.es
fuearrrco@jcyl.es

DIRECCIÓN GENERAL DE TURISMO

Paseo Filipinos, 1, 3º
47007 Valladolid
Tel: 983411911
direcciongeneraldeturismo@jcyl.es

CENTRO DE RECURSOS TURÍSTICOS - PABELLÓN DE CRISTAL

Acera de Recoletos s/n
47004 Valladolid
Tel: 983219310
www.info.valladolid.es
informacion@valladolidturismo.com

WEB DE TURISMO DE CASTILLA Y LEÓN

www.turismocastillayleon.com

Calle Gómez Salazar s/n
24009 León (España)
Teléfono: 987 244663
anaissabel.garcia@aytoleon.es
www.aytoleon.es / www.leon.es



The León Exhibition Centre stands on the grounds of the old Santa Elvira Sugar Mill. It is new kind of Exhibition Centre with 10,000 square-meters of total usable ex-

León Exhibition Centre



hibition floor space that can be divided into different modules to cater for more than one event at the same time in a dynamic and modern venue. The project is part of León's urban reflection for the 21st century.



Ciudad de León Auditorium

Avenida Reyes Leoneses, 4
24008 León (España)
Teléfono: 987 244663
anaissabel.garcia@aytoleon.es
www.aytoleon.es / www.leon.es

The building was designed by architects Emilio Tuñón and Luis Moreno Mansilla, creating a stylistic encounter with the nearby San Marcos Guesthouse, former San Marcos Convent.

Key facts

Architects

Emilio Tuñón and Luis Moreno Mansilla

Total Floor area

9.000 m²

Number of halls: 3

Main Hall: 1,150 people
(Distribution: 1,150 / 388/666 + box seats)
Lower Exhibition Hall: 100 people
Top Exhibition Hall: 50 people
Multipurpose hall (press): 100 people
Hall: 600 m²



Technical resources

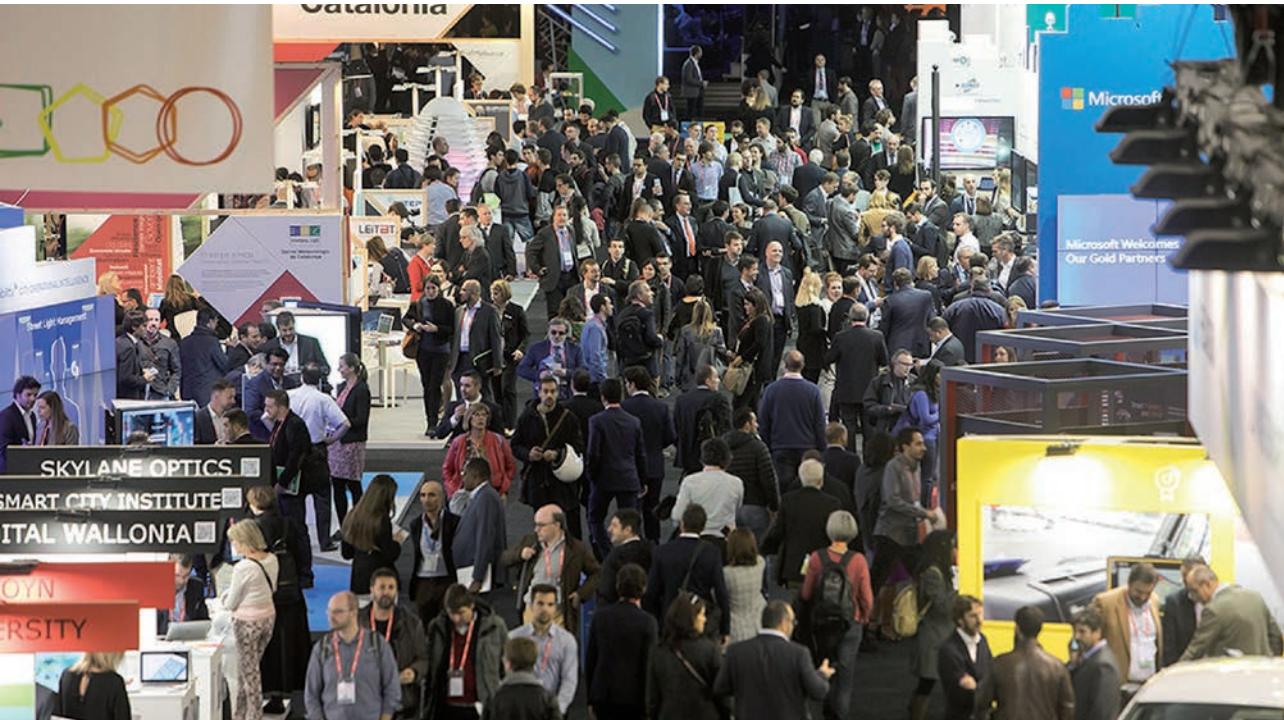
Simultaneous translation -Spectacular lighting. -Controls for lights and sound. -Air conditioning and heating. -Available multiconference equipment. -Overhead projectors. -Projection equipment. -Hostess ser-

vices. -Recording systems, video and sound playback. -Videoconference. -Cable TV-Radio broadcasting. -Closed TV circuit, monitoring of the halls with a closed television circuit. -Restaurant / Cafeteria. (Cafeteria for 250 people) - Two exhibition halls.



The ACT's objective is to extend Barcelona's success to the entire Catalan territories

Congress and meeting tourism generates an income of 1.7 million Euros for Catalonia



Catalonia consolidates itself as a leading meeting tourism destination.

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

Over 1.5 million travellers have visited Catalonia for professional or business purposes over the last 12 months, and they have spent over 1.7

million Euros. This confirms the strategic importance of the MICE (Meetings, Incentives, Conferencing, Exhibitions) segment for the region. The ACT (Catalan Tourism Agency) stresses that this tourism is high quality and has significant spending power, and that apart from generating significant income, it provides funding for new pro-

jects in the territory. It is also key when it comes to doing away with the seasonal nature of the annual influx of tourism, given that its ratio of summer concentration is just 30%. However, this market is highly concentrated in Barcelona, and it is thanks to the city that this region is now a worldwide leader in the sector.

Strengthening its network of destinations

In this sense, one of the ACT's key objectives is to extend the Catalan capital's success within the MICE sector across the entire Catalan territory, according to statements from its director, David Font, at the second edition of Connecta. Connecta is a professional event organised by the promotional agency via the **Catalunya Convention Bureau** aimed at exchanging ideas and setting strategies to

make meeting tourism in Catalonia more dynamic and promote competition in this sector on an international level. Over 200 MICE tourism professionals took part in this event which this year took place in Reus. "Barcelona is a hugely attractive destination, but the rest of the territory is also able and ready to host fairs, conventions and congresses," Font said. In fact, the Catalan capital concentrates over 80% of the activity, a fact which demands the creation of strategies to reinforce the potential of all the region in this segment, especially the nine first-rate destinations equipped with all the necessary resources - infrastructure, hotels, complementary activities and transport - such as Lleida, Reus, PortAventura, Tarragona, Sitges, Castelldefels, Barcelona, Lloret de Mar and Girona. ■

H10 Marina Barcelona

H10 marina barcelona ★★★★★
Av. del Bogatell, 64-68
E-08005 · Barcelona · España
T (34) 93 309 79 17
convenciones.hmb@h10hotels.com
comercial.hmb@h10hotels.com
www.hotelh10marinabarcelona.com



With a privileged location in the Olympic Village and very close to the beach, the H10 Marina Barcelona is a hotel that has recently renovated

most of its facilities. It has the Dionissos Restaurant offering signature cuisine, large meeting rooms and

the Despacio Spa Centre with gym, wet zone and personalized treatments. The hotel has four meeting rooms that are very well equipped for events. The Icària meeting room is the largest, suitable for drink receptions with seating for up to 240 people. The other three rooms have partitions so they can be joined, and the Dionissos Restaurant is another ideal setting for events.

Halls	m²	Height	Cocktail	Theatre	School	U-Form	Imperial	Banquet	Cabaret
Icària	212	3,60	240	190	100	44	-	110	60
Chardonnay (I)	78	3,60	80	60	40	26	28	40	20
Xarel·lo (II)	52	3,60	50	40	30	18	21	30	15
Garnatxa (III)	45	3,60	45	35	20	15	12	-	-
Chardonnay & Xarel·lo	130	3,60	90	90	45	-	-	70	-
Xarel·lo & Garnatxa	97	3,60	70	70	-	-	-	40	-
Marina (I,II & III)	175	3,60	120	90	60	-	-	120	-
Dionissos	80	3,60	120	-	-	-	30	40	20
Marina & Dionissos	255	3,60	250	-	-	-	-	200	-
Junior Suite	20	2,70	-	-	-	12	12	-	-



Barcelona, leading worldwide destination for events and meetings

In 2017, and despite adverse events which affected Catalonia during the second six months of the year, Barcelona once again registered record numbers for the MICE sector. 2,134 congresses and conventions were held in the Catalan capital (up by 10.5%), and these were attended by 675,000 delegates (up by 14%). Meetings activity grew by 8.1%. Financial impact is estimated at more than 1.5 million Euros. “Barcelona achieved the best results in its history for congress and meeting tourism during 2017,” according to the consortium **Turisme de Barcelona**. Barcelona also broke a worldwide record: it was the city in the world which hosted the largest international congresses, an achievement which earned it first place on the **International**

tional Congress and Convention Association (ICCA) ranking, in front of traditional leaders, such as Paris and Vienna. A total of 195 international congresses were held in Barcelona in 2017, while Paris and Vienna both hosted 190, followed in the Top 5 by Berlin (with 185) and London (177). The ICCA only counts the international congresses with a minimum of 50 delegates and a regular rotation between at least three different countries. **Change in management** The strategic importance of meeting tourism for the city has itself been one of the reasons why Barcelona town hall has decided to hand over the management of the **CCIB (Barcelona International Convention**

Centre) to **Fira de Barcelona** once its contract comes to an end with its current operator, the French multinational **GL Events**, in 2021. The facility is located in the capital’s Fórum complex and has a total surface area of 100,000 metres squared. It can host up to 15,000 people and features a large auditorium with 3,140 seats. Barcelona’s authorities say that the change will allow for a united management of the complex and of the city’s two fair complexes, at Montjuic and Gran Vía, making the most out of synergies and adding a new dimension to the city’s status as an event destination – both for small formats and large-scale events – under the management of the successful Fira de Barcelona. ■

Hotel ohla eixample

HOTEL
ohla eixample

Còrsega, 289 · 08008 Barcelona
T. +34 937 377 977
M. +34 615349170
F. +34 936 676 152
www.ohlaboutiquehotels.com

Ohla Eixample is a 5-star boutique hotel in Eixample, between the Rambla de Catalunya and Avenida Diagonal. This is a modern establishment with industrial design touches which combines functionality, new technology and architectural creativity. The hotel features 94 spacious guest rooms. Its event rooms are fully equipped with the latest technology, natural light and direct access to a pleasant garden area.



Fran Lopez (2 starred Michelin chef) designs the hotel’s gastronomy offering, applying his expertise to



everything, from a coffee break or finger buffet to an elegant business meal.

Halls	m²	U-shape	Banquet	Cabaret	Cocktail	Theatre	School	Imperial
ohla eixample								
Còrsega	64	28	48	24	70	50	36	32
Balmes	71	24	40	30	50	50	30	20
Diagonal	20	10	-	-	-	-	-	12
Còrsega+Diagonal	100	40	72	36	70	70	60	44
Patio	135	-	-	-	70	-	-	-
ohla barcelona								
Caelis	55	22	-	24	-	40	30	30
Comtal	20	-	-	-	-	-	-	12

Fairmont Rey Juan Carlos I & Palau de Congressos de Catalunya



Av. Diagonal 661-671, Barcelona, 08028
www.fairmont.mx/barcelona
bcn.sales@fairmont.com
Tlf: 933 644 055



An **urban resort** well known for hosting important international events, fashion shows and prestigious award ceremonies – Fairmont Rey Juan Carlos I is an unbeatable setting for business meetings, **private events** and unforgettable weddings. Located on the Avenida Diagonal, in the heart of Barcelona’s financial district, Fairmont Rey Juan Carlos I and Palau de Congressos de Catalunya offer an unparalleled venue for successful events, meetings and special occasions. This venue is located near shopping centres and significant cultural sites in the city, all of which are easily accessible.

Hotel

Fairmont Rey Juan Carlos I boasts **432 renovated rooms** and **24 meeting rooms** with multiple layout options to guarantee unlimited flexibility. Most of the rooms enjoy natural light and the hotel has a dedicated team of professionals specialized in events and meetings available to guarantee the successful development of your event. There is also indoor and outdoor parking available and disabled access.

Gardens

Surrounding Fairmont Rey Juan Car-

los I, are the magnificent Torre Melina gardens, a magical oasis of calm and beauty in the heart of the city. The gardens are home to elegant event rooms; Salón Azul, Salón Jardín, The Garden and Salón Piscina, each of which can be customised for celebrations, weddings, gala dinners, business lunches, banquets and team building programmes etc.

The Palau de Congressos de Catalunya

A symbol of contemporary Barcelona and designed by the architects Ferrater and Cartañá, The Palau de Congressos de Catalunya was awarded the National Architecture Prize in 2001. Made up of various connecting buildings, the Congress centre offers flexible and versatile



event spaces where natural light plays a leading role. The **Palau de Congressos de Catalunya** offers event organisers two auditoriums, one of which can seat 2000 people, **41 multi-purpose rooms** for meetings, and exhibition space of over 4000m2. This surprising space features its own coordination department which works hard to ensure that all your events are a success.

Halls	m²	Height	Theatre	School	Cabaret	Banquet	Cocktail	U-shape
Palau de Congressos								
Sala de prensa I	60	-	50	30	24	30	30	24
Sala de prensa II	128	-	100	32-63	48	60	60	32
Salón Ejecutivo	59	-	-	-	-	-	-	-
Auditorium TOTAL	1525	6,5	2013	-	-	-	-	-
Exposición 1+2	185	6,9	2126	1341	1056	1584	2000	-
Foyer 0	402	4	-	-	-	150	200	-
Foyer 1	307	4	-	-	-	60	150	-
Business Centre I	107	3,6	40	24	24	30	25	21
Business Centre II	63	1,9	24	18	24	30	30	15
Sala H (3 unidades)	271	4	280	156	112	216	250	60
Sala J	428	4	456	294	192	360	350	78
Sala C (6 unidades)	26	3,6	21	12	16	24	15	12
Sala D (6 unidades)	46	3,6	42	30	24	36	30	24
Sala E (6 unidades)	41	3,6	30	18	16	24	20	15
Salas B1, B2	50	3,6	45	30	36	36	45	28
Sala B3	62	3,6	45	30	36	36	45	28
Sala A	217	3,6	200	120	96	168	200	45
Sala F	312	3,6	357	-	-	-	-	-
Sala K1	27	3	15	12	-	12	15	9
Sala K2	27	3	15	12	-	12	15	9
Sala K3	27	3	15	12	-	12	15	9
Sala K4	27	3	15	12	-	12	15	9
Fairmont Rey Juan Carlos I								
Mare Nostrum	893	-	800	900	N/S	496	500	900
Foyer Mare Nostrum	467	-	-	400	-	-	-	-
Yasmin	417	-	300	280	-	160	150	292
Garbi	38	4	20	20	15	16	16	25
Tramuntana	67	-	40	40	24	32	24	40
Llevant	67	-	40	40	24	32	24	40
Mestral	67	-	40	40	24	32	24	40
Ponent	67	-	40	40	24	32	24	40
Xaloc	78	8,2	40	40	24	32	32	40
Terral	203	15	150	150	34	64	48	100
Club	204	-	-	100	-	-	-	-
Market	420	-	-	-	-	-	-	-
Salon Azul	375	13	250	250	60	136	162	300
Salon Jardin	542	28	432	500	-	256	350	480
Green Jardin	931	22	-	350	-	-	-	575
Salon Piscina	350	12	240	300	-	-	-	-
Piscina Completa	1269	48,35	960	1400	-	-	-	-



Catalonia's leading trade fair venue sees a new record with a turnover of almost 188 million euros in 2017

Fira de Barcelona sees historical results, boosted by the strong demand of activity

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

Fira de Barcelona ended 2017 with historical results that have consolidated its position as a leading trade fair venue and enhanced its social and economic impact, boosted by a heavy increase of trade fair activity in Barcelona and in the venues it manages abroad, as well as by the quality of the events held and high attendance rates.

The institution has generated a profit of 187.6 million euros, 16 percent higher than the budget initially presented and 12 percent more than the previous year's total turnover. With respect to 2015, a comparable trade fair year for calendar effects, the increase represents 24.6 percent. The gross exploitation earnings (Ebitda) have amounted to 21.2 million, 4 percent more than in 2016 and 59.5 percent more than in 2015.

