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MICE tourism is on the upturn

The sector improves in sustainability, makes the experience more personalised and gains flexibility

CENTRO NIEMEYER, AVILÉS, ASTURIAS

EDITORIAL

Motivated and conscientious business travellers

After a busy 2022 that is getting even busier this last quarter, in terms of national business especially, the outlook for the MICE tourism sector for 2023 is good and optimistic, despite caution advised by issues such as international uncertainty, inflation, an absence of certain Asian markets in international events, the shortage of different professional profiles, delays and cancellations. According to the **Global Business Travel Association (GBTA)**, almost two-thirds of professionals working in the meetings and events sector increased their budgets for 2022. The vast majority of the industry expects to return to pre-pandemic figures in 2023 and sees it as a certainty by 2024.

Everyone seems eager to travel and reconnect with each other, go to face-to-face events again and have business trips, but MICE tourism has changed. One of the new challenges that event and corporate travel planners and organisations are now facing is that travellers are budgeting less for travel but are maximising their time spent away. They require more flexibility and are booking at shorter notice. MICE travellers are not only looking to travel responsibly, but they also demand personalisation, experiences, innovation, the possibility of being able to plan schedules and to be excited and enthusiastic about the events they are attending, the longed-for „engagement“.

And just because sustainability is a hackneyed concept, it is still crucial to keep it at the forefront of one's mind. According to the **American Express Global Business Travel** report „Stay Green“: The Central Role of the Hotel in Sustainable Business Travel, Meetings & Events“, ninety per cent of travel and procurement management professionals state that sustainability is a priority for their company, and many are willing to allocate budget for more sustainable meetings and events.

They demand sustainable events and not only from an environmental point of view. Both event organisations and attendees really want to reduce their trips' ecological footprints, and they also want to be informed on environmental, social and governance data (CSR) and have tools to be able to measure the impact each event or business trip has on the environment and the surrounding community. Innovation will continue to play a key role in boosting engagement and developing these „calculators“ and impact measurement tools.

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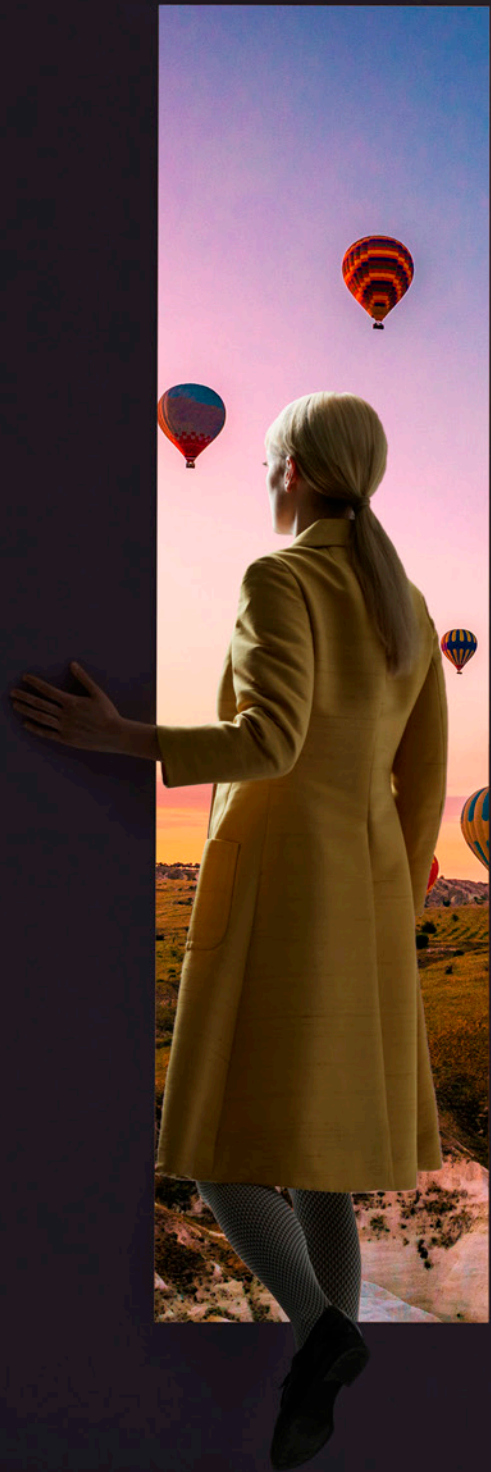
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EVENTS

The MICE sector expects to be in full swing by 2024

CONGRESS TOURISM TO GROW BY 41.1 PERCENT THIS YEAR

After being one of the most affected business sectors by the pandemic and the war in Ukraine, due to lockdowns, flight restrictions, meeting capacity limitations and other safety and security measures, MICE tourism, meetings, incentives, congresses and events tourism is making a strong and steady comeback. According to the World Travel and Tourism Council (WTTC), this year, it is expected to grow by 4.1 percent.



In fact, according to the "Portrait of European meeting and Convention Travel" study exploring the MICE market, carried out by **MMGY Travel Intelligence**, in association with **IMEX and Hills Balfour**, with the participation of Turespaña, recovery is likely to be sooner than expected. "The expected recovery time for most types of meetings has been brought forward from March 2024 to July 2023", **Miguel Sanz Castedo**, general director of **Turespaña**, told **Hosteltur**.

This headway has been made in "large corporate meetings", "conventions and conferences", "exhibition and trade fairs", and "association meetings". As for "seminars and workshops", Sanz notes that these kinds of meetings, which were foreseen to pick up faster during the first half of 2022, are now expected to recover like all other meetings by July 2023. Event planners and meeting attendees alike believe that the MICE sector will have fully recovered in 2024.

According to data provided by Frontur and Egatur, up until September, the number of foreign people travelling to Spain for business purposes totalled 3,134,946, while in the same period of 2019, it was 3,956,671. Regarding the total accumulated expenditure

up until September this year, figures are at 3,827,313,641 Euros and in the same months of 2019, numbers were at 4,297,898,456."

"We are, therefore, at -10.9 percent in spending compared to 2019 and at -20.8 percent in terms of inbound tourism for business purposes", states the general director of Turespaña, who stresses that "considering how much the entire sector has suffered, being 10 percent below the accumulated figures of 2019, is a very optimistic scenario".

MORE ARRIVALS AND SPENDING

"It is important to bear in mind that travelling for business is not exactly the same as travelling to attend meetings, incentives or congresses, but the upward trend of the figures is significant and a reliable indicator of how the demand for MICE tourism is changing. By analysing monthly spending in 2022 and 2019, we can see that although numbers are still down, the difference is increasingly lower, and in the last two months, the number of arrivals and spending have increased," he states. For example, in August and September 2019, spending related to business travel totalled 222,507,773 and 565,390,916 Euros, respectively, while in the same months of 2022, expendi-

Up until September, 3,134,965 foreigners travelled to Spain for business, 10.9 percent less than in 2019. Spending also dropped to 3,827 million Euros, 20.8 percent, less than in 2019

ture totalled 303,648,128 and 617,163,952 Euros, representing an increase of thirty-six percent in August and seven in September.

As for other activity indicators, the average daily expenditure from January to September 2019 was 219€, while for those same months of 2022, it was 213€. Average spending per person was 1,086€ in 2019 and 1,221€ in 2022, and the average stay stood at five days in 2019 compared to six in 2022. "We can therefore conclude that the MICE tourism sector is still suffering, but it is on the road to recovery, and if things continue to go as they are, this year will give us positive results", says Miguel Sanz.

SPAIN, TOP MICE DESTINATION

In terms of markets, the "Portrait of European Meeting and Convention Travel 2022" report revealed that mainland Spain is the most popular European MICE destination for organising events for the upcoming two years, while the Spanish islands are in eighth place.

According to this report, Sanz explains that meeting planners expect European bookings in the next two years to be lower than anticipated in the first issue (spring) and are therefore planning slightly more meetings in non-European destinations. He states that "meeting planners expect the impact of COVID to lessen, which could be the reason for a faster recovery since the number of bookings for most types of meetings is already between 21 and 36 percent of pre-covid levels". Almost all meeting planners and attendees anticipate an in-

travel for work. WTTC's report highlights that recovery is likely to vary depending on the travel segment, commercial sector and country, with corporate travel expected to pick up faster in Asia-Pacific than in many European and US markets, with improvements happening in stages, depending on the dominant industry sectors.

Sanz points out that, according to the "Global Meeting & Event Forecast" annual report published by **American Express Meetings & Events**, professionals from the meetings and events sector are optimistic for 2023, and sixty-five percent say that overall spending will increase. "Sixty-seven percent believe in-person attendance will return to pre-pandemic levels within one to two years", he stresses.

This report reveals that Madrid is the MICE segment's most popular Euro-

ers, with mainland Spain in second place, followed by Italy, France and the UK.

Among the strengths valued by both meeting organisers and attendees, those that stand out are climate, benefit-cost ratio, food, accessibility/proximity, landscape and surroundings, attractive cities and places with good atmospheres. And as weakest features, they point to availability in the high season, destinations that are too well known (as they are very popular both for work and holidays), limited availability of quality service in some areas, high temperatures, language problems, accessibility/remote or too many visitors.

As for Turespaña's specific initiatives for the MICE sector in the upcoming year, Sanz explains: "We will undertake various multimarket activities with our priority partner **SCB**, although we are also working with all the members of

For 2023, Madrid is the most popular city in Europe for the MICE segment, followed by Barcelona in second place, London, Paris and Manchester

Foro MICE and **Alliance4MICE**." These initiatives include a direct conference with the US and Canadian markets during the year's first half and a "reverse" conference with the Italian market. During the year's second half, we will hold a direct conference with the Belgium and Swiss markets and a "reverse" one with the German market. MICE Basque Country days will also be organised for the US and Canadian markets. "We are focusing on North American and European markets because long-haul markets, especially Asian ones, have been slower in regaining business and mobility", Sanz explained to Hosteltur.

TAKE-OFF AT YEAR-END

"2022 is showing very positive results that reaffirm the reactivation of the sector, especially in the fourth quarter of the year", says the president of **Spain Convention Bureau (SCB)**, **Augusto Hidalgo**, in statements made to Hosteltur.

In fact, with the year still to end, data from the SCB Barometer for 2022 shows that more than half of the destinations affiliated with the SCB have already surpassed the barrier of 150 events per year, reaching figures very close to pre-pandemic levels.

The national market has been the best performer this year. The pandemic still conditions recovery, and the year's first quarter showed the lowest results. According to Hidalgo, although growth is slower than in the domestic market, international markets have also evolved quite satisfactorily, especially during the last quarter of the year and despite new uncertainties caused by inflation and the energy crisis, "so we still need to be extremely cautious. Data from SCB indicates changes in demand, with a greater vulnerability in international markets, expecting smaller, more personalised and shorter meetings and events. "Things are being organised at shorter notice, meaning that organisation and confirmation deadlines are also more limited", explains the president. "Another effect caused by



MATCOAM Construction Week, organised by the Madrid Professional Association of Architects.

the pandemic that has not yet been remedied is the shortage of skilled workers", he warns, noting that companies are say-

ing they are short-staffed in professional fields and that the labour market has not yet stabilised.



King Felipe VI opened the 54th Annual Conference of the International Committee for Museums and Collections of Modern Art (CIMAM) at the Es Baluard Museum in Palma. Picture CAIB.

crease in prices for the rest of the year, especially regarding airfares, accommodation, and venues and event space. Sanz believes that "possible hurdles for planning meetings could be inflation and an increase in prices, a shortage of staff, delays and cancellations".

Sector-wise, based on the spending patterns of recent years, industries such as manufacturing, pharmaceuticals and construction will be the first to

pean city for 2023, followed by Barcelona in second place and then London, Paris and Manchester.

The general director of Turespaña explains that in the first issue of the report mentioned above, "Portrait...", Spain is listed as the preferred destination for organisers of events and meetings and is followed by France, Germany, Italy and the UK. While in its second issue, in September, Germany led the way for organis-

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THE PRICE FACTOR

Destinations affiliated with SCB are optimistic for 2023. However, the year is conditioned by uncertainties: "At the end of the year, it is very encouraging to see how enthusiastic companies and associations are about travelling and getting back to in-person events, as well as the growing prestige enjoyed by the MICE offer in our country", says Hidalgo.

Although there is some caution in the sector, especially conditioned by the evolution of the global economy and inflation that could affect competitiveness, most destinations can state that next year they will exceed the barrier of 150 events. The president of SCB warns that "an increase in prices will be a factor to be taken into account, as Spain could lose competitiveness: seventy-three percent of those surveyed perceive increases of between ten and twenty percent in accommodation during the last quarter of the year". He adds that "convention bureaux on the islands will be particularly

Sixty-five percent of the MICE sector's professionals believe overall spending will increase in 2023 and sixty-seven percent believe in-person attendance will return to pre-pandemic levels within one to two years

affected by the increase in flight prices, which means that international customers could decide to plan events in or near their own countries to save on flights".

IN-PERSON ATTENDANCE AND DIFFERENTIATION

Results from the SCB survey show a declining trend in hybrid and fully virtual events, and this is happening as we can

see a prominent recovery in the demand and motivation to travel. Hidalgo explains that "currently, there are no limitations to the number of people attending in-person events, and that was one of the main reasons for holding hybrid formats".

The president of SCB points out that "in an ever-growing global and digital world, technology will continue to play an essential role and must go hand in hand with our industry. This will force the sector to adapt to demand and maintain quality standards". He believes that digitalisation will be a differentiating factor in the industry that will mark the quality of the services offered, but he also states that there is no intention of putting an end to in-person events. "Face-to-face events are essential for companies, organisations and associations because they are a way of communicating that has proven its effectiveness for a very long time. Teleworking has proven the need for people to have meetings in person", he concludes. ■