For the Chairman of Fira's Board of Directors, Josep Lluís Bonet, surpassing these record-breaking numbers "confirms the success of a strategy based on internationalisation, commercial promotion, support for the business sector, innovation and

Fira de Barcelona consolidates its leadership and increases its social and economic impact

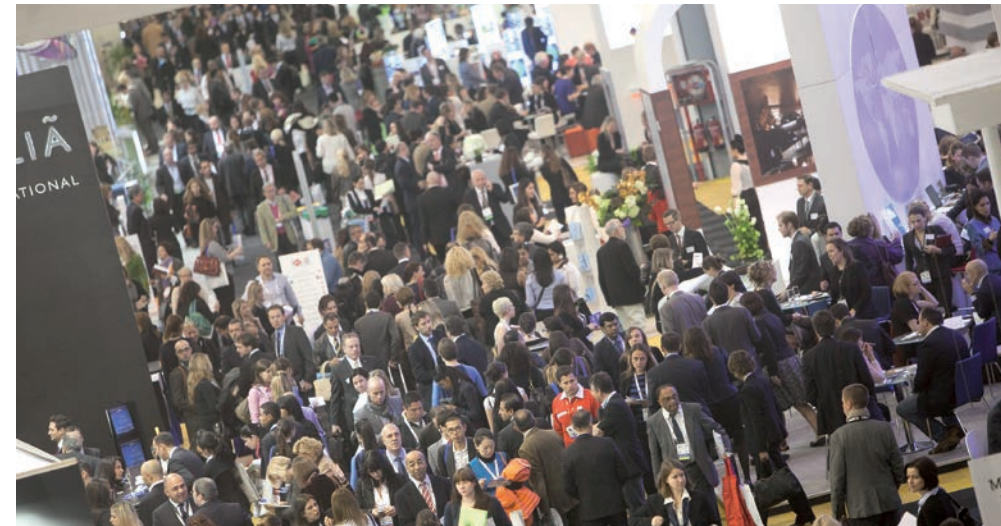
networking”, and it strengthens the leadership of the institution at national level and its notorious position in a highly competitive European trade fair market.

The Report on Results draws attention to the good performance of its three main lines of business: the progression of its shows, the level of the events or-

ganised by other operators-especially international ones, and the increase in its presence abroad.

Busy trade fair activity

During 2017, the Montjuïc and Gran Via venues that combine exceptional features and architecture within eight different pavilions and 200,000 square meters, hosted 77 trade shows and conventions and 53 corporate events; these, added to the eleven trade fairs jointly organised abroad, account for a total 141 events. In addition, during the different trade shows organised, more than 1,000 professional activities were carried out, including conferences, debates and training and networking sessions.



Among the main events held during this period, the following stand out: the modernised Automobile Barcelona and Barcelona Building Construmat; the new trade fair platform Barcelona Industry Week; the

Smart City World Congress, held for the first time on the island of Mallorca (Smart Island); three new trade shows – Healthio, Oralth BCN and Innovate4Climate–; and the successful occurrences of large inter-

national congresses like the Mobile World Congress, IBTM World, INTA's annual meeting (International Trademark Association), the European Congress of Cardiology – that attracted 30,000 professionals–, and Gastroenterología (UEG Week).

Abroad

Continuing with the company's international expansion, in 2017, Fira jointly organised eleven trade shows: The Smart City Expo held in Buenos Aires-Argentina-, in Puebla-Mexico-, in Casablanca-Morocco-, and in Kyoto-Japan. The Alimentaria trade fair was held in Lisbon and Guadalajara-Mexico. Havana hosted HostelCuba and Pacgraf, and other trade shows addressing the automobile, home and the small and medium enterprise sectors where held in Doha-Qatar. The Fira Bar-

Claris Hotel & Spa 5*^{GL} Monument

CLARIS

Pau Claris, 150 - 08009 Barcelona (España)
Tel.: (+34) 93 487 62 62
claris@derbyhotels.com
www.hotelclaris.com

Located in the Vedruna Palace, a 19th century neoclassical building, only steps away from the city's best boutiques. The Claris Hotel & Spa stands out for the elegance and good taste of its impressive architecture. 124 com-

pletely different rooms combining archaeological pieces and antiques with an utmost contemporary design. An unbeatable environment for your meetings, with true one-of-a-kind backdrops where your events will be a great success. Its more than 400 pieces of art placed throughout the hotel, together with its utmost contemporary design, the finest materials, the most cutting-edge technology and all of the services of a 5-star Gran Luxe

Halls	m²	Height	School	Theatre	U-shape	Imperial	Banquet	Cocktail	Cabaret	Buffet
Vedruna	88	2,9	42	70	30	36	48	70	36	40
Vedruna + Rte. Claris	160	2,9	72	100	36	42	120	200	60	130
Rincón Romano	70	2,3	-	-	-	-	-	60	-	-
Museo	120	2,9	45	60	30	30	48	80	36	40
Garden	65	2,6	30	50	32	38	48	70	-	36
Terraza + Piscina	200	-	-	-	-	-	-	200	-	-
Rte. Terraza abierto	89	2,2	-	-	-	-	60	100	-	40
Rte. Terraza cerrado	75	2,2	-	-	-	-	44	80	-	32
Bar Terraza	50	2,6	-	-	-	-	-	25	-	-
Bar Piscina	40	-	-	-	-	-	-	35	-	-



hotel, will make you feel like you are in a place like no other. One of Claris Hotel & Spa 5*GL's restaurants, "La Terraza del Claris" is managed by Michelin star chef, Aurelio Morales (CEBO restaurant). The hotel itself also provides the best way for you to relax after a long day at its Mayan Secret Spa, where one can find the perfect balance and harmony between body and mind in a unique setting and with high quality services.

celona-Mexico partnership was also signed to launch new trade fair products in this Latin American country, the company's second branch to be opened abroad after the one in Doha. This year, 2018, the company has organised twelve trade shows: the first occurrences of the Smart City Expo in Curitiba-Brazil-, and in Hyderabad-India-, and its second editions in Casablanca, Puebla and Buenos Aires; the annual occurrence of ExpoAntad & Alimentaria Mexico; and the first editions of the Securtec and Renewable Energies trade fairs, held recently in Havana, as well as the second editions of the Food Fair and the FECONS Construction Fair. Different trade shows were jointly organised at Doha's Convention Centre, dedicated to cars (Qatar Motor Show) and handmade products (Made at Home Exhibition), while

consultancy projects were carried out in Addis Abeba-Ethiopia-, capital of the African Union, as well as in other countries.

Better forecasts for 2018

This year, Fira de Barcelona expects to surpass 188 million in revenue, with more than 140 trade shows, congresses and different events including the 2018 occurrence of the Mobile World Congress that attracted more than 107,000 professional visitors from 205 different countries and that according to its organiser, the **GSMA** association, is considered to have been the most successful in all its history, To this year's programme it added three professional trade fair platforms dedicated to food, the new industry and sustainability; these platforms will help to strengthen the

company's position as a reference model trade fair venue in Spain and Europe.

In these fields, the following events were held: the Alimentaria trade fair together with Hostelco; the In(3D)ustry, IoT Solutions World Congress and Healthio shows; and towards the end of the year, the Sustainability Week with the Smart City Expo World Congress, Iwater and Circular Economy. Other important meetings this year have been the Hispack and Barcelona FoodTech Trade Shows; Gastech, the world's leading event in the industry of natural gas and liquefied gas (GNL), held for the first time in Spain; the Barcelona Bridal Fashion Week; IBTM World; Caravaning; Liber; Sónar; B-Travel and its new professional Space BtravelPro, as well as major medical and technological events. ■

The Westin Bonmont Golf Resort & Spa

WESTIN
HOTELS & RESORTS

C/Rotes, 5-7 (Urb. Bonmont Terres Noves)
43300 Mont-Roig del Camp (Tarragona, Spain)
info@bonmonthotel.es
www.bonmonthotel.es

Located in the Costa Daurada, in the province of Tarragona, 29 kilometres away from Reus airport and 120km from Barcelona airport, The Westin Bonmont Golf Resort & Spa is a luxury hotel which boasts magnificent facilities and is surrounded by nature, as well as boasting all the infrastructure needed to hold celebrations, events and meetings. It is located 18km from Cambrils and 25km away from Salou. The hotel, which will open its doors in March 2019 features 136



fully-equipped rooms, 20 of which are suites, in a three-storey Mediterranean-style building. Available to host sports, business and social

events, The Westin Bonmont Golf Resort & Spa features various event rooms for meetings and banquets. This establishment stands out due to the fact that it has its own 18-hole golf course par-72 as well as 6 tennis courts, 4 padel courts, 2 outdoor swimming pools, a fitness area with personal trainer and a cycling academy, not forgetting its Wellness Spa surrounded by lush gardens.

Halls	m²	Boardroom	Cocktail	Banquet	Theatre	School	U-shape	Dance
Joan Miró	45	14	-	-	-	-	12	-
La Masia I	75	22	80	60	70	40	20	-
La Masia II	75	22	80	60	70	40	20	-
La Masia I & II	150	-	160	120	140	90	40	-
La Masia II & III	150	-	160	120	140	90	40	-
La Masia I, II & III	235	-	240	200	220	140	60	160
La Taula I	63,75	22	70	40	60	30	20	-
La Taula II	127,5	-	130	100	110	80	40	-
La Taula I & II	195,5	-	200	160	180	120	60	140

S O F I A

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

The 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, SOFIA 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. **SOFIA 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. The hotel also has a pool, spa measuring 1,000 m² with a water zone, gym and 19th, one of the best rooftop in the city, with panoramic views of Barcelona.

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	-	-	-	-	-	-	120	150
Pool bar	-	-	-	-	-	-	-	70

CAT

Properties that give corporate events an original touch

High investments in new and one-of-a-kind venues in Barcelona

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

Barcelona consolidates its international and national position as the world's top destination for conferences despite recent events and varied difficulties. The industry continues to invest a great deal in the MICE segment and in the opening of new venues and out-standing function rooms for events.

Football, restaurant, events

The Bellavista del Jardín del Norte restaurant in Barcelona, owned by family members of footballer Leo Messi and Grupo Iglesias, will close its doors to the public and from now on will only host private events.

They have stated that the crisis has made their restaurant project un-feasible and that they have received multiple requests to host private events. The owners of the establishment agree on the fact that these kinds of events will be perfect for the property that offers outstanding features such as its distribution and its size-1,000 square metres inside and a 1,000 metre squared garden-.

Three floors for events

Located in an old textile factory, this three-in-one venue is a three-storey building used for corporate events that also offers an à la carte programme for teambuilding activities. Golden Studio, 150 square metres of floor space with 4.5-metre-high ceilings and natural light, is on the ground floor. As a bonus,

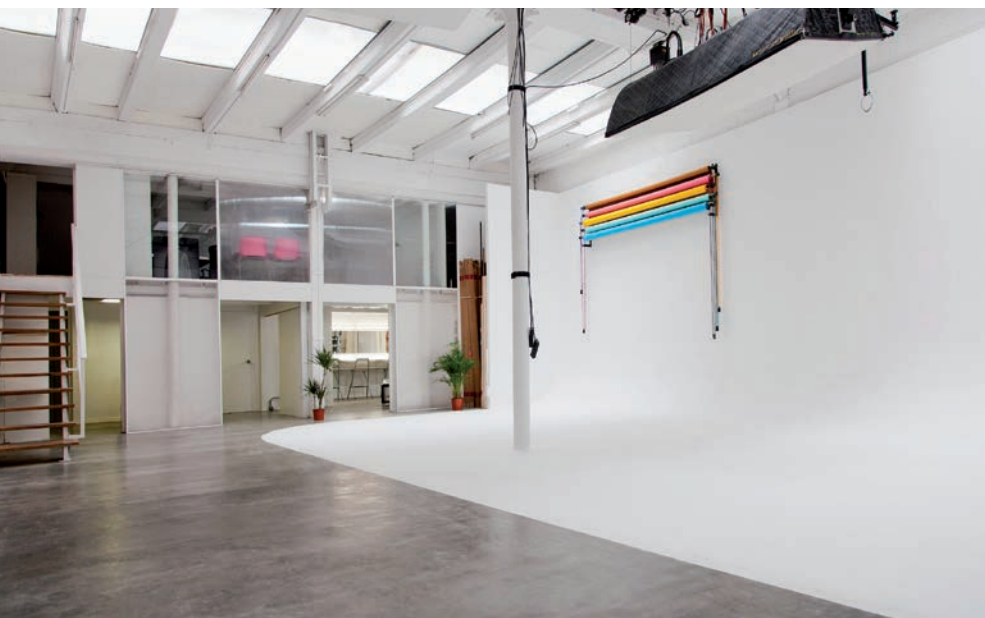
this floor is completely set-up to be used as a photography and audio-visual production set, given the fact that this was its previous core activity. Golden Apartment, on the second floor, is a welcoming 142 square metre loft apartment with a 3-metre-high ceiling and annexes with 2 and 4-metre-high ceilings. Natural light also invades this floor thanks to its eight large more than one metre squared windows. And its third space, Golden Loft, a 150 square metre industrial-looking space that also has a lot of natural light thanks to its seven large two metre squared windows. This floor has an old brick fire place and Chesterfield sofas.

With the magic of Gaudí

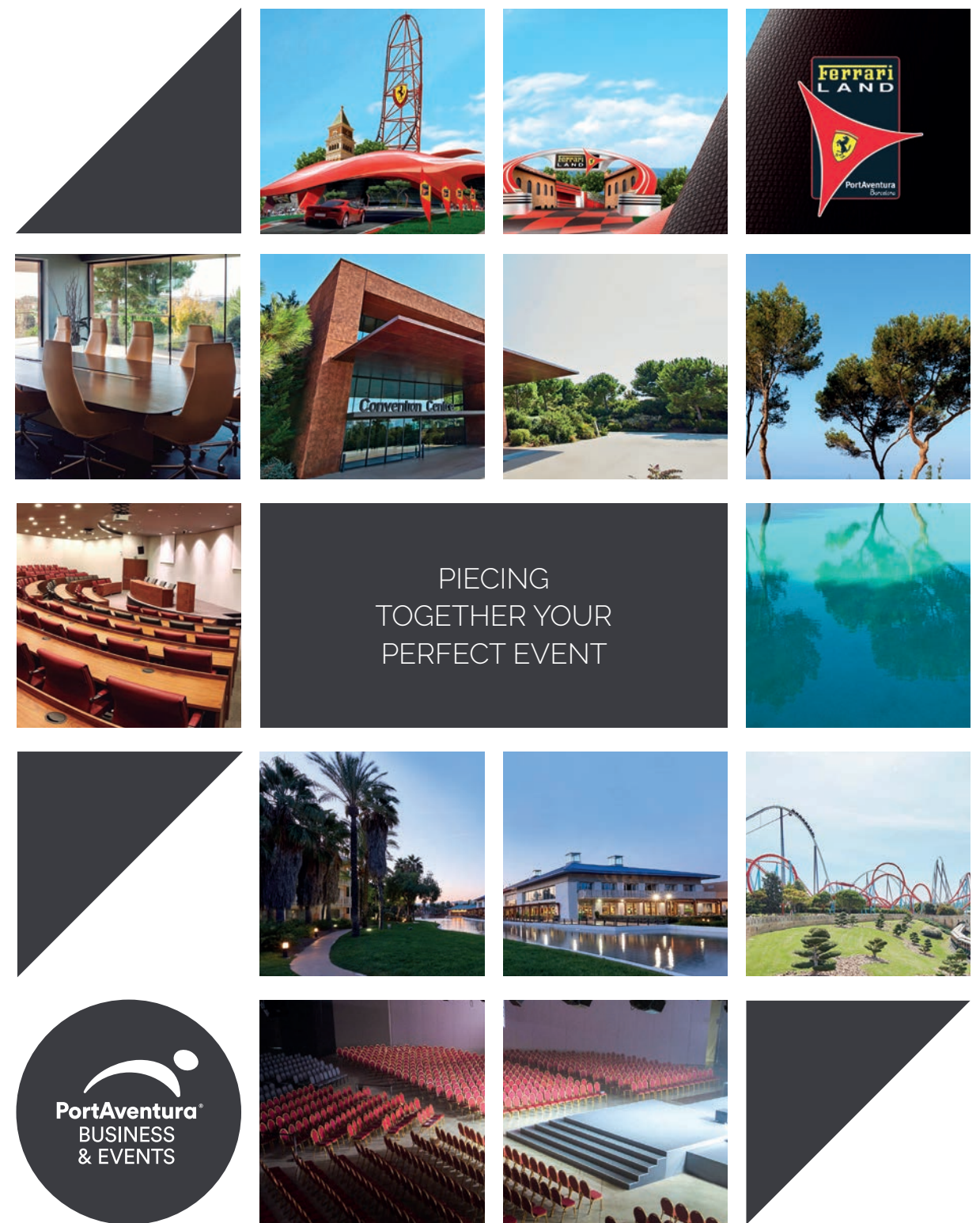
Gaudí Garraf is located within the Bodegas Güell Winery, part of an 18th century country house built by architect Antonio Gaudí and one of his less-known works; it is in an extraordinary setting with a garden area right by the Mediterranean Sea and within the Garraf Massif Natural Park. Gaudi Global has opened this venue to organise events and provides outstanding spaces that can cater for 12 up to 600 people.

A rejuvenated group

On the occasion of its 10th anniversary, Esferic Barcelona has announced the creation of the Esferic Group and adds two new event venues to its initial property: The Glassroom, a modernist venue in the heart of Barcelona that can cater for up to 100 people and the Miramar Events venue, for up to 400. ■



Golden Studio, designed and furnished to be used as a photography and film production set.



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CAT

A versatile complex which combines leisure and business for small and large format meetings

PortAventura Business & Events becomes more established as an international events destination

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

PortAventura World's Business & Events division improves its results within the congress, convention and corporate events sector every year. In 2017 they organised 259 events which hosted 69,000 participants, thereby consolidating their growth as a MICE destination. 2018 is turning out to be a key year for capturing new markets, with great brands opting for the complex on the Costa Daurada for their corporate events, all of which is contributing towards a more international client portfolio for this venue.

International companies such as MARS Iberia, Netcentric, Quandoo, Baringa, Coca-Cola and SITA (Société Internationale de Télécommunications Aéronautiques) have held important corporate events at PortAventura. They were attracted not only by the international promotional efforts made by this company, but also by the variety of events they are able to host at their facilities.

"This year we have even been host to two sporting events, the 54th Rally-RACC, which has been held here for 14 editions, and the 18th Mediterranean Games which turned PortAventura Convention Centre & PortAventura Hotels into a Mediterranean Village and venue for this major sports competition. The latter also entailed accommodating 4000 sports people during the competition and covering all the complementary services needed in the Olympic village.

New Markets

In this respect, PortAventura Business & Events has gained events from new and very diverse international markets.

Their facilities hosted the incentive event for Australian company Capricorn, with over 700 people attending from Australia and New Zealand; the annual convention for the tourism operator LATAM Airlines held at the PortAventura Convention Centre via mediation in Brasil by the ATC (the Catalan Tourism Agency) which was attended by 160 franchisees and was the first convention held by the company outside Brasil; and in November, a company whose European headquarters are in Poland held their convention for 1500 delegates.



Combining business with leisure

PortAventura Business & Events presents a complete portfolio of infra-

structure and services, with the advantage of being able to integrate business with leisure which makes it so unique. And of course it is immersed in a Mediterranean setting in the heart of the Costa Daurada, with excellent communications and just an hour away from Barcelona.

Their proposals include a modern and versatile convention centre of over 13,000m², the PortAventura Convention Centre, equipped with latest generation technology and 18 multi-purpose rooms which can host up to 3000 people. Opened at the end of 2009, these facilities have already hosted over 2000 events, and have maintained consistent year on year growth. Four 4-star hotels and one 5-star (Mansión de Lucy) with a total of 2100 rooms. This complex also features over

30 of its own restaurants, a beach club, golf courses, team building activities and future exclusive openings PortAventura Park and Ferrari Land. ■



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
www.fincamassolers.com



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	m ²	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



a full range of events. Thirty years of experience, an excellent team of professionals and outstanding technical equipment combine to guarantee success for events with anywhere from 20 to 1,200 guests.

And all this just 30 minutes from Barcelona and five from Sitges. Leading companies including Audi, Bacardi and Royal Bank have already chosen Finca Mas Solers to host their major events.



Peralada Resort, a passion for excellence



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www.peraladaresort.com
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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 Ramon 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.



Toni Pérez
congress@eveniahotels.com
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For the business client our most demanded products are Evenia Roselló, 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 Roselló is designed to cater events from 15 up to 100 people with its 94 rooms and 6

Evenia Hotels



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.



CAT

Hotel Camiral *****

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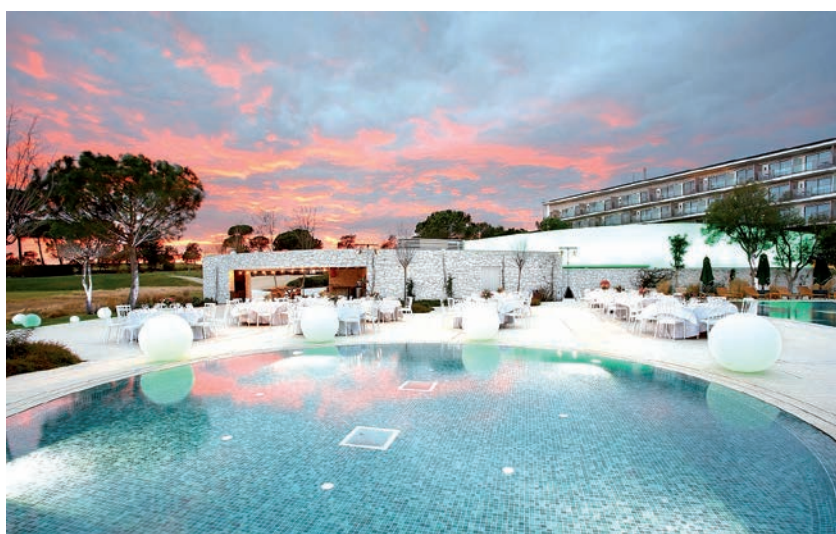
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Event room capacities

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Surface area largest event room: 372 m²
Capacity banquet seating: 300 people
Capacity cocktail party: 400 people
Capacity theatre seating: 450 people
Number of event rooms: 10



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CONVENTION BUREAUX BARCELONA CONVENTION BUREAU

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

COSTA BRAVA GIRONA CONVENTION BUREAU

Responsable: Ignasi Cabañas
Av. San Francesc, 29-3º
17001 Girona
Tel: 972208401
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
mterrado@paeria.es
lleidacb@paeria.es
lleidacb.turismedelleida.com/

TARRAGONA CONVENTION BUREAU

Director Gerente del Patronato de Turismo:
Àngel Arenas
Coordinador del Bureau: Gerard Castells
Major, 39 - 43003 Tarragona
Tel: 977240350
aarenasg@tarragona.cat
info@tarragonacb.cat
www.tarragonacb.cat

COSTA DAURADA CONVENTION BUREAU

Director Gerente: Frank Bueno
Passeig Torroja, s/n - 43007 Tarragona
Tel: 977 23 03 12
info@costadauradaevents.com
costadaurada@dipta.cat
costadaurada.info

SITGES CONVENTION BUREAU

Responsable: María Sánchez Quintana
Sinia Morera, 1 - 08870 Barcelona
Tel: 938109310 - 16
info@sitgescb.cat
www.sitgescb.cat

BARCELONA PROVINCIA CONVENTION BUREAU

Directora: Susana García
Travessera de les Corts, 131-159
Recinte Maternitat
08028 Barcelona
Telf. 934049154
garciags@diba.cat
barcelonaprovincecb@diba.cat

LLORET CONVENTION BUREAU - LLORET TURISME

Directora: Montse Belisario
Avinguda de les Alegries, 3
17310 Lloret de Mar - Girona
Tel.: 972365788
lloretcb@lloret.org
www.lloretcb.org

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www.firabcn.es

CENTRE DE CONVENCIONS INTERNACIONAL DE BARCELONA

Tel: 932301000
marketing@ccib.es
www.ccib.es

AUDITORIO PALACIO DE CONGRESOS DE GIRONA

Director: Ramon Barnusell
Tel: 872080709
info@gironacongressos.org
www.gironacongressos.org

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www.platjadaro.com

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www.palautarragona.com/es/

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info@ctarraconense.cat
www.ctarraconense.cat

PALAU DE FIRES I CONGRESSOS DE REUS

Director: Jordi Martí
Tel: 977326363
info@firareus.com
nbarbera@firareus.com
www.firareus.com

PALAU DE CONGRESSOS DE LLEIDA

Tel. 973 22 11 55
info@pc-lleida.com
www.lalotjadelleida.cat/

AUDITORI MUNICIPAL ENRIC GRANADOS

Tel.: 973700639
auditori@paeria.cat
www.paeria.cat/auditori

EL BORN CENTRE CULTURAL

Tel.: 93 256 68 51
infoelborncc@bcn.cat
elbornculturaimemoria.barcelona.cat/es/

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Il·lustre Col·legi d'Advocats de Barcelona
Tel.: 93 496 18 80 - Ext. 5068
www.icab.cat/palauetcasades
actes@icab.cat
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ASOCIACIÓN CATALANA D'EMPRESES O.P.C.

Tel. 934161220
contacte@opc.cat
www.opc.cat

ADMINISTRACIÓN GENERALITAT DE CATALUNYA

Tel: 934024600
www.gencat.net

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Tel: 934849900
www.act.cat/

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Tel: 932853834
info@barcelonaturisme.com
www.barcelonaturisme.com

AJUNTAMENT DE GIRONA

Tel. 972 419 000
ajuntamentinforma@ajgirona.cat
www.girona.cat

INSTITUCIONES TURÍSTICAS

PATRONAT DE TURISME DE LA DIPUTACIÓ DE TARRAGONA

Tel: 977230312
costadaurada@dipta.cat
www.costadaurada.info

CONSORCI DE TURISME DEL BAIX LLOBREGAT

Tel. 936852400
turisme@elbaixllobregat.cat
turisme.elbaixllobregat.cat/

PATRONAT MUNICIPAL DE TURISME DE SITGES

Tel: 938109316
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www.sitgestur.cat

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Tel: 93 2388091
dgdifusio_turisme.presidencia@gencat.net
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CENTRE D'INFORMACIÓ TURISME DE BARCELONA

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ASOCIACIONES

GREMI D'HOTELS DE BARCELONA

Tel.: 933016240
ghb@barcelonahotels.es
Web: www.barcelonahotels.es

ASSOCIACIÓ EMPRESARIS HOSTELERIA PROVÍNCIA DE TARRAGONA

Tel.: 977239600
aeht@aeht.es
aeht.es/

ACAVE - ASSOCIACIÓ CATALANA D'AGÈNCIES DE VIATGES

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acave@acave.travel
www.acave.travel

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www.aracat.com



The Trade Fair institution is engaged in a strategic plan that expects investments of 100 M euros by 2020

Ifema is changing



The Madrid Trade Fair Institution – IFEMA- hopes to grow 12 percent a year reaching a total turnover of 203 million euros in 2022.

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

Ifema continues with the transformation process reflected in its strategic plan including investments of 100M euros by 2020. This summer, while the business tourism segment was

at a standstill, the institution seized the moment and invested twelve million in four different projects to improve facilities and services; open Wi-Fi, loudspeakers, a new pavilion and safety and security measures.

Works carried out this summer have involved the installation of open Wi-Fi and emergency loudspeakers through-

out the whole fairground premises, the construction of a new pavilion that will give the facility more exhibition space and the installation of security bollards that will help to automatically control the vehicles going in and out of the premises.

These new measures have been up and running since September, when the **Madrid Trade Fair Institution** reopened for business. As stated by the organisation, these new features will substantially improve the experience and services rendered to visitors and exhibitors at trade fairs, conferences and all events held at the fairground.

Record-breaking results

Ifema continues to implement its strategic development plan after seeing that 2017 represented a quantitative and qualitative leap in results, by achieving the best numbers in recent years as a result of new projects, the management of major international conferences, the organisation of trade fairs abroad and the activation of a new line of special events for big attendance numbers.

As a result of all of this, net profits tripled to more than 4.1 million euros, and attendance numbers continued to be more than three million.

Ifema's turnover last year amounted to 118.1 million euros, 11.8 percent more than in 2016 and 21 percent more than in 2015 –reference year by equivalence of biennial fairs-. Operating profits stood at 22.2 million, 22.4 percent more than the previous year and 45.5 percent more than in 2015.

2017 saw the organisation of 97 trade fairs, ten major international congresses and 567 conferences and business events, with 31,051 exhibiting companies participating.

Last year, Ifema invested six million euros in technology, connectivity and in the digitalisation of media and business; a figure that will be a lot higher by the end of this year after investing around 25 million to delve into these same fields of innovation and into aspects concerning

Last steps for the reopening of Madrid Conference Centre

As confirmed by the Secretary of State for Tourism, **Isabel Oliver, Turespaña** is finalising the process to launch an international public tender for the reopening of the '**Palacio de Congresos de Madrid**' (Madrid Conference Centre), located on Paseo de la Castellana and closed for the last six years for safety reasons.

At the beginning of 2018, before the change in governmental representatives, it was agreed that Ifema would be in charge of managing this venue for the next fifty years. Now, in the words of Oliver, the State Legal Service and legal advisors are working "to provide legal certainty" to the public tender for its reopening.

This venue, inaugurated in 1970, has been defined by the Secretary of State as "a critical infrastructure for the city, which will boost and revitalise business tourism in the capital".

IFEMA ended 2017 with record turnover figures: 118.1 million euros; a net profit of 4.1 million; and attendance numbers totalling three million delegates

the safety and security of its facilities. A year in which the trade fair institution aims to see 33,000 exhibiting companies, 3.5 million visitors and 1.2 million total net exhibition square meters.

Its five-year strategic plan has set a target to grow 12 percent every year until its turnover totals 203 million in 2022. In fact, the expected turnover for 2018 has been set at 130.1 million euros and this will represent an increase of 23.2 percent compared to 2016 and 10.2 percent in relation to 2017. ■



It closed 2017 with an increase in the number of meetings and delegates

MADRID CONSOLIDATES

itself as a leading meeting tourism destination

The city was awarded the World Travel Award for best European destination in this segment

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

Madrid's position as a meeting tourism destination has been growing stronger over the past few years, as can be seen by the figures with which it closed 2017 and the recognition it has received; most recently through the World Travel Award for best European destination in this segment. In fact, 15.4% of the 6.7 million international tourists who visited the Community of Madrid last year did so for business purposes.

Madrid hosted 20,320 meetings in 2017, 15% more than the previous year, with a 10% increase in the number of participants, over 1.1 million, according to a study on this market carried out by Ideara for the **Madrid Convention Bureau**.

The city hosted six of the most prestigious international congresses last year, mainly of a medical nature, which attracted a total of 80,000 delegates to the city. These events included the **European Society for Medical Oncology (ESMO)**, which attracted 25,000 people,

a record number for **Ifema**, and which resulted in an economic impact of 20 million Euros and 75,000 hotel reservations; and the **European Hematology Association**, which was attended by 15,000 people.

The repercussions of this type of professional events, as explained by **Madrid Town Hall**, "grant prestige to the city thanks to the associations and event organisers who choose the city as a venue for the successful celebration of their events."

In addition, as indicated by the same sources, some organisations are returning to the capital for their events, such as the **World ATM Congress**, which has been holding its annual congress in the city since 2013, or even **ESMO**, which held its congress here in 2014 and 2017 and will do so again in 2020.

"

Madrid hosted six of the most prestigious international congresses last year which attracted a total of 80,000 delegates to the city.

World Travel Awards

The so-called 'Oscars of the travel industry', the **World Travel Awards (WTA)**, recognised Madrid as the best European meeting destination in their 25th edition this year. The capital managed to prevail over other candidate cities such as Paris, Vienna, London or Berlin, which were also selected in March by a committee of experts as finalists in this category, and the prize was awarded at the awards ceremony held this summer in Athens.

The World Travel Awards organisers structure these prizes on a regional level, but the grand finale will be held on the 1st of December in Lisbon and Madrid will have to compete with Dubai, among others, to be chosen as the best meeting tourism destination in the world.

The fact is, the Spanish capital has con-



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The director of the Madrid Convention Bureau, David Noack, collected the World Travel Awards prize for the best meeting tourism destination in Europe.

solidated itself as the third city in the world when it comes to organising international events, as stated by **Rudolf Rannegger**, assistant general director of **MCI** for Spain and Portugal. In its favour are the “quality and modernity of

its infrastructure, its excellent transport network and its rich culture, heritage and leisure options.”

IBTA Awards
For all the above, and more, the capital has once again been recognised as the best meeting and corporate tourism destination in the latest edition of the **Business Travel IBTA** awards, promoted by the **Iberian Association of Business Travel Managers**, and has been awarded the prize for “Best MICE destination” for the second year running. This distinction, which is awarded according to the results of a questionnaire issued to over 5000 professionals linked to the association, values the spaces available for meetings, the wide-ranging cultural heritage and the array of leisure options offered by Madrid, which together with its brilliant value for money, make up some of this destination’s most competitive strengths. ■

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Cibeles	144	3,45	200	150	80	50	55	90	60	70
Príncipe de Asturias	118	3,45	100	60	50	30	35	80	42	70
Madrid	59	3,45	50	60	50	30	35	40	30	30
Neptuno	80	3,45	60	50	30	25	34	56	42	35
Villa Real	228	3,45	220	180	110	72	75	200	76	150
Hotel Urban										
Museo	55	2,7	25	-	-	-	8	16	-	8
Khemer	97	2,7	100	90	45	26	28	80	-	64
Nefer	114	2,7	115	90	48	26	28	80	-	64
Khemer+Nut+Nefer	246	2,7	245	150	96	30	32	176	-	140
Terraza+Piscina	235	-	200	-	-	-	-	-	-	-

Hotels Urban and Villa Real are located in the financial, political, commercial and cultural centre of Madrid. Both boast an impressive art deco style and avant-garde architecture. These innovative hotels will welcome you with their open-plan and versatile event rooms, perfect for your unique meetings and celebrations. The spaces have been decorated with oriental art and artwork from Papua New Guinea, and are complemented by all the latest

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Goya Auditorium	770 m²			538		
Ermita del Santo Auditorium	180 m²			118		
Dos de Mayo Auditorium	180 m²			109		
MULTIPURPOSE SPACES						
Espacio Polivalente	575 m²	350 m²	29,30 x 17	350	350	600
Espacio Multiusos	400 m²	320 m²	14,15 x 22,50	300	300	400
Antesala	200 m²	110 m²	21 x 6		100	150
Espacio VIP	135 m²	90 m²	17,7 x 7,80	80	80	100
Espacio Green	1580 m²	1200 m²	52 x 30		700	1200

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With its strategic location and multi-purpose facilities, the hotel Elba Madrid Alcalá is one of the best options for events and meetings in the capital. Located on Alcalá street, just 200m from the metro stop Ciudad Lineal, visitors benefit from direct connections to Madrid city centre (15-minute journey). The Adolfo Suárez Madrid airport is just 10 minutes away (free transfer from the hotel) and the municipal Conference Centre and IFEMA are both just 6 minutes away.

Why Elba Madrid Alcalá?