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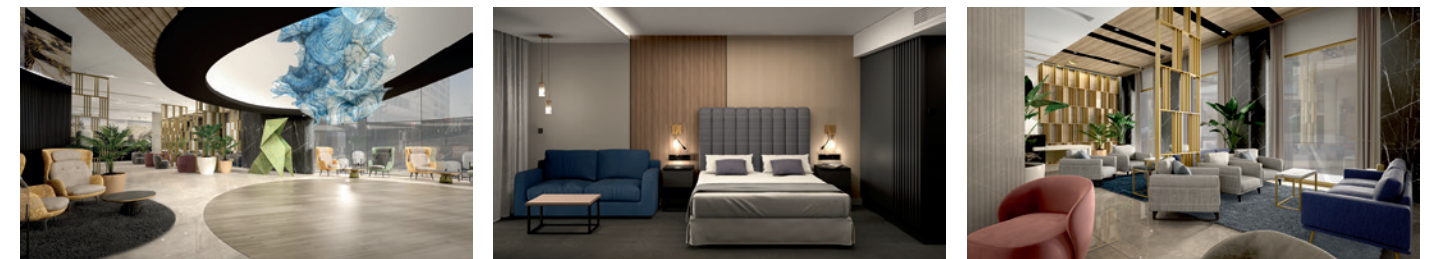
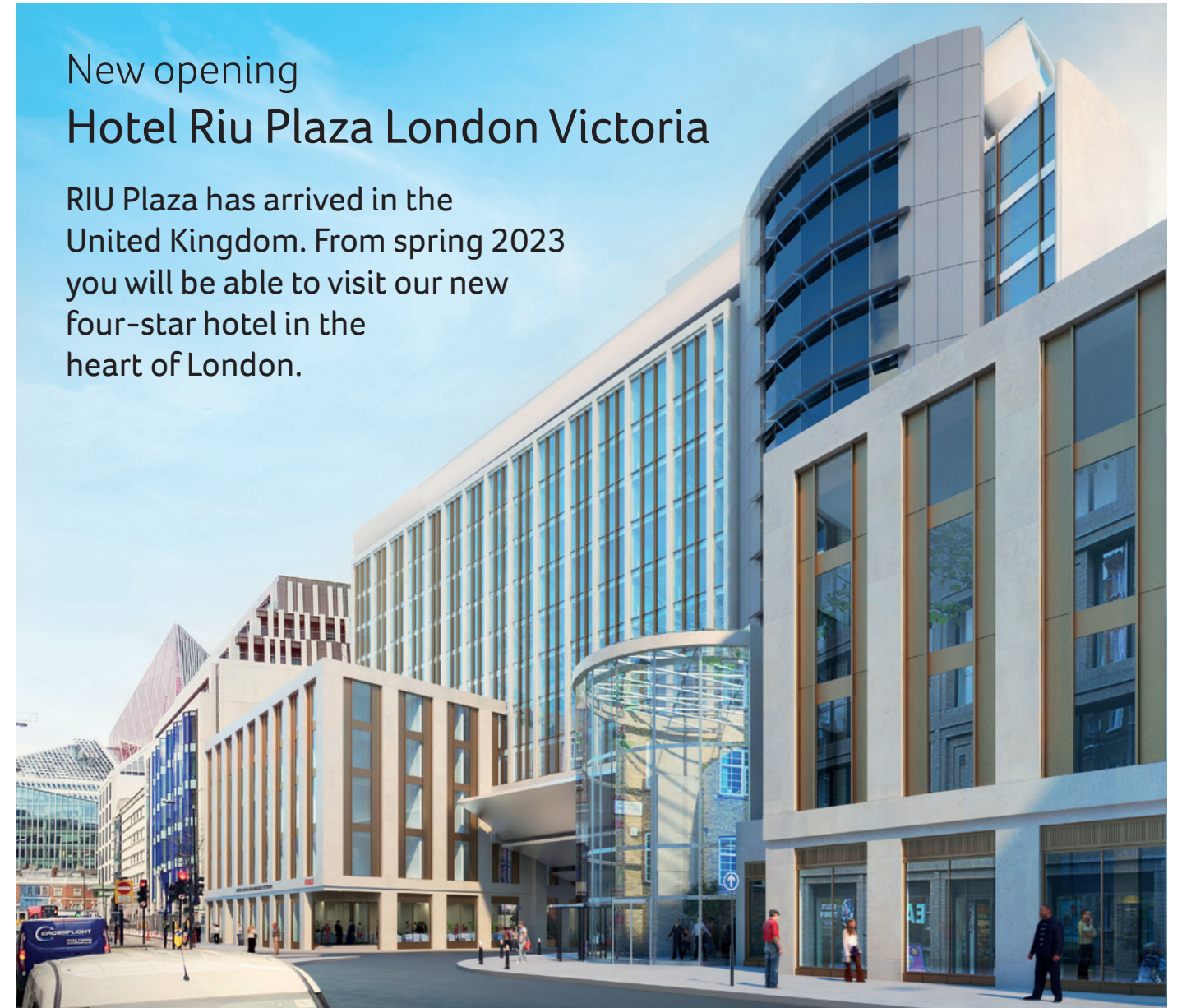
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Technological tools make procedures easier and improve participation and profitability in face-to-face, hybrid and virtual events.

TECHNOLOGIES TO IMPROVE ENGAGEMENT

Technology allows event organisers to optimise their management, be more dynamic and improve procedures, as well as provide added value. According to Pidelaluna Events, engaging attendees and getting them involved and excited is essential. There are also tools that event organisers can “monetise”, such as offering exhibition spaces and brand recognition or the possibility of creating a full and high-quality schedule, say MeetMaps.

The use of technology was already widespread in congress and meeting tourism before the pandemic, but with it, it has improved and become more professional, popular and generalised. Technology has become essential from the very conception of an event to the final assessment of its impact and repercussion. With the desired return of face-to-face attendance and 'to normality', even the most reticent admit that the use of technology confers enormous potential to events by enhancing them and broadening audiences.

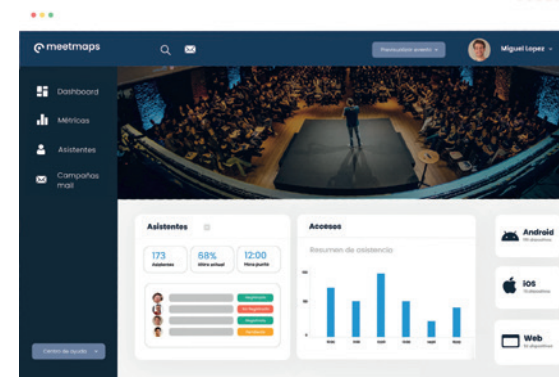
A SEA OF POSSIBILITIES

Beyond live streaming, technology is an unavoidable ally for organising events long before they are held. It also improves the experience of those attending and generates the much sought-after 'engagement' during the event. It helps to analyse metrics and to calculate the return on investment afterwards. In both hybrid events, which to a greater or lesser extent are the norm, and face-to-face events, technology is applied extensively. It is used for security reasons and to control event access. It allows offering customised ap-

plications, the calculation of participants' carbon footprints, enables gamification, visual intelligence, logistics control, immersive technology in lectures and presentations, and simulations, among other possibilities. Hybrid events also contribute to meeting the **Sustainable Development Goals (SDGs) and zero emission requirements**.

TWO IN ONE

"In 2020, MICE industry professionals had to take an unexpected strategic decision in a very short timeframe: reinvent ourselves or wait for a return to normality," explains the **CEO and founder of Pidelaluna Events, Alessia Comis**, who points out that her company was a "very early adopter" of online platforms for events. After taking a good look at the sector, we can see that 2021 allowed us to undertake part of the digital transformation we had been putting off. In 2022, despite Covid-19, the war in Ukraine, the fuel crisis, inflation and the 'massive resignation', which resulted in a lack of staff specialised in MICE tourism and tourism in general, the organisation of events has maintained its essence, explains Comis. "The reason is that it responds to activities and demands that are essential and intrinsic to human nature.



We need to interact, share knowledge, take decisions, celebrate milestones and mark starting or turning points," she adds. The main change has been the new formats, "and new challenges have appeared related to the engagement of both people attending via streaming or those who choose to be there in person".

Most congresses or conventions are now held in person and also via streaming, which means "we have to de-

sign two events in one": a 'traditional' one and one designed for audiences who will be following the event simultaneously from other parts of the world or who will watch it at some other time. "As an example, sometimes we have two presenters or facilitators because we want the remote audience to be able to interact in real-time as well, and we use the technology of one or more companies to create a TV impression," says Comis. One-to-one meetings have to be possible, and those attending have to be able to ask questions and answer polls in real-time and get answers and feedback instantly. All events require a microsite for registrations as well as event apps and web apps "which have become fundamental communication tools that make work a lot easier before, during and after," explains the CEO of Pidelaluna Events. "Technology continues to be irreplaceable for communication, social networks, videos, event microsities, online registrations... and the metaverse is also gaining ground".

THE HOLY GRAIL

Looking to the future, Comis believes that the sector will continue to organise face-to-face, hybrid and online events, "possibly representing forty, forty and twenty percent, respectively", she predicts. Among the trends for 2023, the head of Pidelaluna believes that the Holy Grail for events is 'engagement'. "For an event to be really effective and have a great impact, we need to involve the audience, listen to them, get them excited and allow them to interact". Therefore, the art of communicating the advantages of attending events in a convincing and inspiring way becomes relevant, as do elements such as the incorporation of virtual reality, artificial intelligence and the metaverse. These are used to creatively complement face-to-face events in the pre-event phase as well as during and after the event".

Sustainability will be essential at all levels, and events will be more dynamic, inspired by television formats, in which the value of content is key, as is the emotion

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elicited by the speakers. Incentive travel, conventions, corporate and customer events and teambuilding will continue to focus on stress management, mental health and values to achieve a better work-life balance.

AN ADDED VALUE

"Hybrid events are here to stay" is the title of a guide published by the specialist company **MeetMaps**. This company has created an event management system (EMS) that is "a tool to help professionals manage the organisation events easily", explains the company's Marketing Director (CMO) and one of its founders,

Cesc Riera, to **Hosteltur**. After a year and a half of "super-intense online communication", he considers that what has remained is another alternative format. "When someone thinks about organising an event, they now understand that they have an in-person as well an online audience and communication channel that helps to broaden their audiences in general and make it easier for those who, for whatever reason, cannot participate in person to access their content.