This convention centre features 2000m2 worth of event rooms, to host all manner of events and all different event sizes – up to 2000 people. There are 16 independent meeting rooms, which can be combined to make larger spaces. 14 of the above feature natural light. Our 3 main rooms can be turned into a large and bright space measuring 1350m2 which can host up to 1000 people. These rooms have their own independent entrances on the street, with no stairs or ramps, which makes them ideal for vehicle exhibitions and other large heavy items. We provide a cutting-edge audio-visual technology service, as well as simultaneous interpreting (on prior request – at an additional charge). In-house event organisation service with a guaranteed response in 24 hours. The centre has its own 500Mb symmetric Wifi service which is free to use and features simultaneous



connections for various devices. The Hotel Elba Madrid Alcalá also features a large 1300m2 garden where you can enjoy a coffee break, a cocktail party or a gala dinner in a unique venue in Madrid. Additional services include a free airport transfer service, available 7 days a week. We have 220 parking spaces. Gym exclusive to hotel clients, open 24/7.



measuring 23m2 with beautiful décor. Our rooms feature direct phone lines, high-speed WiFi, air conditioning, heating, coffee and tea facilities, mini-bar, Led TV, safe, room service. Complete bathroom with bath or shower tray, hair-dryer and magnifying mirror.

Maximum comfort.
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261 guest rooms (40 Executive rooms and 8 Suites).
Large, bright, fully-equipped rooms,

Halls	Height	m²	Cocktail	School	Theatre	Banquet	U-shape	Imperial	Cabaret
Gran Vía	2,9	50	40	28	44	40	18	18	15
Alcalá	2,9	49	40	28	44	40	18	18	15
Gran Vía+Alcalá	2,9	99	80	44	75	70	18	18	30
Callao	2,9	49	40	28	44	40	18	18	15
Preciados	2,9	50	40	28	44	40	23	18	15
Callao+Preciados	2,9	99	80	44	75	70	23	18	30
Prado	2,9	50	40	28	44	40	23	18	15
Recoletos	2,9	49	40	28	44	40	23	18	15
Castellana	2,9	51	40	28	44	40	23	18	15
Prado+Recoletos	2,9	99	80	44	75	70	23	18	30
Recoletos+Castellana	2,9	99	80	44	75	70	23	18	30
Prado+Recoletos+Castellana	2,9	149	120	64	102	100	23	18	45
Canillejas	2,9	51	40	28	44	40	23	18	15
Barajas	2,9	50	40	28	44	40	23	18	15
Serrano	2,9	50	40	28	44	40	23	18	15
Goya	2,9	49	40	28	44	40	23	18	15
Velázquez	2,9	49	40	28	44	40	23	18	15
Atocha	2,9	49	40	28	44	40	23	18	15
Cibeles	3,45	441	300	220	340	260	54	60	120
Neptuno	3,45	450	300	220	340	260	54	60	120
Sol	3,45	436	300	220	340	260	54	60	120
Neptuno+Sol	3,45	1.003	625	440	680	520	80	68	240
Cibeles+Sol+Neptuno	3,45	1.562	1.000	660	1.020	780	N/A	N/A	N/A
Jardín / Garden	-	1.300	900	-	-	680	-	-	-



Elba
Madrid Alcalá



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Make use of our flawless in-house event coordination service with a guaranteed 24 hour response time and focus on your work. A separate 500 MB symmetric Wi-Fi system will be available free of charge.

Before or after your event, what could be better than choosing from one of our 261 rooms (40 executive rooms and 8 suites). They are spacious, light and offer everything that you could want. And if you would like to taste some food, challenge our chef to rustle up a delicious meal featuring local dishes and fresh, seasonal produce.

The whole of Madrid at your fingertips. Located near IFEMA and free airport transfer 365 days of the year. If you prefer to park your car, there are 220 safe parking spaces.

Welcome to Elba Madrid Alcalá.
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PR

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The Hotel Puerta América in Madrid was created by 19 of the best designers and architects, such as Zaha Hadid, Norman Foster and Jean Nouvel, Pritzker award winners. This iconic 5-star hotel's design introduces guests to daring and surprising environments which combine stunning design, unique spaces for events, gastronomy and leisure.

The Puerta América stands out for its uniqueness and this aspect is very much present in the spaces we offer you in which to host truly successful events. **O-Farm** (Organic Farm), is our organic fruit and vegetable garden where we grow a wide variety of spices and herbs which we use in our restaurants, located on our spectacular terraces with direct access to the versatile and chameleon-like event rooms. This is the ideal space in which to hold a coffee break, cocktail party or social event, making the most of Madrid's wonderful weather. Another surprising open space which also features a



cosy covered area in case of adverse weather, is the **Karrara Terrasse**. This terrace/garden features detailed Italian design and is perfect for lunches, dinners or afterwork parties where guests can enjoy a drink under the stars. If you prefer surprising your clients from a spectacular height, then our outlets located on the top floor of the hotel are the best option. **Skynight**, a unique, open-plan space with spectacular views of the city and an infinite video-wall, is a sure bet for your presentations, cocktail parties or events with the best music playing until the early hours of the morning. **The Observatory**, a temple to gastronomy which is home to the largest vertical garden in

Europe, with stunning views of the Madrid skyline, is the perfect setting for exclusive social events featuring exquisite food and drink.

No less surprising is the space we offer inside our avant-garde hotel car park. Versatile, full of colour and energy, this space becomes the perfect place to host all manner of events: from car presentations, to fashion shows, fairs and even a London-style market.

The hotel also houses 13 event rooms which can be partitioned and are equipped with all the latest audio-visual technology and can be adapted as per all your set-up, technology and catering requirements, as well as featuring natural light. The Puerta América features 315 guest rooms on 12 floors, all of which have their own different and unique design, and this is another of this unique hotel's many attractions as it can host large conferences and events with a high number of delegates.

All of these incredible spaces feature the fastest internet connection in the city; 1 Gigabyte. We adapt to your technological requirements and are able to offer you dedicated and exclusive connections with the amount of megas you require so that your delegates can access all the information they need as quickly as possible.



INFORMATION

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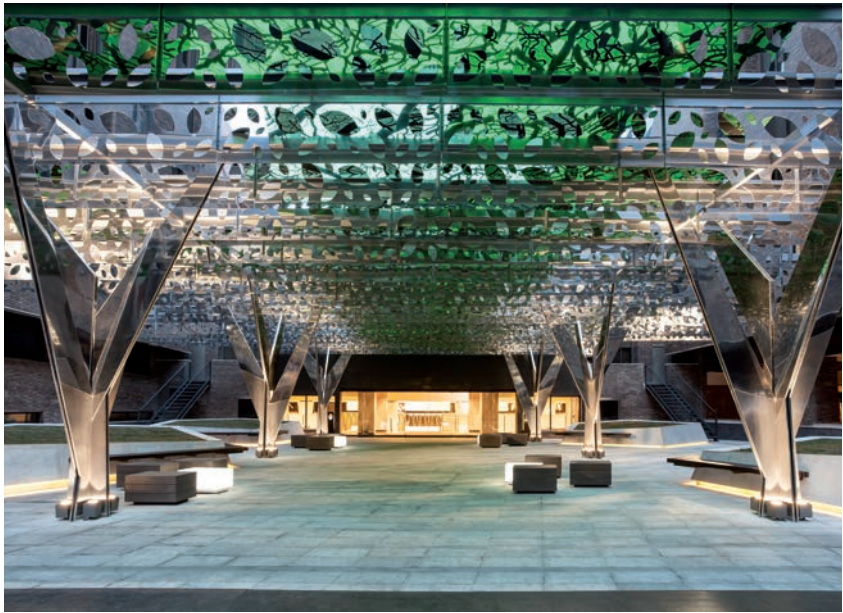
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Congress & Conventions Department: Gustavo Salto

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 rooms 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.

We can also offer 5 meeting rooms located on the top floors. All of them with natural light and access to exclusive The Summit rooftop terrace.



We would love to surprise you with our 2 restaurants with a capacity for up to 500 delegates and dedicated break out areas which will provide innovative F&B options.

We have 790 rooms, Fitness Center with panoramic views, outdoor rooftop pool, high capacity car park and a vibrant restaurant and eat bar, this is the variety of services offered by NOVOTEL MADRID CENTER.

Halls	m ²	Theatre	School	Banquet	Cocktail	U-Shape	Imperial
CENTRO DE CONVENCIONES							
Convención	760	745	440	550	710		
Hall Exposiciones	427				400		
Osl+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
París	85	75	55	56	90		
Londres	71	70	50	48	75		
Boardrooms X 5	14	10					
Boardrooms X 2	30	20	12			12	12
SALAS PLANTA SÉPTIMA Y OCTAVA							
Koenji	105	140	72	70	100		
Harajuku	78	80	45	50	70	25	25
Shinjuku	68	90	48	40	60		
ESPACIOS RESTAURACIÓN							
Duque	340	200	120	210	360		
Terraza Duque	88			50	70		
Lima	529			260			

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A team of more than 200 employees work together to create personalized and special events, every detail is important and at InterContinental Madrid they are very aware of this. Effort, experience and elegance are some of the main ingredients to achieve an impeccable service. In addition, few hotels in Madrid have the aesthetic and structural variety of rooms such as InterContinental, where it is possible to organize all kinds of events and conventions from the most intimate to celebrations up to 600 guests in a banquet setting.

The hotel has 15 meeting rooms, 6 of them with more of a contemporary style, with sophisticated and neutral decorations, in pearl gray tones that create brighter atmospheres and versatile spaces that can be adapted to any occasion, regardless of their type.

Since its inauguration 65 years ago, the emblematic hotel has shown its commitment to the business tourism sector and MICE segment, being awarded on three occasions by the World Travels Awards, as "Best MICE hotel in Spain". Always at the forefront



in this sector, incorporating the latest technologies in its management and commercial attention systems with special programs for incentive groups, designed for the organizer of the event such as the "Insider Collection" program, which offers the possibility of carrying out the meetings in privileged locations, with exclusive partners.

For this five star hotel in Madrid, gastronomy is key, which is why it strives for quality in its cuisine in all areas: corporate, social events, incentives or business lunches served at El Jardín Restaurant under the executive Chef Miguel de la Fuente.

These elaborations which are treated with the finest touch, are inspired by the Mediterranean which are based in prime raw materials.



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www.hotelh10puertadealcala.com



The H10 Puerta de Alcalá is located in Madrid's exclusive Salamanca district, one of the city's most

important shopping areas. Very close to the Puerta de Alcalá, El Retiro Park and the WiZink Center, the hotel was totally refurbished in 2016. It features elegant rooms, the La Galería Restaurant, a bar and the magnificent El Cielo de Alcalá Rooftop Bar with panoramic views and a plunge pool on the top floor. The hotel has four meeting rooms, two of which benefit from natural light and can be joined to hold up to 150 people. In addition, it also



features the El Cielo de Alcalá Rooftop Bar, an exceptional setting for drink receptions with amazing views of El Retiro Park.

Halls	m²	Height	Cocktail	Theatre	Classroom	U-shape	Boardroom	Banquet	Cabaret
Neptuno	48	2,7	50	50	25	20	22	25	15
Cibeles	113	2,7	120	90	70	40	42	50	35
Neptuno & Cibeles	161	2,7	150	120	100	-	-	70	50
Retiro	38	2,7	30	30	18	18	20	24	18
El Mirador	45	2,28	40	35	15	20	-	-	-
Terraza									
El Cielo de Alcalá	164	3,45	90	-	-	-	-	-	-



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The AFE expects to close the year with 5% more events

Fair complexes continue to grow and are boosted by financial sectors

Ángeles Vargas
@angelesvargaspe
angeles.vargast@hosteltur.com

The exhibitor sector is still in great condition and has been for the last few years. The **AFE (Spanish Fairs Association)** shared information on the last year closed, 2017, with some very positive figures – over 14.3% more visitors, up to 3.33 million, and a 38% increase in international visitors, whilst the number of direct exhibitors increased by 9.5%, up to 28,300. **Xabier Basañez**, who was re-elected president of the AFE in January and who is also the general director of **Bilbao Exhibition Centre (BEC)**, told Hosteltur that even though the association does not evaluate results until after the statistics for fairs held have been audited at the end of the year, we can say in advance that “quantitatively speaking, the total number of events scheduled for this year, although as yet provisional, will be 5% higher than in 2017”. He added that “if we compare the two years, the number of fairs is slightly higher and the number of congresses, which normally feature an exhibition area, will increase by over 10%.”

“In terms of quality, there can be no doubt that 2018 has continued to be very positive according to the news and results which have been published during the year and with respect to most of the fairs and events held,” he stated.

In his point of view, “there are no spectacular changes, but there has



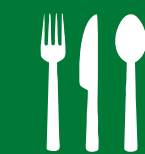
The fairs sector is currently in excellent health and everything seems to indicate that this trend is set to continue. Photo: Expodental 2018, at Ifema.

been a consolidation of the fairs which were already in existence, and more parallel activities have been incorporated which add value and make them more attractive and interesting for visitors and more useful and profitable for exhibitors. We are still showing significant expertise in our activities, as in so many other sectors, and I would like to highlight, not only the consolidation of national and international fairs, either own brand or by external organisers, but also the existence of a wide variety of fairs open to the public and held in different cities across the country. These fairs encompass a wide range of themes, such as; bargain vehicles, crafts, Manga, weddings and celebrations, gastronomy, stock sales, and many more,” he said.

As for the predictions for 2019 and the aspects which will affect the

sector, he pointed out that “the condition and development of commercial fairs is directly connected to the current status of the financial sectors which take part in them.” He stressed that “fairs are what their sectors make of them.” On the other hand, “there is no doubt that, in our current globalised economy, current international affairs and news, both positive and negative, have more and more influence, and at the moment it is difficult to say what might happen in 2019.”

As for management, there are certain aspects which also have an impact – such as the digital challenge, the internalisation of the sector, sustainability and respect for the environment. “Personally, I hope that we can maintain the positive trend we have been establishing over recent years,” concluded Basañez. ■



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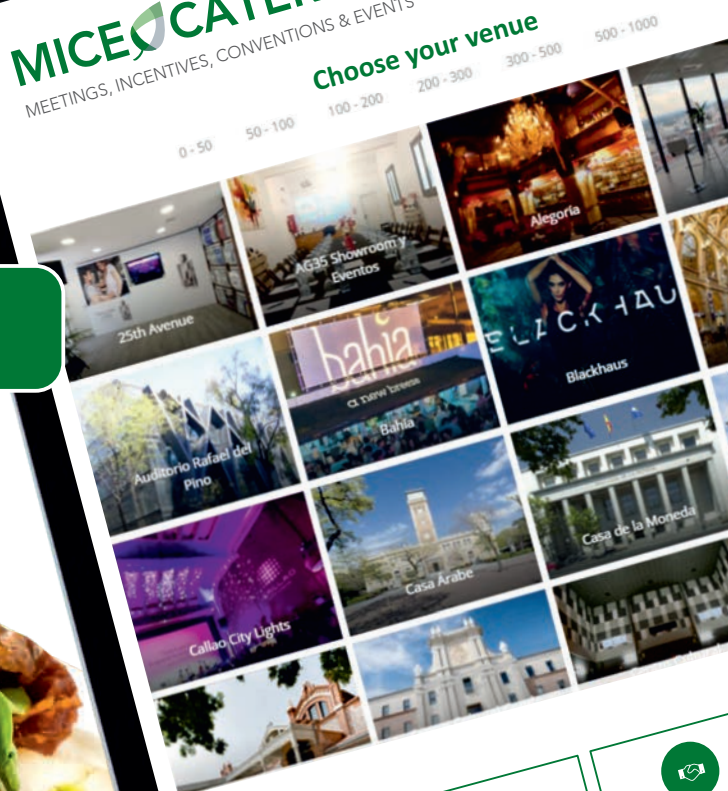
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ADMINISTRACIÓN

COMUNIDAD DE MADRID

Puerta del Sol, 7
28013 Madrid
Tel: 915802000
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DIRECCIÓN GENERAL DE TURISMO

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Tel: 917206696
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ASOCIACIONES

ASOCIACIÓN EMPRESARIAL HOTELERA DE MADRID (AEHM)

Marqués de Cubas, 25 - 4º izq.
28014 Madrid
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https://aehm.es/
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ASOCIACIÓN DE EMPRESARIOS DEL HOSPEDAJE DE LA COMUNIDAD DE MADRID

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Its direct and indirect economic impact amounts to 1,100 million euros, more than 36 times the cost of the building

The Valencia Conference Centre celebrates its 20th anniversary having organised 2,700 events and welcomed two million delegates in its history

In the first nine months of this year, the Valencia Conference Centre has already doubled its number of international congresses, a figure that shows the great potential of this twenty-year-old venue.

The **Valencia Conference Centre** has hosted 2,700 events and welcomed two million delegates since it opened in 1998. This emblematic building, designed by Norman Foster, celebrating its special anniversary this year, has generated more than 2 million overnight stays in the city. Its contribution is not only limited to increasing the city's attraction as a congress destination, but it is also a true driver of local economy: the direct and indirect economic impact derived from this activity amounts to 1,100 million euros, 36 times more than the cost of the building, greatly surpassing the expectations of what was conceived as one of the core strategic points of the city in terms of meetings. This year it celebrates its 20th anniversary and is considered to be a major forum for business and a role

model of management, innovation and activity, according to the organisation itself.

In these twenty years, Valencia has undergone a great transformation with a significant improvement in accessibility and in the creation of new facilities. During this time, the number of international meetings held in the city has increased by 270 percent, ranking 35th in Europe, according to statistical data provided by **the International Congress and Convention Association (ICCA)**.

The Conference Centre's role in Valencia occupying this position on the list has been essential because out of all the venues in Valencia, it is the one to have welcomed more international delegates. This activity is generated mainly by congresses that represent 60 percent of the venue's total business, but it is also set-

up to host any type of event. Its versatility means that it has been able to host events like the African Development Bank Meeting or the NATO Parliamentary Assembly as well as presentations of Mercedes Benz, BMW or Audi, the L'Oreal fashion catwalk or even become a television set for the Moto GP or Football La Liga Galas. Sylvia Andrés, the conference centre's director, states that "the Conference Centre fulfils and has fulfilled its objective of improving Valencia as a destination for major meetings and this must continue to be our goal".

The best in the world

Coinciding with its anniversary to be celebrated with a Gala dinner on December 11 in recognition of Ambassadors, the Valencia Conference Centre has been rated the best in the world for a second time. The International Association of Conference Centres (AIPC) has distinguished the Valencian venue for a second time

with an award that only ten other conference centres have received worldwide and that the Valencian Conference Centre previously received in 2010. The prize is granted based on the opinions of clients who are event organisers, mainly congresses and conventions, and so the Conference Centre's director considers the prize to be "especially important as it is a testimony to the management and the results that they have achieved".

71 events

The Conference Centre's president, Sandra Gómez, pointed out that in 2018 the municipal organisation has consolidated its international growth and expects business to be very positive in 2019, with an increase in sales of 7.8 percent in comparison to 2018.

According to the management report for the last nine months, presented in October, a total 71 events have been hosted, seventeen of which were congresses;

"

The International Association of Convention Centres (AIPC) has voted the Valencia Conference Centre as the World's Best Convention Centre in 2018, an award it already received back in 2010



In its energy certification for 2017, the Valencia Conference Centre reached its max in terms of CO2 emission reduction.

“

The venue expects to end 2018 with earnings before taxes amounting to 700,000 euros

ten, conventions; and forty, conferences. “As anticipated at the beginning of the year, these are very good figures since the number of international conferences has doubled in comparison to 2017 and the number of delegates attending both corporate and associative events has also increased”, she pointed out. The president believes that commercial promotion is the key to the Conference Centre’s current leading position and that it is has greatly contributed to Valencia’s ascent in ICCA’s European ranking list “going from 38th to 35th place, ahead of Moscow, Marseille, Manchester and Glasgow”. “Thanks to activity aimed at attracting business, including almost 550 commercial visits, the Conference Centre has submitted 73 applications to host events and has won 36 new petitions”, she explained. “This busy commercial activity, together with continuous investments made by Valencia City Hall, lead us to believe that this year will end with earnings before taxes amounting to 700,000 euros”, she added. Looking ahead, the Valencian venue has

events scheduled up until 2022 and these include more than thirty congresses and conferences. Two to be highlighted are: the National Meeting of the Spanish Association of Haematology and Hemotherapy (AEHH) in October in 2019 and the 42nd Congress of the Spanish Society of Internal Medicine (SEMI) in November 2022, both expect to welcome more than 2,000 delegates each.

The corporate sector revives.

In 2017, Valencia Conference Centre’s activity increased by 5.4 percent in comparison to the previous year, with 80,766 delegates attending 101 events that generated near to 67,000 overnight stays in the city. 74 percent of all these events were congresses and conventions. Compared to the previous year, attention is drawn to the recovery of the corporate sector, evidenced by a 125 percent and 60 percent increase in the number of conferences and delegates respectively. The director explains that “we would have to go back nine years to see end figures similar to those achieved in 2017”. ■

Costa Blanca positions itself as a congress destination

One of **Costa Blanca’s Tourism Board’s** strategic objectives is to intensify promotional activities relevant to MICE tourism products, focusing on the **Auditorium of the Provincial Government of Alicante ADDA** as a venue for congresses, to position Costa Blanca as a destination for congresses, conventions and incentive trips. To this end and since 2017, Costa Blanca’s Tourism Board, Alicante’s Beach and Tourism Board and the ADDA Foundation share a protocol of intentions to promote the destination and this has led to the organisation of international workshops, destination presentations, attendance to specialised trade fairs and the support of

different applications to host events. In 2017, 27 congresses, conferences and events were organised at ADDA’s Auditorium with 23,586 attendees and an average attendance rate of 873 people.

Benidorm is growing

Three hotels in Benidorm specialise in the MICE sector: Asia Gardens, Meliá Villaitana and Gran Hotel Luxor. In 2017 they organised 152 meetings, 62 of which were international meetings with more than 425,000 delegates. The fact that most meetings were held in May, June and October is important because this fact greatly helps to offset the seasonal nature of tourism.

According to **Visit Benidorm**, this year expects to see growth in the sector. Looking to 2019, events that will continue to help put the destination onto the MICE tourism map have already been confirmed, according to **Benidorm Convention Bureau**. Two of these events are: Spain Convention Bureau’s Annual Assembly that will be held in March and will attract representatives from practically every member city of this organisation, and the M&I Benidorm Forum this spring, that expects to cater for 220 delegates from travel agencies and event organisers, as well as 280 service suppliers including representatives from hotels, tourism destinations and venues from across Europe. ■

· INTERESTING FACTS ·

CONVENTION BUREAUX

VALENCIA CONVENTION BUREAU
Avda. Cortes Valencianas, 41
46015 Valencia
Tel. 963606353-963390390
www.valenciainconventionbureau.com/
vcb@visitvalencia.com

COSTA BLANCA CONVENTION BUREAU
Avda. Federico Soto, 4 entresuelo
03005 Alicante
Tel. 965230160
www.costablanca.org
turismo@costablanca.org

ALICANTE CONVENTION BUREAU
Cervantes, 3
03002 Alicante
Tel. 965143452
www.alicantecongresos.com
congresos@alicanteturismo.com

BENIDORM CONVENTION BUREAU
Pza. Canalejas, 1 Centro Municipal Torrejón
03501 Benidorm
Tef. 966813003
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
www.visitelche.com
congresos@visitelche.com

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PALACIO DE CONGRESOS DE VALENCIA
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PALAU DE LA MÚSICA I CONGRESOS DE VALENCIA
Passeig de l’Albereda, 30
46023 Valencia
Tel. 963375020
www.palauvalencia.com
info@palauvalencia.com

PALACIO DE CONGRESOS DE ALICANTE
Avda. Denia, 47 – A
03013 Alicante
Tel. 965261011
www.palaciodecongresosdealicante.com/
info@palaciodecongresosdealicante.com

PALAU ALTEA
Alcoi 18
03590 Altea (Alicante)
Tel. 965 843359
www.palaualta.com
palau@palaualta.com

CENTRO DE CONGRESOS CIUTAT D’ELX
Filet de fora, 1
03203 Elche (Alicante)
Tel. 96658140
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. de la mare de Deu del Lledó, 50
12003 Castellón
Tel. 964727570
www.palaucongressos.com
auditori@culturalcas.com

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

INSTITUCIÓN FERIA ALICANTINA (IFA)
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www.feria-alicante.com
ifa@feria-alicante.com

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Av.del Professor Lopez Piñero, 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
www.opccv.es/

ADMINISTRACIÓN

AGENCIA VALENCIANA DEL TURISMO
De la Democràcia, 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
www.costablanca.org
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TURISME DE BENIDORM
Ayuntamiento de Benidorm
Plaza SSM Reyes de España
03501 Benidorm (Alicante)
Tel.: 902100581
www.visitbenidorm.es
info@benidorm.org

PATRONATO MUNICIPAL DE TURISMO ALICANTE
Cervantes, 3
03002 Alicante
Tel. 965143452
www.alicanteturismo.com
info@alicanteturismo.com

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

PATRONATO PROVINCIAL DE TURISMO DE CASTELLÓN
Diputación Provincial Costa Azahar
Av. La Vall D’Uixo, 25
12004 Castellón
Tel. 964359883
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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
www.ashotur.org
comercial@ashotur.org
ashotur@ashotur.org

ASOCIACIÓN EMPRESARIAL DE HOSTELERÍA DE BENIDORM Y COSTA BLANCA (HOSBEC)
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Alicante
Tel. 965855516
www.hosbec.com
hosbec@hosbec.com

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www.uhpv.com

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Ontiyent, 3 y 5 bajos
46008 Valencia
Tel. 963515176 / 963519284
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
46001 Valencia
Tel. 963 917051
www.aevav.es
aevav@aevav.es

EXT

Initiatives that will not be put on hold with changes of government

The MICE industry in Extremadura calls for long-term policies

After completing the network of Conference Centres in Extremadura, with five centres, two in the province of Cáceres – in Plasencia and Cáceres– and three in Badajoz – in the capital, Mérida and Villanueva de la Serena–, the region offers a product that can be easily adapted to suit the needs of all kinds of different groups and requirements. Now, the industry's companies are asking for a long-term joint business plan from the Regional Government.

As well as Conference Centres, Extremadura offers many other interesting venues for professional meetings and other kinds of events, from castles to stately manors, hotels and rural accommodation... Without forgetting its trade fair venues, such as Don Benito or those in Mérida, Almendralejo and Badajoz. The one in Badajoz's capital, **IFEBA**, is strategically located on the border with Portugal and this makes cross-border trade a lot easier.

Now that a network of competitive facilities has been created, agents within the region's MICE industry are demanding support from the regional government to develop a joint business plan that will not be put on hold whenever there are changes in government. The aim is to give continuity to tourism policy. "We do not want the industry to suffer and forfeit part of what has been accomplished with its work

"The Public Service Obligation (PSO) for Badajoz's airport that came into force last October will make arrivals a lot easier

every time there is a change of government", says Maria José García, president of **OPC Extremadura**. In this sense, Francisco Martín, director of **Extremadura Tourism**, has pledged his department and the regional government will support the industry, and he states that the 2017-2020 Extremadura Tourism Strategy "focuses a great deal on the development of MICE tourism in the region". A strategy in which

public-private partnerships will be "a tool for success", he adds.

Outbound markets

Most meetings held in this autonomous community are national and regional events, but Extremadura also attracts business travellers from other countries. With a strategic geographical location, between Madrid and Lisbon, its main outbound markets are Portugal, France, the United Kingdom, Germany, the Netherlands, Italy and Belgium, according to data published by the National Institute of Statistics (INE for its initials in Spanish). As reported by the **Government of Extremadura**, outside of Europe, the United States is the region's top outbound market.

Improvement in transport

In recent years, the region's road network has undergone great developments, although the promo-



With its opening in November 2017, the Villanueva de la Serena conference centre is the latest addition to Extremadura's network of Conference Centres.

tion of its railway network continues to be unfinished business.

However, and while waiting for this improvement to become a reality,

this year, significant progress has been made in terms of air transport. The Public Service Obligation (PSO) for Badajoz's airport came into force at the end of October; the regional government started working on this procedure in September 2015 and this obligation means that it will now be a lot easier for visitors to get to Extremadura.

Specifically, the Ministry of Development awarded this PSO contract to Air Nostrum and it promises eleven weekly return flights between Badajoz and Madrid (twice a day from Monday to Friday and once a day on Sundays) and four per week between Badajoz and Barcelona. ■

INTERESTING FACTS

CONVENTION BUREAUX
CÁCERES CIUDAD DE CONGRESOS
Plaza de Publio Hurtado - 10003 Cáceres
Tel: 927255765
congresos@ayto-caceres.es
congresos.ayto-caceres.es/

BADAJEZ CIUDAD DE CONGRESOS
CONVENTION BUREAU
Plaza de San José, 18. Casas Mudéjares
06001 Badajoz
Tel: 924201369
ffuentes@aytobadajoz.es /
casasmudejares@aytobadajoz.es
www.turismobadajoz.es

PALACIOS DE CONGRESOS
PALACIO DE CONGRESOS Y EXPOSICIONES DE MÉRIDA
Avda. del río, s/n - 06800 Mérida
Tel: 924007330
info@palcongrex.es
www.palcongrex.es

COMPLEJO CULTURAL SAN FRANCISCO / INSTITUCIÓN CULTURAL EL BROCENSE
Ronda de San Francisco, s/n.
10005 Cáceres.
Tel.: 927255578
lmgil@dip-caceres.es
www.brocense.com

FEVAL INSTITUCIÓN FIERAL DE EXTREMADURA
Paseo de Feval s/n
06400 Don Benito, Badajoz
Tel: 924829100
comercial@feval.com
www.feval.com

PALACIO DE CONGRESOS DE BADAJOZ MANUEL ROJAS
Ronda del Pilar s/n.
06002 Badajoz
Tel: 924939000
info@palcongrex.es
www.palcongrex.es

PALACIO DE CONGRESOS Y EXPOSICIONES DE CÁCERES
Avenida de la Hispanidad, s/n
10005 - Cáceres
Tel: 649906488
info@palcongrex.es
www.palcongrex.es

IFEBA INSTITUCIÓN FIERAL DE BADAJOZ
Avda. de Elvas S/N.
06006 Badajoz
Tel.: 924 213000
informacion@feriabadajoz.com
www.feriabadajoz.net

INSTITUCIÓN FIERAL TIERRA DE BARROS (INFETIBA)
Mérida, 2
06200 Almendralejo
Tel: 924 666 967
info@turismoextremadura.com
turismoextremadura.com/viajar/turismo/
es/explora/INFETIBA-Institucion-Ferial-de-Tierra-de-Barros/

PALACIO DE CONGRESOS DE PLASENCIA
Telf: 676844916
Coordinador-plasencia@palcongrex.es
www.palcongrex.es/

PALACIO DE CONGRESOS Y EXPOSICIONES VEGAS ALTAS
Tel.: 924 846010 (Ext. 41327)
isabel.fernandez@villanuevelaserena.es

ADMINISTRACIÓN
JUNTA DE EXTREMADURA
Tel: 901601601
info@gobex.es
www.gobex.es

CONSEJERÍA DE ECONOMÍA E INFRAESTRUCTURAS
(DIRECCIÓN GENERAL DE TURISMO)
Tf. 924332461

dgturismo.ei@gobex.es / info@turismoextremadura.com
www.turismoextremadura.com

OTROS DATOS
CONSULTING Y GESTIÓN DE FERIAS Y CONGRESOS
Tel: 924222741
info@consultingygestion.com

OREXCO ORGANIZACIÓN EXTREMEÑA DE CONGRESOS
Tel: 927 629404
orexco@orexco.net
www.orexco.net

INGENIA 360
Tf/Fax: 924 367379
fbravo@360ingenia.com
www.360ingenia.com

LP&TRAVEL
Tf. 644 064 101
ibikespain@lptravel.es
hwww.lptravel.es/

GRUPO BLOKE
Teléfono: 902 43 66 50
info@grupoblk.es
www.grupoblk.es

Galicia's Conference and Exhibition Centre was the backdrop for 77 events in 2017 and Vigo hosted 89

MICE tourism is on the rise in Santiago and Vigo

In 2017, **Galicia's Conference and Exhibition Centre** hosted 77 events with 91.110 delegates, some of these events being as important as the 9th Edition of the EX-POBEC&C Wedding Fair that attracted 6,800 people and the 2nd Fairway Forum on the Way of St. James ('Camino de Santiago' in Spanish) that gathered 6,200, both held in November; the FIE forum on Innovation and Employment in Circular Economy (Foro da innovación e o emprego na economía circular – in Galician), with 3,100 delegates in May and the 4th Antiques Fair, with 6,500 people in January.



International Congress on Climate Change and Fisheries, Conxemar FAO.

This year, from January to April it has already hosted nineteen events, with more than 17,000 delegates. Belén Montero, director of the Galicia Conference and Exhibition Centre, believes that 2018 is "a transition period". "It seems that the worst of the crisis has passed, and that this market is beginning to make a come-back.

We have received more requests than in previous years, and many of these requests have been fruitful, turning into events. At the beginning of the year we had no idea we would be having the results we are having", she adds in a statement to Hosteltur. Montero expects 2019 to be "a fantastic year for Santiago in terms of congresses". During April, May, June, October and November, major events will be held in the city bringing thousands of people to Compostela and to Galicia in general. "May and June are almost completely booked, as are October and November. It is going to be a spectacular year", points out

the director of Galicia's Conference and Exhibition Centre. The venue will host meetings of the likes of the 21st National Congress of Hospitals, the 26th SEMG National Congress, the 34th Secoir Congress, the 20th SEOR Congress, the 52nd National SEPAR Congress and the 70th SEORL National Congress, in 2019.

"Coming years will also be good because Compostela Jubilee Year 21 – 'Xacobeo 21' – is just around the corner and this attracts tourists and makes them want to come and visit. Medium-term expectations are promising", states Belén Montero. "Now we want to concentrate on strategies to keep tourism interested in our region beyond 2022, not an easy task. But we are optimistic: We know the quality of what we are offering and those who come to Galicia once, usually come back", she says.

Vigo is on the rise

The city of Vigo, with the **Mar de Vigo Auditorium** as one of its most important venues, hosted 89 events in 2017, one of them being the 6th International Congress on Climate Change and Fisheries, Conxemar FAO with 31,370 people. From just January to October 2018, the number of events already totals 120 and this represents a 71.4 percent increase in comparison to last year.

For 2019, Vigo has already scheduled several major events such as the 27th Meeting of the Galician Psychiatric Association, the Spanish Society for the Study of Obesity Congress, the 15th National Congress of Expert Stomal Therapy Nurses and the Food and Agriculture Organization of the United Nations' (FAO) 17th Session of the Sub-Committee on Fish Trade, among others. In 2020, the **Mar de Vigo Conference Centre** will host the National Congress of Doctors Working in Emergency Care. ■

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BI

The islands reinforce their uniqueness and professionalism

The Balearics are promoting their attractions for the MICE segment in line with their

SUSTAINABLE TOURISM MODEL

Ángeles Vargas
@angelesvargaspe
angeles.vargas@hosteltur.com

The corporate travel and events segment has a very promising future in the Balearic Islands. In fact it is a field which can contribute significantly to a sustainable tourism model based on spreading the arrival of visitors out during the year. It is also an activity which creates synergies with many other financial areas, such as the hotel, restaurant or active tourism industries, but also the audio-visual industry and land or sea-based transport.