With a specialised mobile app for events as a starting point, today, the MeetMaps EMS suite includes a range of technologies that have been added and

developed over seven years and have already been successfully tested in almost every sector and at different-sized events. It features a "Virtual venue", a virtual event solution that goes beyond streaming and "without having to use 3D technology or super-immersive environments". It replicates the dynamics of an event venue, so attendees can go up to a stand and see what's there. It offers "a private area just for those who have registered, brand personalisation possibilities, a place for streaming and interacting and elements that give added value such as an exhibitor space where one can share relevant product information and interact with

attendees", explains Riera. They offer a "Networking" tool to make it easier for participants, whether it be in person or online, to find colleagues from the same sector and customers or partners they are interested in and contact them via chat or video call. And to improve networking, they have developed "Meetmaps meeting" with "matchmaking" tools, which generate agendas suited to each person's interests. Overall, the suite offers attendees interaction and engagement with the event and helps make the compilation of statistics and metrics much easier and quicker for organisers.

BEING ABLE TO CHOOSE

The Marketing Director explains that "with the return of face-to-face events, what is most in demand is "MeetMaps ACCESOS" (entries) because it is used for the most important part of events, registration and access control". Most of the company's customers rent out the suite with all its tools under a yearly subscription contract, allowing them to create different events and activate what they need in each case.



Sustainability at all levels and engagement will mark the events of 2023.

As well as simplifying things, "technology helps organisers to optimise management, which means more time for other things and much more efficiency". It is an added value. "In all the tools in which attendees interact with MeetMaps, whether

it be the app or the 'Virtual venue', there is a possibility for organisers to monetise," emphasises Riera, who adds that one of the things that has been "monetised" the most are the exhibition stands, which provide exclusive areas for sponsors. ▀

LIKE A GAME



The 5th edition of Mallorca loves MICE was the first professional event designed as a video game, an impressive gamification experiment with five levels of difficulty. Participants competed in teams to move on in challenges created specifically to develop their area of interest. They could previously choose between engagement, technology, well-being and mental health, digital marketing, event communication, sales, sustainability or agile events. "It worked spectacularly," explains Alessia Comis, CEO at

Pidelaluna Events, who gave us some figures from the event: 150 industry professionals who attended in person, fifty institutional and business partners and five media outlets, twenty national and international speakers and another twenty national and international hosted buyers. In the post-event evaluation survey, attendees passed Mallorca loves MICE with a 4.6 out of 5, and in addition, 100 percent of those surveyed said they would recommend attending the event in 2023.



Meetings tourism becomes more sustainable

GREEN CORPORATE TRIPS AND EVENTS, NOW A TANGIBLE REQUIREMENT

By **Taiana González**

@taianahosteltur

MICE (meetings, incentives, conferences, and exhibitions) travel has been the slowest to recover, but everyone agrees that by 2023 it will be back on the agenda given the importance of in-person attendance to close business deals, improve productivity and even motivate teams. But there will be changes because organisations are becoming more and more committed to sustainability, and there is a drive to reduce the environmental impact.

The 12th **Global Meetings & Events Forecast** annual report, published by a division of American Express Global Business Travel (**Amex GBT**), indi-

cates that for 2023, sustainability is going to be a top priority for meetings and events programmes.

Most companies are already implementing environmental, social and governance (ESG) criteria in their day-to-day operations, which means incorporating these goals into meetings and events programmes. In the case of Europe, almost four out of five survey respondents (78%) say that their organisation considers sustainability when planning events, and 66% confirm that there is a defined sustainability strategy in place.

This increased awareness is impacting the choice of destinations as

now organisers are looking for places that recycle, that are circular, and that have a mass public transport system to cut down on the use of private cars. When choosing hotels and venues, they are asked if they implement energy efficiency policies or have sustainability certifications.

Furthermore, organisations are implementing strategies and operational processes to minimise emissions and report their achievements to internal and external stakeholders.

Sustainability also has a social aspect which is why 82% of European companies are making a great effort to incorporate diversity, equality and inclusion in



Companies are willing to pay premiums to neutralise their trips' carbon footprints. Picture: Adobe Stock

their meetings and events programmes, according to the Amex GBT report. To comply, they focus on accessibility and sourcing from minority and local suppliers.

There is no such thing as 100% sustainable events - and there never will be - but small things can be done to help minimise their negative impact and contribute to environmental preservation. The ISO 20121 standard and other certifications promote better process planning and the reduction and offsetting of negative effects.

THE ISO 20121 STANDARD

The ISO 20121 international standard, created in 2012, provides a common approach to sustainability in the events sector, covering both positive and negative impacts from a social, economic and environmental perspective. It sets out guidance requirements on how to organise green events: covering everything from location and transport

to waste recycling, job creation and post-event activities.

This international standard addresses agencies and companies that organise events and suppliers who also want to operate following sustainability criteria. The London 2012 Olympic Games were the first major event organised in accordance with the criteria laid out in this standard.

Although a decade old, it has gained importance recently as the COVID-19 pandemic has raised awareness among businesses and travellers. Among the benefits of the ISO20121 certification is the reduction of carbon footprints and cost savings, thanks to more efficiency in the use and consumption of resources. It also helps to improve corporate image and competitiveness and even favours the positioning against the competition in public tenders.

GREEN INITIATIVES AT EVENTS

Today's events aim to be transformation-

Almost eight out of ten companies think about sustainability when planning an event

al, not only for attendees but also for the settings in which they take place. Some destinations have reported that they are being asked by organisers to leave a legacy in their cities. Respondents to the American Express Global Business Travel survey point to practices already being implemented: less use of paper (22%), energy saving and waste reduction measures (19%). And the sourcing of ecological suppliers (18%), among others.

Technology is playing a key role because its deployment is helping to replace paper thanks to digital resources like mobile applications used to download content or QR codes used for event check-in & registration.

Mallorca has become an important competitor in the medical-scientific

MICE segment. This year **Palma's Conference Centre** (Palau de Congressos de Palma) hosted an event organised by the Spanish Society of Cardiology (SEC), where different initiatives of the SEC-FEC Verde project, developed together with the Spanish Heart Foundation, were implemented. Single-use plastics were a no-go, and heart-healthy meals were on the menu. The International Symposium of the Spanish Society of Clinical Immunology and Allergology (SEAIC), which gathered 1,500 specialists, carried out an environmental impact initiative, which consisted of planting trees - one for each person attending the event-. The trees were planted in an area of Galicia affected by forest fires with the long-term aim of improving air quality and health.

At this year's **Davis Cup** final in

organisers are going for "zero-mile" (local), ecological and in-season products, offering meals that are representative of the area they are in and local agriculture. Companies are even pushing for leftover food and other used products to be given a second life.

CORPORATE TRAVEL

"Sustainability is at the heart of the creation of a new business tourism model. There are only two ways to meet the zero-emissions goal by 2035, and those are: either innovate in new types of fuel or cutdown travel. We need to find a balance between the two by boosting private-public partnerships", explains Miguel Sanz, General Director of Turespaña.

A survey conducted by **Air**

carbon footprint indicator to their corporate travel management platform so that travellers can see the potential environmental impact of each travel component at the time of booking and make an informed decision on which suppliers to choose. **BCD Travel** has a tool to accurately calculate the footprint generated so that it can be mitigated by carrying out projects to reduce and capture CO2 emissions through partnerships.

All of **Ávoris Corporación Empresarial's** companies, together with BCD Travel, offset a total of 1,525 tonnes of greenhouse gases in 2021, more than all the trips their employees generated that same year, therefore making them **"Climate-Positive"**. Beyond the European continent, like, for example, in Japan, they are implementing measures to

Cutting down on paper and plastic and choosing energy-efficient venues and suppliers who implement inclusive policies are key to green events

achieve zero emissions on school trips.

Large corporations are proving their commitment when choosing suppliers and making their bookings. **Jordi Soriano**, Director of Purchasing and Facilities Management at **Grupo Abar**, has stated that his company prioritises train journeys and hotels that manage sustainability indicators rather than cost. And it doesn't stop there. The company is also working to include ESG criteria in its purchasing policy, analysing whether the suppliers in question implement an inclusive human resource policy, complying with legislation and Corporate Social Responsibility. Soriano's verdict is that "We will travel less but better, differently and in favour of sustainability because travelling is necessary, but we need to do it in a different way".



Malaga, a fleet of low-emission vehicles (hybrids) was on hand and drinking points were set up to help avoid plastic waste from drinking water. In promoting circularity, tennis racquet strings were reused to transform them into recycled tennis garments, saving 68% water and 50% CO2 throughout the manufacturing chain compared to conventional garments.

Sustainability is also making its way into the meals served at events as

France KLM España and the "Corresponsables" magazine reveals another fact that supports commitment: two-thirds of the companies surveyed would be willing to pay a premium on corporate travel to neutralise their carbon footprint. The reason being that measuring and offsetting carbon footprints is another way of taking care of ecosystems.

Agencies specialising in the MICE segment are offering their customers different options. **CWT** has added a



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Seaside Los Jameos****, Lanzarote

The Seaside Los Jameos**** 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
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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
Seaside Sandy Beach****	Conference Room	76	80	50	-	30	-
Seaside Los Jameos Playa****	Lanzarote	156	90	60	-	25	50
	Fuerteventura	244	180	90	-	35	100

PR

ILUNION ALCORA SEVILLA

YOUR CONGRESS HOTEL IN SEVILLE



The ILUNION Alcora Sevilla reopened in July after more than a year of refurbishments. The facilities were renovated almost entirely, to offer our guests new spaces and services. Following the ILUNION Hotels vision of offer spaces that are "designed for all", we have carried out a range of improvements to make the hotel more accessible. The new reception desk, the lobby elevator and the access to the outside pool are just some of the upgrades made for people with reduced mobility. ILUNION Alcora Sevilla is the perfect hotel to organise a professional event in Seville. To make it so, we have refitted the hotel's 21 meeting rooms to adapt them for all types of events, including the Convention Centre, with room for up to 1,400 persons. The space is modular and can be arranged into a series of rooms, depending on customer requirements. There are also simultaneous interpretation booths and other facilities for international events.

We have also upgraded more than 250 of the hotel's 401 guest rooms and brought the total of accessible rooms fitted with all the facilities for people with disabilities up to 12. The revamped bar-hall, now brighter and more spacious, the buffet restaurant and the fitness room all offer guests an improved, modern, updated experience. You may not know that

the hotel was one of the first to be converted into an emergency medical centre by the Government of Andalusia at the outbreak of the COVID-19 pandemic in 2020. For several weeks, it housed almost 100 elderly people with the disease, transferred from retirement homes not equipped to deal with the situation. Because of this, the hotel received an award from San Juan de Aznalfarache City Council, at an official ceremony held on 26 February 2021 to thank us for our active role in the fight against the pandemic.

ILUNION HOTELS: EVERYONE-INCLUSIVE HOTELS

ILUNION Hotels, the hotel chain owned and operated by ILUNION, the brand of the ONCE Social Group companies, is leader in social inclusion in the tourism industry. In 2022, it had a staff of approximately 1,700 employees, over 40% of whom have some form of disability.

The company was born in 1988 with a clear social purpose, carrying out its operations to achieve economic and social returns. Currently, it has 30 five, four, and three star hotels all across Spain. We are the only hotel chain in Spain with the universal accessibility certification (UNE 170001-2) at all of its establishments and the QSostenible certificate, which certifies the sustainability of its buildings.



Additionally, 12 of our centres are run as Special Employment Centres, meaning that at least 70% of their employees are people with a disability, providing a shining example of labour integration in the tourist sector.

At ILUNION Hotels, we will continue to upgrade and refurbish our 3 hotels with the aim of offering all our guests new spaces, designed for all, and ideal for meetings, congresses and more.

In 2022, we welcomed hotel ILUNION Costa Sal Lanzarote to our chain of hotels and we will soon be completing the renovation of hotel ILUNION San Sebastián. ■

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Trade fairs are back with queues and record-breaking numbers of attendees in 2022

A DIZZYING RECOVERY FOR TRADE FAIR DESTINATIONS

By **Ángeles Vargas**

@angelesvargaspe

“With just a few weeks to go until the end of 2022, we can safely say that it has been a very positive year in our sector, especially if we compare it to the previous two years when we encountered many difficulties due to the pandemic,” **Xabier Basañez**, president of the **Association of Spanish Trade Fairs (AFE)**, told HOSTELTUR.

“This year has seen almost the same number of trade fairs as back in 2018 and 2019, exceeding 400. The forecast for 2023 is an overall upturn as regards to the number of fairs scheduled, and we also hope they will generally attract the usual number of exhibitors and visitors,” he adds.

He points out that not all economic sectors are in the same situation, nor are they recovering at the same pace, which

has an impact on the size of the trade shows. Nevertheless, Basañez says that “despite ongoing problems that could be making participating companies less competitive - rising costs for energy and many other products and services, delays in supplies, certain mobility problems in Asia, etc. - the managers of trade fair organisations are optimistic”.

“This year has shown us how much people appreciate face-to-face gatherings. Halls have been packed with exhibitors and visitors, and we have seen queues, taking us back to the usual scenes of a few years ago”. All of this has given us an optimistic outlook: “We are confident that this will be matched by a good financial year”, he predicts.

The second half of 2022 and the first half of 2023 (until July) will see more than a hundred events - including trade shows, exhibitions, congresses, conven-

tions, conferences and other functions - held at the **Malaga Trade Fairs and Congress Centre (FYCMA)**, and numbers will increase in the coming months as new events are confirmed. According to criteria defined by **Spain Convention Bureau** and **AFE**, attendance is expected to top 250,000, while the estimated economic impact will amount to more than 155 million euros.

With a growing international and professional profile, the congress calendar for the first half of 2023 is dominated by the medical and scientific community, and before July, twenty-six trade shows will have also been held, eight of which are new additions, thirty-six percent more than in the same period of the previous year.

At **Ifema**, during the first six months of the year, activity was already at pre-pandemic levels with revenues

of 115 million euros, thirty percent of the budgeted amount. From January to June, 145 trade fairs and corporate and leisure events were held with 8,580 companies - twenty-two percent of them international - and 720,000 attendees. At mid-year, it was already expected to end the year with an eighty percent increase in turnover compared to 2021, totalling 178 million euros.

In the case of **Feria de Valladolid**, they state that “the return to in-person events has been the defining feature of the MICE sector in 2022.” From April onwards, there has been a clear upturn in congress activity, which has practically reached pre-pandemic levels in the last four months of the year. “We have enhanced our commitment to the events sector, and last June, we launched the #ValladolidCentroCongresos brand, with which we are opening up new av-

enues of work, different from strictly trade fair activity. By doing this, we are giving greater prominence to the corporate events sector in our day-to-day work”.

The **Seville Conference and Exhibition Centre (FIBES)** expects 2022 to end with an economic impact of at least 160 million euros and 800,000 visits. In the first half of the year, it welcomed some 237,000 visitors, of which more than 155,000 attended trade fairs. However, it has been the last four months of the year that have been the busiest, with almost half a million people visiting its thirteen trade fairs and generating an impact of nearly 82 million, representing a substantial proportion of the 106 million generated at the venue, including congresses and cultural events.

The final stretch of the year has also been especially busy at **Fira de**

“Trade fair schedules are now back to normal, with major trade fairs and other national and regional events returning to their usual dates”, states the president of AFE

Barcelona, where most events and congresses were organised by the health sector, attracting 60,000 attendees. This field of activity has also been the star this autumn at the **Barcelona International Convention Centre (CCIB)**. ◀



Figures in 2022 have come very close to those before the pandemic. In the picture, Mo-tortec Madrid, held at Ifema with more than 60,000 attendees.

SENATOR HOTELS & RESORTS

A successful choice to celebrate congresses and conventions



Senator Hotels & Resorts has, in most of its establishments, specific facilities for congresses and conventions, with specialized staff to meet the needs of the different companies.

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Within the tourism business offer of Senator Hotels & Resorts, you can discover conference rooms and events of all sizes, including theatres. Distributed throughout Spain, these rooms may be adapted to smaller events or others of great impact with the collaboration of big entities. The hotel group, being a national reference and leader in the tourist offer in Andalusia in holiday hotels, and given its versatility, also has a great background in MICE tourism, and therefore, they have key locations for their services.