The Balearic Islands are hugely attractive as a tourist destination – they received 14.5 million visitors by September 2018. The MICE and business travel sector has the potential to increase figures and contribute to the sustainable tourism model the Balearic

Government is working towards. This is due to the fact that it is a segment which helps do away with the seasonal nature of tourism and attracts a quality tourism which is respectful towards the destination whilst also generating wealth thanks to its high average spend-

ing.

The **AETIB (the Tourism Strategy Agency for the Balearic Islands)** attends specialised fairs with the aim of improving the islands' position within the international market to host congresses, conferences, events or incentive trips, as

well as to make new contacts in this field, as it itself explained whilst taking part at IMEX in Frankfurt this Spring.

The AETIB has reduced its presence at promotional fairs which focus on the summer and is now focusing on taking part in promotional activities for the winter, such as the MICE segment. It is also a sector which creates synergies with many other financial areas, such as the audiovisual, land or seabased transport, hotel, restaurant or active tourism industries, among others.

The Balearics offer a setting where both meetings and large conferences can be held, as well as hotels and specialised premises which provide the services, equipment



The AETIB is very meticulous when it comes to attending fairs. Its stand was named one of the best in Europe at the latest edition of the ITB.

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Large conferences for the Palau de Congressos de Palma

The Palma Congress Palace's first year in operation generated an income of 9.4 million Euros, more than 18% more than had been predicted. With over 170 events and 30,000 participants over the first nine months the centre was in operation, the business contribution over the typically quieter months of the year was especially significant as it helped to do away with the seasonal nature of tourism on the island and to promote the Balearic capital as a leading destination in Europe within the MICE sector.

According to its managing company, **Meliá Hotels International**, and representatives from **Palma Town Hall**, this number demonstrates the distribution of wealth generated by the Palau (the so-called "social cash-flow"), showed by the redistribution of revenue to all the different interest groups: suppliers, staff, public administrations and the managing company.

The responsible management model adopted by this facility has also been key when it comes to increasing the positive impact it has had on its surroundings. "We want our centre to be a leading European venue, but we also want it to be a profitable, sustainable project which adds value to the city and which promotes innovation and excellence in the sector," said its general director, Ramón Vidal. He also highlighted the role it plays as an agent for invigoration, as it is a "new social, cultural and business hub in Palma, which has been happily received by most Mallorcan and Balearic residents. Proof of this is the high number of residents who have visited the facility so far, over 18,000 in 2017."

In 2018, the number of visitors is expected to exceed 50,000 with more than twelve large-scale events, for example the SEMERGEN Congress in October, which was attended by 5000 delegates; and the entity is working to secure more events of this volume for 2019.

and facilities needed to organise these events in a relaxed atmosphere and with the possibility of combining them with other leisure activities. The most valued factors when it comes to choosing this group of islands as an events destination include its security, weather, healthcare services, infrastructure and the 5-star grand-luxury hotels it has to offer.

As for what each island has to offer, the AETIB explains that Mallorca boasts a varied selection of auditoriums which attract this type

The AETIB has already reduced their presence at promotional fairs which focus on the summer and is now focusing its efforts on winter activities, such as the MICE segment

of tourism, including the Palma Congress Palace (Palacio de Congresos de Palma) which opened in 2017. Ibiza has its own Congress Palace in Santa Eulalia del Río as well as its own fair complex and in Menorca there is a theatre and the fair complex in Mahon as well as a multifunctional Hall in Es Mercadal, not forgetting other unique venues which have been added to the selection of options for events. At IBTM World 2018, the Balearic Islands will occupy stand B60, and they will showcase their main attractions, such as their excellent weather and flight connections with all the main European cities, as well as their magnificent infrastructure and services for events and conferences. The information available on this event's website highlights the fact that the annual market for events and conventions in the Balearics includes over 180,000 visitors a year, 90.1% visit Mallorca, 5.1% Ibiza and 4.8% Menorca.

The **Balearic Government** will be joined on the stand by 22 other organisations and companies, including the Fundación Fomento del Turismo de Menorca, the Fundación Turismo Palma de Mallorca 365, Mallorca Turisme, the Mallorca Convention Bureau, Calvià Town Hall, as well as numerous hotel chains such as Be Live, Grupotel, Hipotels, Protur, Zafiro or Port-Blue, among others.

Venues which stand out include the Ibiza and Palma Congress Palaces, as well as other convention centres, such as the Auditorium de Palma and the Pueblo Español, also in Mallorca's capital city, the auditoriums in Alcudia and Sa Maniga (in Cala Millor), the Convention Centre at the Meliá Victoria Hotel or the Mahón fair complex. Other factors which add further value to this specialised offering include



Ramon Vidal, the new president of the Mallorca Convention Bureau, wants to elevate the island's status to one of the greatest Spanish cities in this field.

the huge variety of activities such as golf, sailing, horseriding, cycling, spa and wellness, cultural activities, and of course a visit to one of the beautiful beaches.

A new boost for the Mallorca Convention Bureau

The **Mallorca Convention Bureau** has important news for 2018, in the form of a new team of directors and a reinforced strategy. The entity has named Mr **Ramón Vidal Castro** the general director of the **Palau de Congressos de Palma**, as its new president, and **Ana Hecht, World2Meet MICE Executive**, as vicepresident.

In addition, **Marcos Iriondo**, from **Viajes Kontiki**, will now be secretary; **Jesús Cuartero**, from **Vanity**

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	Medidas Sizes			Capacidades Capacities					Luz Natural Daylight
	m² Sqm	Tamaño Size	Altura Height	Teatro Theatre	Escuela Classroom	Forma U U shape	Imperial Boardroom	Banquete Banquet	
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 AGUSTÍ	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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The region's hotel infrastructure features significant new additions for 2019, such as the El Puerto Hotel in Ibiza, where there are four conference rooms.

Welcome, will be treasurer; and **Marisa Lazzarotto**, from **Zafiro Hotels**, **María Merayo**, from the **Hotel Nixe Palace** and **Heribert Rubiano** from **Pure Salt Luxury Hotels** are the new spokespeople. **Marga Mendez** continues in her role as general manager. The new president, Ramón Vidal, a very wellknown hotel executive in the sector with an extensive trajectory at Meliá Hotels International, explained in an interview with Hosteltur that the Mallorca Convention Bureau wants to continue the important promotional work it has been carrying out, by attending specialised fairs and promoting the destination through familiarisation trips, as well as beginning a new chapter to capture high-volume MICE tourism with the Palau as its star attraction. "We need to take a step forwards and attract large conferences, both national and international ones, and in order to do this we need a destination manual. This is what we have been working on over the

"The Mallorca Convention Bureau has announced their new board of directors and is making changes so that it can adapt and capture more high-volume events"

past few months and we hope to have it ready soon," he said. The manual features all members of the Convention Bureau and highlights the values which should allow Mallorca to overtake other destinations and lead the Mediterranean in this sector. The manual will show "the differentiating assets which make the island an extraordinary place in which to hold a conference, and this new marketing tool will be

aimed at European OPCs." The MCB currently has around a hundred members and its aim is to increase that number considerably. "We hope that private companies will get involved as we need to give the destination more visibility, but we also believe that the public administration needs to get more involved, as this activity affects many productive sectors, not just tourism," said Iriondo. "We have to be supported by a structure which is significant enough to be able to compete with the convention bureaux of cities like Madrid, Barcelona, Seville, Malaga or Valencia - which have a lot of private but also public influence - we need to show that we are a powerful destination where everyone works together, in order to generate the trust of potential clients thinking about choosing Mallorca," he added. The entity also wants to identify all the aspects where there is room for improvement and will take on a specific training mission "to host

high-volume business tourism as professionally as possible," which will be coordinated by the Convention Bureau. **New at the Ibiza fair complex** The **Ibiza Convention Bureau** has announced that the island will be present at IBTM with its own stand, as many Ibizan business people will be travelling to Barcelona to attend the fair. At this edition, 14 local businesses including accommodation establishments, DMCs, transport companies etc, will be coexhibitors on the stand. "Our participation in the fair becomes more established every year, given the importance of this segment for our island, as it contributes signif-

icantly to making the tourist season longer especially in April, May and October," said the Convention Bureau. For the first time this year, the **FECEOEV (Ibiza Fair and Conference Centre)** has completed a renovation on its facilities in order to include a new presentation room, apart from the traditional exhibition spaces. This new multi-purpose 315m2 room can host up to 300 people. It can be divided into two separate spaces and features heating, telephone and WiFi, audio-visual systems and all the details to provide maximum comfort. In Menorca the sector continues to promote its singular nature in every sense, from ancient cloisters

or defence forts dating back to the 19th Century, to rural hotels and agricultural stays, recovered quarries or country estates which can be rented out for banquets and celebrations. The **Consell de Menorca (island council)** has decided to focus even more efforts on promoting its natural surroundings as great locations in which to take part in all different kinds of sports, which can be excellent complementary activities for meetings and incentive trips, supported by its great facilities and conditions which allow it to host cycling, trail running, athletics, sailing or swimming competitions all year round, and which also make it perfect for hiking or kayak enthusiasts. ■

H10 Punta Negra

H10 punta negra
BOUTIQUE HOTEL *****
Punta Negra, 12
E-07181 Costa d'en Blanes, Mallorca
T (34) 971 68 07 62
h10.puntanegra@h10hotels.com
www.hotelh10puntanegra.com



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	3,25m	220	200	150	60	80	140	80
Pineda I	96	3,40m	60	50	27	18	24	40	40
Pineda II	96	3,40m	60	50	27	18	24	50	40
Pineda I&II	192	3,40m	130	120	60	55	48	100	80
Patio	82	3,45m	70	70	42	42	36	40	48
Punta Negra	25	3,20m	-	16	12	15	12	-	12

BI

PortBlue Club Pollentia Resort & Spa****

ClubPollentia
RESORT & SPA *****
Ctra. Alcudia - Puerto Pollença, Km2
Mallorca
Tel. Reservas: +34900103680
comercial@portblue.com
www.portbluehotels.com

It is not always easy to find the perfect venue for your meeting but opting for one of the six event rooms at **PortBlue Club Pollentia Resort & Spa** will ensure your event is a success. The variety of facilities available at this resort means that you are sure to find the ideal space - this establishment offers a wide range of room sizes and layout options and makes the most out of the natural light provided by its wonderful natural surroundings.

Located in between Pollensa Port and the Albufereta nature reserve, the large rooms available for all kinds of events and congresses are equipped with air-conditioning and cutting-edge audiovisual technology, and the hotel ensures an enriching stay for delegates thanks to its beautiful setting, the superb quality of its restaurant services **and its large 3,000m² spa featuring stunning sea-views**.

The event rooms at the PortBlue Club Pollentia Resort & Spa vary in size, from 340m² (the Pollentia room) and 225m² (the Bocchoris room), ideal for large-scale meetings, to the 18m² of its Concordia room, which is great for more intimate business events. The Géminis room is a more intermediate option - measuring 107m², this room is a combination of the Sofía and Atenea rooms, both of which are also available to be used separately, at 53 and 54m² respectively. Also on the mid-range in terms of size is the La Romana



Halls	m²	Height	Theatre	School	Banquet	Cocktail
Pollentia	340	5,5-3	400	200	250	500
Bocchoris	225	5,5-3	-	-	-	-
La Romana	96	2,46	65	50	64	70
Atenea	53	2,5	50	35	50	50
Sofía	54	2,5	50	35	50	50
Géminis	107	2,5	100	70	100	100
Concordia	18	2,5	-	10	-	-

room, which also measures 96m². The event rooms at this resort are very versatile and this is one of their main advantages. The largest room, the Salón Pollentia, can accommodate up to 400 people in theatre seating, making it ideal for congresses or professional events, and up to 500 people for a cocktail event. The spacious Salón Bocchoris when used in a cocktail layout is also ideal for a coffee break or a welcome drink. The rest of the event rooms are perfect venues in which to hold more informal events

or business meetings within a very agreeable atmosphere. Technology is the perfect finishing touch and will ensure you make the best impression on all of your event guests. All the rooms have their own set-up, screen, projector and flip-chart. If you are looking for a venue which will help you ensure the success of a professional or personal event, with the highest standards of quality and an exceptional location with which to surprise your guests, look no further than the PortBlue Club Pollentia Resort & Spa.



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

Protur Hotels offers 2 of the most established hotels in the MICE industry in Mallorca, in Sa Coma: **Protur Biomar Gran Hotel******* and **Protur Sa Coma Playa Hotel******.

These hotels have recently been brought up to date and are located within a unique setting which allows for a multitude of possibilities: in short, an excellent choice for a successful event.

At **Protur Biomar Gran Hotel******* you can choose between 12 different conference spaces of various sizes. One to highlight is the Gran Auditorium; an open-plan space of over 405m² with a capacity for up to 400 people and equipped with all the technical elements needed such as a large LED HD 5x3m screen.

Once your working day has come to

Halls	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
Ballroom Dalí	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
Protur Naisa Palma Hotel						
Multifunción	82	3	50	80	70	45
A	50	3	-	50	45	20
B	48	3	-	45	40	20
A+B	98	3	-	100	90	40

Protur Hotels

This Mallorcan chain boasts one of the most significant MICE offerings in the Mediterranean



Protur Biomar Gran Hotel & Spa *****.

an end, you can relax and regroup at the **Biomar Spa Medical**. Measuring over 3500m² this spa features a hydro-thermal circuit, a gym and a comprehensive variety of treatments including cosmetic and medicinal therapies.

Protur Sa Coma Playa Hotel**** is one of most established 4-star hotels for groups and events in the area. It features 5 meetings rooms of between 288m² to 29m². All the event rooms benefit from a great deal of natural light.



Protur Biomar Gran Hotel & Spa *****.

These 2 hotels are connected by a garden area which means that they can be combined for large events, offering a flexibility to adapt to the requirements of each and every event.



Protur Naisa Palma Hotel.

NEW! The **Protur Naisa Palma Hotel** will open its doors in January 2019 - a modern four-star hotel featuring 99 rooms and located in the centre of Palma.

The establishment has two meeting rooms which can be converted to accommodate more people, and which are equipped with the most innovative technology. The hotel's complementary services, such as its cafeteria and roof-top bar, as well as its magnificent location are factors which add even more value to a high-quality event.

In Roquetas de Mar, Almeria, the **Protur Roquetas Hotel & Spa******* is the perfect place to hold events right in front of the sea. It features 5 fully-equipped conference rooms which are available for any type of meeting. The hotel also features its own restaurants for private dinners, large rooms and the Biomar Spa to refresh body and soul.

• INTERESTING FACTS •

CONVENTION BUREAUX

MALLORCA CONVENTION BUREAU

Calle Ter, 27 3º piso, of.5
07009 Palma de Mallorca
Tel: 971092919
info@mallorcacb.com
www.mallorcacb.com

MENORCA CONVENTION BUREAU

Cami des Castell, 28
07701 Mahón-Menorca
Tel: 971368678
conventionbureau@menorca.es
www.menorca.es/

IBIZA CONVENTION BUREAU

Avenida Doctor Salvador Camacho 11
07840 Santa Eulalia del Río-Ibiza
Tel: 971 336 406
info@ibizaconventionbureau.com
www.ibizaconventionbureau.es

PALMA DE MALLORCA CONGRESOS E INCENTIVOS

Victoria, 2 Principal
07001 Palma de Mallorca
Tel: 971225 986
eventos@sf.a-palma.es
www.palmavirtual.es/

PALACIOS DE CONGRESOS

PALACIO DE CONGRESOS DE PALMA

Felicià Fuster, 2
07006 Palma de Mallorca
Tel: 971626900
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
info@fecoev.com
www.fecoev.com

IDI

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

PALACIO DE CONGRESOS PUEBLO ESPAÑOL

Pueblo Español, 55
07014 Palma de Mallorca
Tel: 971737070
eventos@nuevopuebloespanol.com
www.puebloespanolmallorca.com/inicio

AUDITORIUM DE PALMA DE MALLORCA

Paseo Marítimo, 18
07014 Palma de Mallorca
Tel: 971 735 328
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
Mail: auditori@alcudia.net
www.auditorialcudia.net

AUDITORIUM SA MÀNIGA

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

ADMINISTRACIÓN

GOVERN BALEAR - PRESIDENCIA

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

CONSELLERÍA DE TURISMO

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

CONSELL INSULAR DE MALLORCA

Palau Reial, 1
07001 Palma de Mallorca
Tel 971173504
www.consellidemallorca.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 – 3ª planta
07008 Palma de Mallorca
Tel: 971706007
general@fehm.es
www.fehm.info

ASOCIACIÓN HOTELERA DE MENORCA (ASHOME)

Artrutx ,10, 2º 2ª Edif.CAEB
07714 Mahón, Menorca
Tel: 971361003
menorca@ashome.es
www.ashome.es

FEDERACIÓN HOTELERA DE IBIZA Y FORMENTERA (F.E.H.I.F.)

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

ASOCIACIÓN DE AGENCIAS DE VIAJES DE BALEARES (AVIBA)

Aragón, 215 1º, local 7
07008 Palma de Mallorca
Tel: 971722244
secretaria@aviba.es
www.aviba.es

Palau de Congressos de Palma, the most innovative convention centre in the Mediterranean

The new Palma Congress Palace has demonstrated its remarkable ability to attract conferences and delegates from day one, thanks to its exceptional location next to the capital's seafront and its cutting-edge facilities. It has already hosted prestigious and large-scale professional events of a national and international nature.