At **Playadulce Hotel** in Aguadulce (Almeria), you will find several rooms for meetings with a great media impact, as well as more modest meeting rooms with all the comforts, such as audiovisual media and specific services.

Senator Parque Central Hotel, in Valencia, which has an excellent location by the historic center, likewise, has 7 rooms: theater type, "U" shaped,

for banquets, cocktails, etc. All of them adaptable to any type of social or corporate meeting.

From Senator Hotels & Resorts we are aware of the high quality demand of the business tourism segment. For this reason, staff training, infrastructures in privileged environments and adaptation to the demand of each client for their conventions and congresses are some of the characteristics that differentiate our offer from others.

Just 45 minutes from Barcelona you will find **Montanyà Hotel & Lodge**, with perfect facilities and a high-quality event management service, which together with its expert human team, will guarantee the success of your company meeting. This concept of MICE space is the most complete, as it is located in a natural environment, with large outdoor spaces and sports facilities (football field, basketball court, gym, heated swimming pool) beyond the meeting rooms. It is ideal for team building, high-performance programs, incentives, product presentations, bootcamps...and everything you can imagine. With this concept of outdoor corporate tourism you will also find **Guadacorte Park Hotel**, located in Cadiz, with 11 types of conference rooms.

A WELL-DESERVED RELAX

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SERVICES &
MANAGEMENT



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COMMITMENT



AFTERWORK

APCE, the Association of Conference Centres, expects venues to return to pre-pandemic figures in 2023 or 2024

A GOOD YEAR FOR CONFERENCE CENTRES

Business in Spanish congress centres was already back to normal last year, and 2022 is going a lot better than initially expected. According to the Association of Congress Centres, APCE, the year will end at 2019 levels, and they believe things are looking bright for 2023.



Iker Goikoetxea is president of APCE and director of Kursaal.

“**T**he outlook for Conference Centres as a whole is positive, and we can affirm that recovery in the events sector has begun to take hold in 2022”, says the **president of the Spanish Association of Conference Centres, APCE, Iker Goikoetxea**.

If the figures for 2021 reflected a return to normality in the sector, with 3,892 events in conference centres and 2.8 million participants, 2022 began “with some difficulties,” Goikoetxea explained to **Hosteltur**. Although there were still capacity restrictions in some autonomous communities in January and February, “the business registered from the beginning of spring until today is thankfully quite important, and more than initially expected”.

“From the first quarter of the year onwards, the number of events and attendance rates are good, and this au-



Ibiza MICE Summit held at the Conference Centre.

turn is also going smoothly, so we expect 2022 to end with figures close to those of 2019. They won't be better, but they will be close, and the idea is that in 2023 or 2024, we will be back to pre-pandemic figures”, says the president of **APCE**.

We are busy, and there is a clear commitment to get back to face-to-face attendance because it favours the success of events in terms of involvement, motivation, the transmission of ideas, and networking. All of this that has a clear human content requires face-to-face attendance, which is essential”, Goikoetxea points out.

GOOD PROSPECTS

The forecasts for 2023 are good, and expectations are high for the recovery seen in MICE activity and, more specifically, in the congress segment to continue. “At the moment, the bookings we have for the upcoming years confirm this”, Goikoetxea states.

He explains that worldwide congress activity is still in the process of recovery, as Asian countries and their presence at international congresses are still being missed. “We believe this segment will also grow in the coming years,” he says. “However, we are not

oblivious to the macroeconomic climate ahead of us, and we are cautious about the effect that a potential economic recession could have on our activity, especially in the corporate segment, which is more sensitive to macroeconomic movements”, he warns, but even so, the forecasts for the coming year are good: “We are looking to 2023 with optimism”.

NORMALITY

Conference Centre business reflects a return to normality after the impasse of the health crisis. Conference Centres belonging to the Spanish Association of Conference Centres, APCE, held 3,892 events in 2021, with 2,794,430 participants: 238 were congresses that attracted some 199,000 attendees, and 118 were trade fairs, with 953,383 participants. Of the congresses, 48% were national, 23% international, and 29% regional.

They also hosted 84 conferences with 26,625 attendees; 712 concerts with 122,499 spectators; 1,346 screenings in front of 712,511 people; 27 exhibitions with 38,836 attendees; and 1,305 events of other types that attracted up to 655,621 people.

Figures for 2021 represented a significant increase of 84.1% over

the 2,114 events held in 2020, the year most affected by the pandemic, with almost double the number of participants—92.9% more than the 1.4 million in 2020. Numbers are still below those recorded the year before the pandemic when 5,927 events were held in the congress centres, with 7,037,196 attendees. However, the statistical report for 2021 is still incomplete as, at the moment, it has only taken data collected and provided by 24 of the 32-member Congress Centres associated with APCE. So, the real and total data could increase by approximately 30%.

RECORDS IN PALMA

Throughout 2022, normality has been the prevailing note. By way of example, the Palma Convention Centre set a record in October, and this was especially thanks to events organised in the medical-scientific segment. Two of the most important events held that month in Palma were the Spanish Society of Cardiology (SEC) congress, with 4,000 specialists, a record number in its 43 editions, and the International Symposium of the Spanish Society of Allergology and Clinical Immunology (SEAIC), with more than 1,500 specialists. ■

Matilde Almandoz, president of OPC Spain

“THE RETURN OF BUSINESS HAS FAR EXCEEDED EXPECTATIONS”

Meetings tourism has accelerated its strong comeback during the last stretch of the year, especially in the domestic and European markets, with optimistic prospects for 2023, explains the president of the Spanish Federation of Associations of Professional Congress Organisation Companies, OPC Spain, Matilde Almandoz.



According to OPC, the domestic events market is running smoothly, and the European market is recovering.

Do you think that the expected return to normality in 2022 for meetings tourism has been confirmed?

The revival of business has far exceeded expectations: it is clear that the forecasts made at the beginning of the year have fallen far short of the achievements of this last quarter. There has been a re-awakening and an acceleration in face-to-face activity. The MICE community has worked hard to maintain business in hybrid formats, thereby building customer loyalty.

Are business levels close to those before the pandemic?

They are similar in the number of events, but there is still a slight difference in the number of attendees.

How are the domestic and international markets performing?

The domestic market is running smoothly. Meanwhile, with international markets, it depends on the different geographical areas, and this is not homogeneous. As far as the domestic and European markets are concerned, everything is picking up, aside from the initial shocks at the beginning of the year caused by the Ukraine conflict's repercussions on outbound destinations such as Russia and Poland. The American market is buoyant, and the recovery of Asian markets is pending and depends on the healthcare decisions in those countries.

What types of events have recovered more successfully?

Professional meetings – congresses, seminars, conferences – have boosted the speed up in their need to recover in-person knowledge transfer and have evidenced the true safety of events. Let us not forget that the healthcare sector was the first to fall.

In the corporate sphere, events are different, and some, such as assemblies and board meetings, are “mandatory”. Others are held for marketing purposes and conditioned by the companies’ CSR policies. There is a goal to communicate, and events are the best way to convey experiences.

Incentive events depend on limitations to geographical mobility still encountered by outbound markets.

What is the outlook for 2023?

The outlook for 2023 is positive but also challenging. The shock of the pandemic has been so severe that uncertainty continues to hang over all MICE stakeholders.

Face-to-face events are back, but hybrid and even virtual events are still popular. Do you think they are here to stay?

I believe innovations are always here to stay because they bring progress and improvements if used well. We will all continue planning virtual and hybrid events; let's not forget that we were already streaming back in 2010, but they will not replace face-to-face events. Each event will choose the most appropriate setting to meet its objectives. With the pandemic, audiences have increased significantly. Still, it has also been made clear that these kinds of events do not have the same impact as face-to-face experiences, and we cannot overlook the risks of technology fatigue, a consequence of technological saturation. ◀

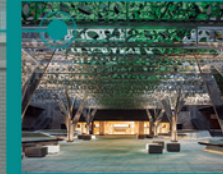
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TU HOTEL MICE EN MADRID

Novotel Madrid Center, continúa siendo el hotel de referencia, para eventos en Madrid. Situado en el Barrio de Salamanca a 2 minutos del Wizink Center y 10 minutos del Parque del Retiro, la localización es estratégica por su fantástica conectividad con el Aeropuerto de Barajas y la estación de Atocha.

El uso exclusivo de su Centro de Convenciones, permite realizar eventos de hasta 1000 personas con la más alta tecnología, un servicio impecable y todo ello en el corazón de Madrid.

Las salas de reunión de “The Summit”, son ideales para eventos con luz natural y la accesibilidad a la terraza para 300 personas, será el broche de oro para que el evento sea simplemente perfecto.

THE MICE HOTEL IN MADRID

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TRAVEL MANAGERS, VITAL FOR CUTTING DOWN COSTS AND BEING SUSTAINABLE

The comeback of corporate travel has made headway, and although there are still no definite figures for 2022, the Spanish Association of Corporate Travel Managers (Aegve) anticipates that there has been a 'champagne effect' and figures are comparable to those of 2019.

By **Taiana González**

@taianahosteltur

The pace has changed depending on the type of company, its size and the travel destinations, but as in 2021, SMEs have shown more dynamism in corporate travel than large corporations. The scenario for 2023 is unfavourable, but the forecast is for business travel to increase.

It is believed that corporate travel could drop by twenty percent due to technology, mainly videoconferences. However, travel managers are optimistic and believe new types of travel will emerge. Nowadays, companies have 'remote' workers who live far from centralised office locations (in other provinces, Spanish capitals or even European capitals) but who usually have to go into the office at least once a week. Technology has also opened up distant markets, generating new journeys.

Tourism travel industry reports concur that internal meetings are among

the fastest-growing. **American Express Meetings & Events'** latest study concludes that in 2023, "they will continue to be a top priority", eighty-seven percent will have somewhat of an in-person component, and the number of attendees will grow. Of all meetings, forty percent will be held in cities different to where their companies' offices are, and forty-five percent will include stayovers.

Surveys show that after the pandemic 'hibernation' and the so-called 'Zoom fatigue', travel to meet with customers, suppliers and teams will only increase. Looking ahead to 2023, seventy-eight percent of travel managers interviewed by **GBTA** anticipate their companies' employees will travel more than this year.

THE ECONOMIC SITUATION WILL NOT RESTRICT TRAVEL

A weakening economy will lead to cost-cutting, but companies have un-

derstood business travel's role as a lever of growth. In fact, a GBTA study reveals that in the short term, out of fear of the economic backdrop, only one out of four companies plan to restrict travel. And American Express expects worldwide meeting budgets to grow by an average of 3.1 percent, increasing to eleven percent for Europe.

However, **Juanma Fernández**, Global Mobility Manager at **Grupo Mediapro** and president of **Aegve**, admits that one of the biggest changes is that travel will be "more streamlined, avoiding unnecessary journeys and looking for a business ROI". In this sense, and given inflationary pressure, travel managers are gaining momentum.

STRATEGIC PROFESSIONALS

The consultancy company **Brain Trust** believes that after the pandemic, other "black swans" will continue to emerge,

like the conflict in Ukraine or the current inflationary scenario, which will lead to socio-economic and geopolitical imbalances. And once again, the work of travel managers will be crucial.

Juanma Fernández asserts that "travel managers have become more and more important because of the need to manage complicated times, because of the costs to be taken into account and above all, because of a willingness to provide solutions". In his opinion, it is a job position that should exist in all kinds of companies – regardless of size – because the health, safety and protection of those travelling must be a priority.

An analysis carried out by Aegve and Brain Trust identifies three main tasks travel managers must undertake in the current climate of uncertainty: ensure safety and security, productivity and employee comfort; guarantee the essentiality, effectiveness and profitability of travel for their companies' business; and protect the environment, by committing to the sustainability of the planet.

A GREEN COMMITMENT

In the next twelve months, **SAP Concur**

WTTC expects business travel to grow at an average annual rate of 5.5% up to 2032

says that eighty-eight percent of businesses plan to implement measures to lessen the environmental impact of their journeys, and they hope their organisations will help them achieve this. They aim to fit several short trips into one longer trip (thirty-two percent); prioritise alternatives to air travel, like car or rail transport (twenty-eight percent); prioritise shorter distance travel (twenty-seven percent); and book stayovers at more ecological hotels (twenty-five percent), among other things.

Aegve stresses that "instead of cutting down on trips because of the environmental impact they generate, it is more important to rationalise the corresponding expenditure by using sustainable means of transport, redefine the number of people who need to travel, hire

environmentally conscientious suppliers and enforce a sustainability policy when travelling and in overall programmes".

To optimise business costs and expenses and reduce carbon footprints, travel managers are striving to educate employees who travel and are not yet eco-conscious.

SAFETY AND SECURITY FRONT AND CENTRE

"Travel safety, quality services and time management are fundamental requirements for those travelling", says Fernández, pointing out that "risk management for all employees who travel is one of the most important issues being managed today".

A survey by **BCD Travel** reveals that people who do not feel safe and cared for on their business trips are likely to leave the company they are working for. In a period of staff shortage, this is a fact that should not be ignored by companies or travel managers. The president of Aegve knows this and stresses that "the focus must be on employee care and support. Our in-house customers must be centre stage".



In 2022, product presentations and commercial actions were the stars of corporate travel. Picture: Adobe Stock.

Originality, innovation and sustainability at Spanish venues

NEW ONE-OF-A-KIND SPACES OPEN THEIR DOORS TO THE MICE SEGMENT

By **Diana Ramón Vilarasau**

@dianaramonv

Spanish destinations have one-of-a-kind venues that stand out for their beauty and uniqueness. All the works and technology offer multiple and different possibilities to make corporate events held there exclusive. Gala dinners, institutional events, product and brand presentations, pop-up stores, showrooms or teambuilding gatherings take on a new dimension when held at one of these special venues.

THE MOST INNOVATIVE VENUE IN SPAIN

The **Mirador Torre Glòries** in Barcelona, 125 meters high, is a multidisciplinary venue that combines art, science and technology. Enjoy 360-degree views of Barcelona and discover the city thanks to big data collected in real-time, a feature

that has earned it an award as the most innovative venue in Spain. Located in the dome (30th floor) of one of the most emblematic buildings of the Catalan capital's skyline, it is better known as the Agbar Tower, an architectural masterpiece by Jean Nouvel that opened in 2005. But this 2022, just a few months ago and thanks to **Merlin Properties** and **Mediapro Exhibitions**, the observation deck opened its doors as a new space for corporate events. Dominated by a sculpture from Argentinean artist Tomás Saraceno, his only work of art in southern Europe, it has a maximum capacity for fifty people in banquet seating and eighty in cocktail layout. Due to the initial project, it does not have a kitchen for catering services. As well as the 30th floor, the rental of the space includes the foyer as a welcome area and cloakroom and the exhibition

area on floor -1 for welcome drinks before going up to the viewpoint.

AN ECOSYSTEM OF INNOVATION

TheCUBE Madrid is a unique 5,000 sqm ecosystem dedicated to entrepreneurship and innovation, designed to connect start-ups and entrepreneurs with large corporations to boost creativity. It has seven combinable areas for holding any type of technological event. The main hall seats up to 140 people, covering an area of 300 sqm, and it also has five meeting rooms with flipcharts, Wi-Fi, screens, sound systems, microphones and projectors, catering services and staff for events.

IN THE FIRST ECO-NEIGHBOURHOOD

La Pinada Lab, a new open space in Valencia, just ten minutes from the city centre, covers thirty hectares in Spain's first



TheCUBE Madrid, a 5,000 sqm unique ecosystem dedicated to entrepreneurship and innovation. Picture: Evento Plus.

eco-neighbourhood, connected to nature, among pine forests in an area of 250,000 sqm of Mediterranean forest. It is an active place, open to creativity and companies and organisations committed to sustainability. Its layout consists of meeting rooms, flexible work areas, and a central square for socialising and sharing knowledge in collaborative events. It will have signposted paths for on-the-go meetings and outdoor meeting rooms under the nearby trees.