Opened in April 2017, this centre hosted over 30,000 delegates during that same year, and in 2018 it has become one of the Mediterranean's leading venues for the MICE sector. There are many aspects which help to make it especially attractive. From its dreamy sea-views and exhibition areas flooded with natural light, to the fact that it is located just a fifteen-minute walk from the historical centre of the city of Palma and 8 minutes drive away from its international airport with flight connections to all the main European cities.

Another one of its greatest assets is its efficient, sustainable and cutting-edge design – created by renowned architect Patxi Mangado and for which he was awarded the Spanish Architecture Prize in 2017. In addition, the fact that this centre is managed by Melià Hotels gives it



an added advantage as it is able to offer all the chain's hotel facilities in Palma, adding to accommodation availability for conference participants in a simple and agile way. In this way, the palace does not only have the 268 rooms in the adjacent Melià Palma Bay available for delegates, but also over 1200 rooms across the city, available at the chain's other hotels. Agents and companies can contact the same representative to organise all their event needs at the centre as well as accommodation for all their delegates. And depending on the scale of the event, companies can make use of the other magnificent accommodation facilities available in the city of Palma.

All of this has resulted in this centre attracting even higher demand than expected, and it has allowed important events to achieve much greater results. This has been the case for the 40th SEMERGEN congress (the Spanish society of primary-care doctors), which broke its record number of participants this year with over 5000 delegates

and which represented an economic impact for the island of seven million Euros. The palace has hosted 10 medical congresses so far this year, attended by 15,000 people, as well as product launches for large international brands such as Jaguar or Panasonic.

The Palma Palau de Congressos is also highly committed to sustainability and has launched a responsible management programme called Eco-Meet for large meetings and events. The programme combines a minimum impact on the environment – the use of materials, energy consumption and responsible waste disposal – with professionalism and conscious and healthy food and drink services.



Palau de Congressos de Palma
Managed by Melià Hotels International

INFORMATION

sales.pcp@melia.com
www.palmacongresscenter.com



Palacio de Congressos de Palma.

The MICE segment consolidates itself as a great ally to diversify what's on offer

The Canary Islands: trade fair and congress activity confirm the industry's great potential

Congress activity contributes to the diversification of the destination's tourism offering and it stands-out for the high spending capacity of travellers and because it distributes income among different local economic sectors. For this reason, The Canary Islands' Tourism Department implements a MICE strategy aimed at promoting the archipelago's modern facilities, focusing on the islands' great complementary offering and its all-year-round pleasant weather.

As well as trade fair facilities, conference centres and its extensive and functional hotel infrastructure, the archipelago also features a business structure, with specialised firms and service providers for the organisation of events, fully capable of responding to the needs of event organisers, who demand high quality products and services as well as extraordinary experiences. Tourists travelling for business are very important given their high spending capacity: they spend 153.68 euros on average, while all other travellers spend 140.18. They also spend more than other kinds of visitors on public transport, taxis, restaurants, nightclubs and pubs. Their average age is from 31 to 45 and 43.6 percent are usually salaried workers with in-

termediate and senior job positions –2017 data, collected by the **Government of the Canary Islands**-. They usually travel to the islands on their own, 43 percent of the time, and men travel more than women, 59.3 percent compared to 40,7 percent respectively.

Favourite destinations in the archipelago are Gran Canaria (46 percent) followed by Tenerife (41 percent), Lanzarote (6 percent), Fuerteventura (3.7 percent) and La Palma (2.4 percent).

Busy activity

A total 492 congresses, conventions and professional sessions, with 60,500 delegates, were organised in Gran Canaria in 2017. Its capital, Las Palmas de Gran Canaria, was the destination's most popu-

lar backdrop, hosting a total 413 events: 15 congresses, 25 conventions and 373 professional work day sessions. Maspalomas, on the southern part of the island and another of the destination's most popular locations for congress activity hosted a total 79 events: 13 congresses, 11 conventions and 55 professional work day sessions.

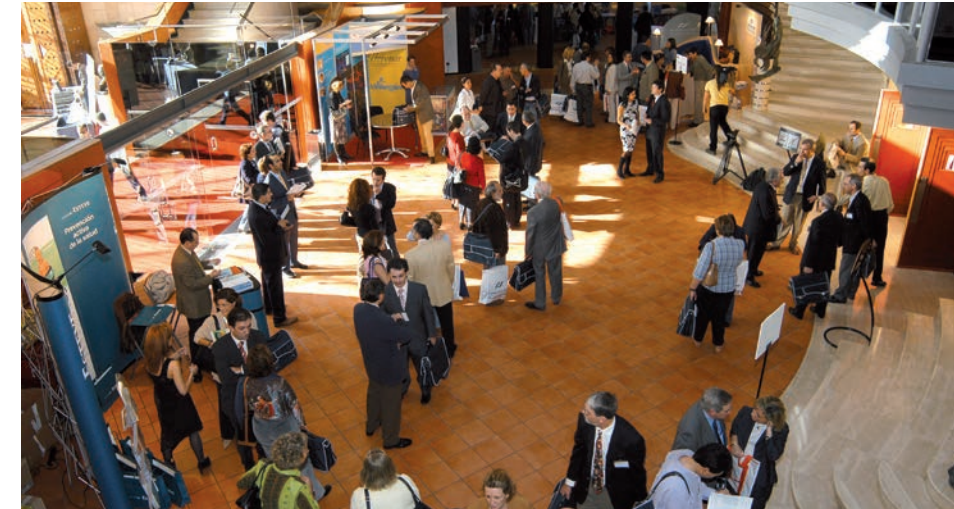
New facilities

Tenerife also "boasts unbeatable conditions to host all kinds of different conferences, events, product presentations and incentive trips", stated **Alberto Bernabé**, Councillor for Tourism at the Inter-island Council. He explains that this kind of tourism generates around 100 million euros in revenue thanks to the almost 900 conferences and events held on the island, with an estimated attendance of 45,000 people.

The island has a complete structure for MICE activity, with five major centres that can cater for up to 4,000 people and adapt to every event's requirements, as well as modern four and five-star hotels. Its MICE product will be enhanced with the opening of a new centre in the municipality of Santiago del Teide, being able to cater for more than 300 people on two different floors.

Diversifying tourism offer

One of Lanzarote's main aspirations is to improve its offering with the construction of a new conference centre, something that has been highly demanded on the island as it would help to boost the diversification of its tourism offer. An objective they are working on slowly but steadily. The Regional Government of the Canary Islands' Tourism, Culture and Sports Department will allocate one million euros for the initial phase of construction. In this way the Government of the Canary Islands intends to accomplish another of its goals, such as guaranteeing the sustainability of the industry, by carrying out actions that will have an effect on the qualification of its tourism hubs, improving already existing public areas as well as



Las Palmas de Gran Canaria, Gran Canaria's focal point of activity for conferences, hosted fifteen congresses last year.

“
Gran Canaria hosted a total 492 congresses, conventions and professional sessions in 2017, with 60,500 delegates

creating new centres.

Business tourism is a very important sector for the island. **Lanzarote's Tourism Department** offers a specific product for the MICE segment that includes hotels, a receptive agency and the island's Art, Culture and Tourism centres (CACTs for its initials in Spanish). And, Ángel Vázquez, regional minister for Tourism Promotion, says he will "keep fighting" for the conference centre to become a reality.

While the much-awaited conference centre is being built, for congresses and different kinds of professional meetings, Lanzarote offers two other exceptional natural locations –two natural auditoriums– *Jameos del Agua* and *Cueva de los Verdes*, as well as numerous hotels especially designed for these kinds of events. The island of Fuerteventura is also the backdrop for interesting corporate events. One of 2018's most outstanding was the Fuerteventura Tourism 4.0 International Congress, held at the Puerto del Rosario Convention and Training Centre. The island of La Palma also deserves a special mention; it is a great destination for incentive trips and is now also working to promote itself as a destination for congresses.

Trade fair activity

On the other hand, the archipelago also shows interesting trade fair activity. In

2017, Tenerife's Trade Fair Institution, under the Inter-island Council, hosted 37 events and attracted 292,514 visitors. This activity generated a turnover of more than 2.8 million euros and 615 jobs – 33 direct and 582 indirect jobs–.

2018 was also a very positive year for this segment. During the year's first six months, Tenerife's Trade Fair Venue welcomed more than 265,000 people who attended 35 professional meetings and 32 trade fairs and events that were held in its large hall multipurpose room.

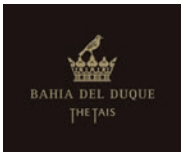
In recent years, the venue has undergone a major remodelling process to modernise its facilities and adapt them to congress activity. Thanks to these improvements, in 2018 new and modern facilities were opened providing the venue with more floor-space for meetings and congresses. The building's ground floor has been changed and different multipurpose

“
The congress sector in Tenerife brings in some 100 million euros in revenue a year thanks to nearly 900 events

rooms have been set up to cater for 20 to 312 people. The assembly hall has also been refurbished and adapted to the venue's new image and new technologies. The goal is to continue moving forward so that the venue becomes an economic driving force on the island.

Also, on the island of Gran Canaria, the **Canary Islands Trade Fair Institution (Infecar)** has become an important venue for major international events. Recently, specifically in October, it was the backdrop for Womex, the biggest professional music festival in the world; this festival arrived at the capital of Gran Canaria after being held the previous year in Poland. Almost 3,000 people from 92 different countries attended concerts, conferences and other kinds of meetings. Infecar hosted the professional trade fair and the Alfredo Kraus Auditorium, the music programme. ■

Bahía del Duque, The Tais



Bahía del Duque, The Tais
+34 922 74 69 32
thetahotels.com/bahia-del-duque/discover/

Inspired by the traditional architecture of the 19th century and located on the shores of the Atlantic Ocean in Costa Adeje – Tenerife, Bahía del Duque is surrounded by 63,000 square meters of subtropical and tropical gardens. In 2008, the resort inaugurated two exclusive areas: Las Villas and the Bahía Wellness Retreat, an extraordinary outdoor thalassotherapy and spa centre, the only outdoor one of its kind in Europe.

Since its opening in 1993, and this year celebrating its 25th anniversary, Bahía del Duque has hosted some of the world's most exclusive and prestigious national and international events.

With its diverse outdoor areas, the hotel's nine restaurants and its wide selection of rooms, up to thirteen different locations are available and this makes it possible for anyone to find the perfect place for every occasion, whether it be coffee breaks, work lunches, gala dinners or any kind of meeting. In total, Bahía del Duque provides 2,800 square meters of floor space for meetings, with 26 different rooms and a maximum capacity of up to 600 people in “theatre seating” arrangement. For more convenience, it has two entrances for cars and machinery.

Personalised attention

The combination of its versatile halls with its magnificent outdoor areas are the ideal backdrop for any kind of successful meeting or business deal. Its team of professionals



are highly experienced and take care of every detail, therefore helping to enjoy personalised services. The hotel offers additional services such as welcome drinks and private check-in areas for when groups arrive, discounts at the spa and mineral water, pencils, notepads and sweets for events.

Up to five golf courses can be found in the immediate vicinity of the hotel, as well as a Pitch and Putt course, two tennis courts, two paddle tennis courts and a squash court. Water sports, dolphin and whale watching trips, cooking and cocktail workshops, visits to wineries, wine

tastings and many more team building options are also available.

Comfort and detail

Bahía del Duque has 289 rooms, 58 Suites and 40 Villas that all combine elegance with cosiness, brightness and spectacular views over the Atlantic Ocean and its surrounding gardens. Decorated taking care of every detail and its highly innovative technology guarantee comfort and rest. Rooms have free WIFI, satellite TV with LCD screens, desks, minibars, safety deposit boxes, air conditioning, 24-hour room service and sheet and pillow menus.

Halls	m²	Height	Theatre	School	Banquet	Cocktail	U-shape	Imperial
EUROPA	641	4'60	600	380	350	600	-	-
ESPAÑA	713	3,40	600	400	500	600	-	-
ESPAÑA I	333	3,40	308	216	200	350	75	80
ESPAÑA II	280	3,40	270	170	150	200	75	80
ESPAÑA III	108	3,40	100	70	50	100	55	60
ESPAÑA IV	108	3,40	100	70	50	100	55	60
ADEJE	137	3,50	105	57	-	80	40	40
SANTA CRUZ	85	3,50	63	42	-	50	40	40
CANDELARIA	48	3,20	30	20	32	30	20	20
LA GUANCHA	26	2,45	15	15	-	20	15	-
BUENAVISTA	30	2,45	15	15	-	20	15	15
ARAFO	30	2,45	15	15	-	20	15	15
ANAGA	30	2,45	15	15	-	20	15	15
GRANADILLA	30	2,45	15	15	-	20	15	15
GARACHICO	30	2,45	15	15	-	20	15	15
BAJAMAR	30	2,45	15	15	-	20	15	15
GUIMAR	22	2,45	10	10	-	-	10	10
TACORONTE	122	2,45	15	15	-	-	15	15
CHASNA	30	2,45	15	15	-	20	15	15
VILAFLOR	23	2,45	15	15	-	20	12	12
ARONA	23	2,45	15	18	-	20	10	10
OROTAVA	18	2,45	15	15	-	20	12	12
ARICO	17	2,37	12	12	-	-	10	10
LAS MERCEDES	40	2,40	15	15	-	20	15	15

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Tenerife relaunches its commitment to MICE

New hotels and modern conference centres are just some of the factors that make the island a fail-safe destination for all types of professional events

Tenerife has relaunched its commitment to being a MICE destination with new hotels that provide accommodation specially designed for those who are attending conferences, conventions, product presentations and incentive trips, as well as modern event venues. These venues open up new possibilities for the island, which is seeking to consolidate its place as a national and international benchmark for the conference sector as it has already done for holiday tourism.

centres with completely adaptable interiors and a capacity for up to 4000 people; and a range of four and five-star hotels among the best in Europe. These hotels offer a wide variety of rooms and spaces: they are prepared to hold meetings and any kind of event regardless of the number of attendees or their spatial or technical needs. Supplementary activities are an important asset for Tenerife when it comes to deciding where to hold an event, with unusual plans and excursions like Teide National Park, a UNESCO World Heritage Site; the

your pick between 17th century mansions, wine cellars and banana plantations. The island's excellent domestic and international air connections and local suppliers who cater to every demand add to Tenerife's appeal as a destination for conferences and events.

As well as incentive trips, in recent years the island has been chosen as the perfect setting for product presentations. Premium international vehicle and motorcycle brands have benefited from all that Tenerife offers in the way of landscapes, infrastructure and connectivity to hold the global launches of their new models.

The island is constantly incorporating new features for the MICE sector. Among the latest and most impressive are the Hard Rock Hotel Tenerife, with over 600 rooms and meeting rooms with a capacity for up to 500 people; the GF Victoria Suites Hotel, a new five-star property with all kinds of facilities for groups; and La Laguna Gran Hotel, with 123 rooms and meeting areas for up to 500 people in the centre of La Laguna. The new Iberostar Sábila, specially designed and engineered to hold events and respond to any requirement, and the Oceanrocks, a boat that will make celebrations and meetings unforgettable and unique, have also been added to Tenerife, making it the perfect MICE destination.



The conditions on Tenerife for hosting all types of events are well known: an average annual temperature of 23°C, which makes it possible to hold open air activities at any time of the year; cutting-edge conference

historic city of La Laguna, another World Heritage Site; and activities like stargazing, museum visits and gourmet cooking classes. If you're looking for exclusive or alternative venues that will give the event an extra-special touch, you can take

INFORMATION

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The four and five star hotels offer the perfect setting for medium sized and smaller groups searching for personalized services and a relaxing environment. First class properties and up to date audiovisuals cater for successful events.



Seaside Grand Hotel Residencia****GL, Gran Canaria

The only member of *The Leading Hotels of the World* in Maspalomas, Gran Canaria consists of 94 rooms and suites, designed in charming colonial style, as well as cozy meeting rooms for up to 20 participants.

www.grand-hotel-residencia.com
events@seaside-hotels.com

Seaside Palm Beach****, Gran Canaria

The first member of *Design Hotels™* on the Canary Islands strikes an elegant retro style that was elaborated by famous designer Alberto Pinto. Guests have a total of 328 rooms, 4 conference rooms and 3 restaurants at their disposal, whereas 2 restaurants can be privatized for special events.

www.hotel-palm-beach.com
events@seaside-hotels.com



Seaside Sandy Beach****, Gran Canaria

With its Arabic-style dome and numerous refined details, Seaside Sandy Beach**** is reminiscent of its proximity to the Moroccan coastline. 256 spacious bedrooms form an oasis of peace and relaxation, just a few steps from the nightlife centre of Playa del Inglés.

www.sandy-beach.com
events@seaside-hotels.com

Seaside Los Jameos Playa****, Lanzarote

The Seaside Los Jameos Playa**** comprises 530 light-flooded bedrooms, set amidst 55,000 sqm of sumptuous tropical gardens. Apart from two conference rooms, there are numerous sports facilities such as tennis courts and a squash center on the premises.

www.los-jameos-playa.com
events@seaside-hotels.com



INTERESTING FACTS

LAS PALMAS

CONVENTION BUREAUX

GRAN CANARIA CONVENTION BUREAU
Domingo J. Navarro, 1- 4º Planta, oficina 1
35002 Las Palmas de Gran Canaria
Tel: 928261570
www.grancanariacb.com
info@grancanariacb.com

LANZAROTE CONVENTION BUREAU
Triana, 38
35500 Arrecife de Lanzarote
Tel: 928811762
www.turismolanzarote.com
conventionbureau@lanzrotecb.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
www.pcongresos-canarias.com
info@pcongresos-canarias.com

PALACIO DE CONGRESOS GRAN CANARIA / (INFECAR)
Avda. de la Feria 1
35012 Las Palmas de Gran Canaria
Tel: 828010203
www.infecar.es
Info@infecar.es

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

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

CENTROS DE ARTE, CULTURA Y TURISMO DEL CABILDO DE LANZAROTE
Calle Triana, 38
35500 Lanzarote
Tel: 928801500 / 928848020
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 Maeztu, 4
35600 Puerto del Rosario, Fuerteventura
Tel: 928532186
www.cabildofuer.es/portal
culturacabildo@gmail.com

LA CASA DE COLÓN
Colon, 1
35001 Las Palmas de Gran Canaria
928 312 373
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
obra.social@fundacionlacadecanarias.es
www.lacadecanarias.es

ADMINISTRACIÓN

GOBIERNO DE CANARIAS
Plaza Doctor Rafael O'Shanahan, 1 35071
Las Palmas de Gran Canaria
Tel: 928452100
www.gobiernodecanarias.org
mdelvel@gobiernodecanarias.org

CABILDO DE GRAN CANARIA
Bravo Murillo, 23
35003 Las Palmas
Tel.: 928219600
www.grancanaria.com
presidencia@grancanaria.com

PATRONATO DE TURISMO DE GRAN CANARIA
Triana, 93
35003 Las Palmas
Tel: 928219600
www.grancanaria.com/patronato_turismo

PATRONATO DE TURISMO DE LANZAROTE
Calle Triana, 38
35500 Arrecife – Lanzarote
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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
www.feht.es
feht@feht.es

TENERIFE

CONVENTION BUREAU

TENERIFE CONVENTION BUREAU
Alcalde Jose Emilio García Gomez, nº 9
38005 Santa Cruz de Tenerife
Tel: 922080769
www.tenerifecb.com
info@tenerifecb.com

PALACIOS DE CONGRESOS

AUDITORIO DE TENERIFE – ADAN MARTIN
Avda. Constitución, 1
38003 S/C de Tenerife
Tel: 922568600
www.auditoriodetenerife.com/es
eventos@auditoriodetenerife.com

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38660 Playa de las Américas (Arona)
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mnrcomercial@expogrup.com
www.expogrup.com

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
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
www.gobiernodecanarias.org

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
www.tenerife.es

CENTRALITA DE LA SEDE PRINCIPAL DEL CABILDO
Plaza de España, 1
38003 Santa Cruz de Tenerife
Tel: 922239500
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
ashotel@ashotel.es
www.ashotel.es

Hotel	Salon	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	-
	Conference Room 2	19	12	-	8	-	-
	Sala Naranja	19	12	-	8	-	-
	Esencia	76	80	60	-	25	65
	Conference Room	76	80	50	-	30	-
Seaside Sandy Beach****	Lanzarote	156	90	60	-	25	50
Seaside Los Jameos Playa****	Fuerteventura	244	180	90	-	35	100

RIO

Congressional meetings increase by 6%

In 2017 Riojafórum hosted its highest number of events in 5 years



Congressional events increase by 25%.

The **La Rioja Congress Palace and Auditorium** hosted 177 events in 2017, the highest number in the last 5 years, after hosting 162 in 2013, 173 in 2014, 155 in 2015 and 167 in 2016. With regards to 2016, this represents an improvement of 6%. The 177 events held attracted 71,125 people to Logroño.

125 of the events held were of a congressional nature (congresses and conventions, day-events and exhibitions), a figure which represents a 25% increase with regards to the year before. It is worth noting the increase in the number of congresses and conventions (20 in 2017 compared

to 13 in 2016, 53% more) as well as day-events (66 compared to 47, 60% more). The average stay at congressional events was 2 nights.

As a result, the number of people attending congressional events also increased substantially: 37,350 in 2017, compared to 35,117 in 2016, 6.3% more. Of these 37,350 people, congresses and conventions attracted 77% more delegates, with 10,364 (5,849 in 2016), while the different day-events brought 10,706 people to the venue, 21.2% more (8,834 in 2016). **Riojafórum** also hosted 52 cultural events (music, dance and opera performances etc.) which were attended by 33,775 spectators. ■

· INTERESTING FACTS ·

PALACIO DE CONGRESOS

RIOJAFORUM
PALACIO DE CONGRESOS Y
AUDITORIO DE LA RIOJA
San Millán, 25
26004 Logroño
Tel: 941276200
www.riojaforum.com
riojaforum@riojaforum.com; comercial@riojaforum.com

OPC

Asoc. de Empresas OPC La Rioja
Hermanos Moroy 8, 4º
26001 Logroño
Tel: 941271271
info@opcrioja.org
www.opcrioja.org

CONGRESOS E INCENTIVOS RIOJA

Gran Vía 33-35, 7º A
26002 Logroño- La Rioja
Tel: 941202664
cr@congresosrioja.com
lariojaturismo.com/

ADMINISTRACIÓN GOBIERNO DE LA RIOJA

Tel: 941291114
presidente@larioja.org
www.larioja.org

DIRECCIÓN GENERAL DE CULTURA Y TURISMO

Tel: 941291660
dgct@larioja.org
www.larioja.org

LA RIOJA TURISMO

C/San Millán, 25 Edificio Riojaforum
26004 Logroño
Tel: 941287354
lariojaturismo@lariojaturismo.com
www.lariojaturismo.com

ASOCIACIONES

ASOCIACIÓN RIOJANA DE HOTELES

Hermanos Monroy, 8, 4º (Paseo de los
Leones)
26001 Logroño
Tel: 941271271
riojahoteles@fer.es
www.riojahoteles.com

RIOJA INCOMING

Avenida de la Paz 5
26004 Logroño (La rioja)
Tel: 941263000
info@exquisiterioja.com
www.exquisiterioja.com

ARBACARES

Av. Gran Vía Juan Carlos I, 33-35
26002 Logroño – La Rioja
Tel.: 941580028
info@arbacares.com
arbacares.negocio.site/

ASOCIACIÓN DE CAMPINGS DE LA RIOJA

Hermanos Moroy, 8, 4º - 26001 Logroño
Tel: 941271271
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
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@infoforioja.org
www.lariojaturismo.com

Congressional activity has increased by 27.9 % in San Sebastián this year, with a 39.7 % increase in participants

In 2017 congress tourism resulted in an economic impact of 150.8 million for Bilbao



Bilbao Exhibition Centre (Bec).

Bilbao hosted 1,367 events in 2017 with 242,169 delegates who spent an average of 417.08 Euros. According to data from the **Bilbao Convention Bureau**, the activity generated an economic impact of 150,881,156 Euros in 2017.

This boost in congressional activity is expected to continue next year, and there are some high-profile events scheduled, such as the Windeurope Conference & Exhibition, which will take place in April and the Annual congress of the European Society of Regional Anaesthesia & Pain Therapy (ESRA) in September, the same month as the National Psychiatry Congress which will also take place in Bilbao. Also in the calendar for 2019 is the Annual Congress and General As-

sembly of the International Solid Waste Association (ISWA), to be held in October.

As for the improvement and update of infrastructure dedicated to meeting tourism, various new hotels are scheduled to open in Bilbao during 2019.

27.9% more events

San Sebastián has hosted 27.9% more events this year than in 2017, and the number of participants has increased by 39.7%, as per data from the **San Sebastián Convention Bureau**.

The proportion of international events is on the increase – last year these represented 54.1% of the total (with national events accounting for 37.8% and regional meetings for 8.1%). During 2018

international events held in San Sebastián have represented 66.2% of the total (with national events accounting for 23.9% and regional events 9.95%).

Most of the congresses held in the city are of a scientific, medical/healthcare or financial nature. In 2018, apart from the above subjects, the number of technological events has also risen.

In 2019, San Sebastián will host the National Congress of the Spanish Federation of Congress Organising Companies, and the Spanish Society for Paediatric Intensive Care, among others. It will also host the 55th Scientific Aviculture Symposium, the International Conference on Integrated Care, the International Conference on Magnetism and Spintronics, the 16th Creativity Contest, the 10th Meeting of Creatives and Advertisers, and San Sebastián Gastronomika.

As for the latest news, it is worth noting the recent opening of various hotels, such as the 5-star Akelarre which features its own 3 Michelin Star restaurant on mount Igeldo; as well as various 4-star establishments, such as the Hotel Lasala Plaza; the Room Mate Gorka; Arima; One Shot Tabakalera House and Arrizul Congress, a hotel opened in early 2017 in the centre of San Sebastián, near the Kursaal Congress Centre. ■

BC



The city hosted 1,220 events attended by 202,279 people

The meeting tourism industry has had an economic impact of 48.8 million in 2017 in Murcia

Murcia's convention bureau is celebrating its twentieth anniversary this year with a record number of participants and meetings, the best results it has had for meetings and events since it opened its doors in 1998. Murcia hosted a total of 1,220 meetings in 2017, and these included congresses, conventions and day-events. This record number is higher than its previous best result achieved in 2009 when 1,194 events were held in the city. As a result, the economic impact meeting tourism has had on Murcia rose to 48.8 million Euros in 2017, the second highest result achieved since the bureau was first opened.

The director of **Turismo de Murcia Convention Bureau (TMCB)**, Ramón Palazón, feels that the figures indicate that "the city has been able to boost meeting tourism and respond to promoters, event organisers and auxiliary companies which have chosen Murcia as the venue for their events over the past year. This achievement has been possible thanks to the great effort and dedication shown by all the companies which make up Murcia Convention Bureau." Meeting tourism also attracted over two hundred thousand delegates for the first time ever, with



The event 'Challenges faced by agrarian cooperatives' was held last April at the Victor Villegas Auditorium and Congress Centre.

202,279 participants over the past year, a figure which quadruples the 50,822 registered in 1998, the year in which the Murcia Convention Bureau was opened.

Palazón feels that the figures will be a great boost to the work initiated two decades ago, "They will motivate us to continue on the path we set out on 20 years ago, when a mere fifteen companies joined our office to begin building a story we have all been party to," he said. A 20th anniversary gala was held at the Palacio de San Esteban and was attended by over a hundred guests, including members and partners. Murcia was named a "Tourist City" in 2016, when it surpassed 600,000

overnight stays a year. This figure was consolidated in 2017 with 748,000 overnight stays and over 450,000 visitors.

Better connected

It is worth noting the launch of two new Alvia train routes in September 2018, one per direction. These trains run on the high-speed Madrid-Albacete line and reduce travel time between Murcia and the Spanish capital by 30 minutes, so the journey now takes 3 hours and 30 minutes each way.

In addition, the Murcia region's own International Airport is expected to begin operating in January 2019. ■

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Conference Centres contribute to Spain's privileged position in the international congress scene, given their high-quality offering "very professional and constantly adapting to technology", explains Carlos García Espinosa, **Chairman of the Spanish Association of Conference Centres (APCE)**.

He points out that "Conference Centres have progressively adapted to the demands of the market, a market that is very sensitive and changeable, and created a high-quality product that is very professional and that focusses on offering comprehensive advice and personalised customer attention, incorporating new technological tools, making spaces more flexible and integrating management and quality procedures". Among pending subjects, García Espinosa believes that "authorities must boost already existing infrastructures by promoting their internationalisation and by establishing investment strategies with the aim of improving and modernising properties to maintain quality standards and improve competitiveness".

"We will also continue to insist on the need of a special tax regime, with a cut in VAT in order to boost tourism in the low season and combat seasonality. We are convinced that this will stimulate demand and lead to a rise in sales, improving the capacity to generate employment in the industry and increase tax revenue", he claims.

6.6 million people

In 2017, Spanish Conference Centres saw a slight increase in activity with respect to the previous year. Members of APCE hosted more than 5,500 events (congresses, conventions, cultural activities and trade fairs) with more than 6,600,000 delegates at their facil-

The Spanish Association of Conference Centres (APCE) estimates its economic impact amounts to approximately 1,600 million euros

In 2017, Conference Centres hosted more than 5,500 events, with more than 6.6 million attendees



ities. There was a slight increase in the number of congresses, conventions, conferences and cultural activity, as a way of diversifying business, and this resulted in more events and attendees than in the previous year.

"The impact generated by Conference Centres in Spain results from adding direct, indirect and induced effects, however, it goes beyond quantitative data and its economic influence", warns APCE's Chairman in a statement given to Hosteltur. It is estimated that the economic impact of the activity carried out in venues that are members of the association is of around 1,600 million euros. García Espinosa notes that "the economic

importance of meetings is determined by the spending capacity of the people who attend them, and this is up to five times more than that of holiday customers".

Foresights for Conference Centres are conditioned by the evolution of the economy: "Economic uncertainty hinders a clear prediction, although it seems that the coming years will see a slight increase, with more corporate events and with the hope of facing a greater growth as the economic situation improves", according to APCE's Chairman. He stresses that "the meetings market needs a safe and stable economic and political framework. Indicators seem promising". ■

SHERATON HACIENDA DEL ÁLAMO GOLF & SPA RESORT



Avenida Hacienda del Álamo, 11
30320 Fuente Álamo, Murcia (España)
Tel. +34 868 127 963
www.sheraton.com

Located in Costa Cálida, in Murcia, the Sheraton Hacienda del Álamo Golf & Spa Resort is a luxurious resort featuring spacious rooms and suites, an 18-hole golf course, a comprehensive wellness centre and spa, swimming pools, gardens, restaurants and event rooms. Thanks to its location and resources, the resort is the ideal venue for social, corporate or sports events. Apart from its buildings, this establishment offers all the facilities and services needed to host corporate and sports events as well as business meetings.

The Sheraton Hacienda del Álamo Golf & Spa Resort has up to eight meeting rooms all with different capacities. Four of these rooms can be joined together and used as a single space, the Gran Hacienda room, which has a total surface area of 548m2 and a capacity for 450 people seated for a banquet and up to 640 people in an auditorium setting. Its 154 rooms are all fully equipped and feature all the



amenities expected of a high-end resort. These extensive and modern facilities include a golf course with a golf academy, a sports centre and a spa of over 1300m².

Halls	m²	Height	Cocktail	Theatre	School	Banquet	U-form
Gran Hacienda (1+2+3+4 + Hallway)	548	8	600	640	320	450	-
Hacienda 1	225	8	255	260	165	165	50
Hacienda 2	89	5	90	95	60	65	25
Hacienda 3	90	5	90	95	60	65	25
Hacienda 4	87	5	90	95	60	65	25
Hallway	56	5	-	-	-	-	-
Alamo 1	31	3	35	34	16	-	18
Alamo 2	19	3	20	20	12	-	12
Alamo 3	20	3	20	20	12	-	12
Alamo 4	23	3	20	20	12	-	12

INTERESTING FACTS

CONVENTION BUREAU

MURCIA CONVENTION BUREAU
Avda. Primero de Mayo, s/n.
30006 Murcia
Tel: 968341818
info@turismodemurcia.es
www.murciacongresos.com

PALACIO DE CONGRESOS

AUDITORIO Y CENTRO DE CONGRESOS VÍCTOR VILLEGAS
Avda. Primero de Mayo s/n
30007 Murcia
Tel: 968341060
auditorio@auditoriomurcia.org
www.auditoriomurcia.org

AUDITORIO Y PALACIO DE CONGRESOS INFANTA DOÑA ELENA

Aire, 153 – Playa de Las Delicias
30880 Águilas - Murcia
Tel: 968413771
auditorio@ayuntamientodeaguilas.org /
expoauditorio@ayuntamientodeaguilas.org
www.auditorio-aguilas.org/

AUDITORIO Y PALACIO DE CONGRESOS EL BATEL

Paseo Alfonso XII s/n
30201 Cartagena
Tel: 968123827
info@auditorioelbatel.es
www.auditorioelbatel.es

OPC

ASOCIACIÓN MEDITERRÁNEA DE EMPRESAS OPC MURCIA

Jumilla, 16
30002 Murcia
Tel: 902109656
info@opcregiondemurcia.org
www.opcregiondemurcia.org

ADMINISTRACIÓN

COMUNIDAD AUTÓNOMA DE LA REGIÓN DE MURCIA

Palacio San Esteban
Calle Acisclo Díaz s/n
30005 Murcia
Tel: 968395858
www.carm.es

CONSEJERÍA DE DESARROLLO ECONÓMICO, TURISMO Y EMPLEO
Calle San Cristóbal, 6 - 30001 Murcia
Tel: 968 366 107
Juan.hernandez12@carm.es
www.carm.es

INSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA

Edif. CCT. Avda. Juana Jugán, 2
30006 Murcia
Tel: 968 35 77 61

AYUNTAMIENTO DE MURCIA

Glorieta de España, nº 1 - 30004 Murcia
Tel: 968358600
aytomu@ayto-murcia.es
www.murcia.es

ASOCIACIONES

CONFEDERACIÓN COMARCAL DE ORGANIZACIONES EMPRESARIALES DE CARTAGENA

Carlos III, 1
30201 Murcia
Tel: 968505650
coec@coec.es
www.coec.es

FEDERACIÓN REGIONAL DE EMPRESARIOS DE HOSTELERÍA DE MURCIA

Acisclo Díaz, 5, 3º
30005 Murcia
Tel: 968281210
hostemur@hostemur.es
www.hostemur.es

ASOCIACIÓN DE AGENCIAS DE VIAJES DE LA REGIÓN DE MURCIA

Froet, s/n
30011 Murcia
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froet@froet.es
www.froet.es

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