ANOTHER FOOTBALL CLUB OPENS ITS DOORS

Like other football clubs, Sevilla FC joins the trend and opens its home to the MICE segment with a new space for corporate events. The new Sevilla FC Events brand

adds the Ramón Sánchez-Pizjuán stadium to the city of Seville's MICE offer. It is a one-of-a-kind venue "with a special atmosphere that brings together tradition and modernity, creating a unique setting in one of Spain and Europe's most legendary stadiums". The venue is very well located, five minutes from the AVE high-speed train station and close to the airport junction. It has different rooms and areas inside the stadium—anterooms, the Arza VIP room, Eindhoven, the press room and the Stadium tour Premium area—and in the outside area, the Ramón Sánchez-Pizjuán stands. It also has a Sports City for sporting and teambuilding events.

IN THE HEART OF THE CITY

The **Espacio Cromátika**, with a capacity

for two-hundred people, is a multifunctional place for corporate meetings and events, just five hundred meters from the Paseo de la Castellana avenue in Madrid. With huge windows and hanging swings, it is fully equipped for in-person, hybrid and digital events, with the added bonus of augmented reality. It covers around 210 sqm on two floors divided into three halls: El Recibidor, La Alameda and Sala Luminaria. It is an eco-sustainable space with natural plants, thermally insulated windows, reusable kitchenware, an energy-saving lighting system, outdoor timers, furniture, props and sustainable materials and a natural water fountain.

THE CONVENT ESTATE

Right in the heart of Madrid, with unbeat-



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able views of the Royal Palace and the Almudena Cathedral, is where **Casa de Burgos** stands, an exclusive space for corporate events. It is a stunning location in the heart of the Casa de Campo, with a capacity for up to six hundred and thirty people. It offers large and elegant rooms with a large central cloister and a medieval-style archway that gives meetings that special charm. It provides great versatility, given its spacious setting and a great variety of food prepared by El Antiguo Convento Catering.

THE OLD PRINTING HOUSE
Green Patio, one of Madrid's last historical printing houses, is located right in the capital's centre, in its financial district, next to the Bernabéu Stadium. Refurbished with high-quality materials, it stands out for its versatility in terms of its transformation. With exposed brick walls and sustainable hydraulic tiles, it covers almost 2,000 sqm with folding sunroofs and nine-meter high open-plan areas, modular rooms and audio-visual equipment. Its Plenary Room has a capacity for five hundred people, and its breakout rooms can accommodate up to one hun-

New venues for conference tourism in Madrid, Barcelona, Valencia and Seville

dred and fifty people in cocktail layout and one hundred in theatre-style seating.

THE NEW YORK LOFT
In the very centre of Madrid is the **Mas-termind Place**, a new venue near the Retiro inspired by a New York loft. Among its most noteworthy features are its exposed brick walls and piped ceilings and designer furniture with yellow taking pride of place. It has five fully equipped different-purpose rooms: the Podcast & Meetings room (with acoustic walls and ceilings for up to six people, furniture, audio-visual equipment, a light ring and Wi-Fi); the Super Webinar room, its flagship (69 sqm with a video wall system set up with professional lighting, video, sound and streaming equipment, furniture, microphones and Wi-Fi), used for webinars, master classes, events and online train-

ing; the Training room (like the previous one), used for workshops, training sessions, conferences and press meetings; a professional photo and video Studio (with a dressing room for make-up and hair styling, furniture, lighting, professional photographic equipment and Wi-Fi); and the Coworking Flex room for work sessions (with furniture, lighting, printer, personal lockers and Wi-Fi).

THE TRENDY PENTHOUSE
The Take group's new venue is in one of Barcelona's most fashionable neighbourhoods. **@22. Atik** is a 300 sqm loft with a capacity for up to one hundred and forty people. With natural light and three-meter-high ceilings, it has several rooms for corporate events. Its modular walls that allow the space to be adapted to the needs of each project make it a truly unique venue. It has a 40 sqm terrace with views and natural light all day long, two open-space adaptable kitchens, and other services like audio-visual material, catering services, modular decorations, photography and video recording services and a 600 Mbps fibre internet connection, among other things. ◀



FC Sevilla also opens its doors to the MICE segment, following the trend in other football clubs. Picture: FC Sevilla Events.

DERBY HOTELS COLLECTION

BARCELONA MADRID
LONDON & PARIS

Present in Barcelona, Madrid, London and Paris, Derby Hotels Collection is one of the most prestigious hotel companies in the country with more than 50 years in the sector. Its hotels are spaces where art, culture and luxury coexist. Thus, each of its establishments houses a unique collection of works of art.

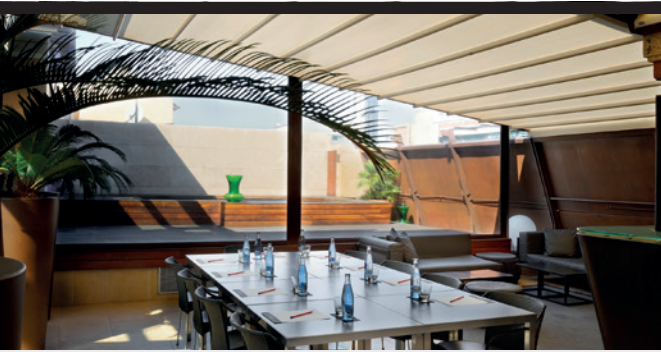
In the very centre of Barcelona and Madrid, our hotels have a wide range of meeting rooms and singular and unique spaces for all kinds of events.



CLARIS HOTEL & SPA 5* GL Monument, Barcelona

In Barcelona, located in the late 19th century Palacio Viedra, the **Clarís** stands out for its elegant 124 rooms that combine archaeological pieces and antiques with the most contemporary design, as well as for its pre-Columbian art museum. It has 10 meeting rooms to organise any type of event, in addition to its business centre. Not to be forgotten is its exquisite gastronomic offer, in La Terraza del Clarís or in its restaurant inspired by the Asian continent.

www.hotelclaris.com
claris@derbyhotels.com



HOTEL GRANADOS 83 4*S Monument, Barcelona

Granados 83 is located in Barcelona's Eixample district. Its oxidised iron structure, inspired by New York's Soho, contrasts with the stone and glass façade, and contains a collection of Hindu, Buddhist and Roman art. It has 77 rooms, four meeting spaces and a business centre, as well as the Terrace bar 9 with views of the city centre, Restaurant 3 with outdoor patio and the G Bar cocktail bar.

www.hotelgranados83.com
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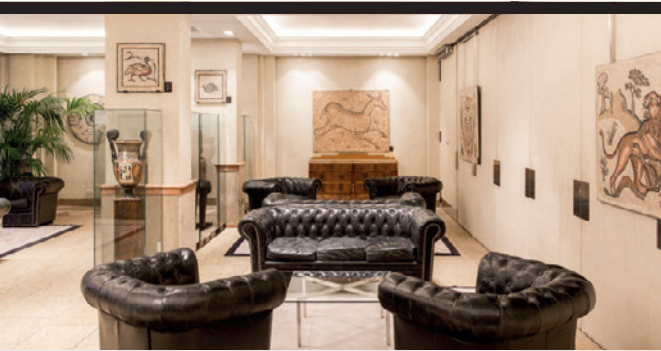
Hotel	Meeting Spaces	Square Meters	Maximum Capacity	Exterior Spaces
Hotel & Spa Claris ***** GL (Barcelona)	10	957	200	Yes
Hotel Granados 83 ***** S (Barcelona)	4	339	100	Yes
Hotel Urban ***** GL (Madrid)	13	1.782	300	Yes
Hotel Villa Real ***** (Madrid)	9	990	220	Yes



URBAN 5* GL HOTEL, Madrid

Located in the heart of Madrid's museum triangle, the **Urban** is an ethnic, magical and unique hotel. With avant-garde architecture and a marked Art Deco style, the hotel has an extensive collection of works of art from Papua New Guinea. In addition to its 90 rooms, it has 13 rooms and spaces for events, as well as a business centre. It offers the best gastronomy and service with CEBO, by Javier Sanz and Juan Sahuquillo, the new cocktail bar Glass by Sips and the cocktail bar La Terraza del Urban with views over the city.

www.hotelurban.com
urban@derbyhotels.com



VILLA REAL 5* HOTEL, Madrid

The **Villa Real** is an exquisite hotel located opposite the Congreso de los Diputados and just a few minutes walk from Puerta del Sol. An ideal location to explore the centre of on foot. In its 115 rooms and different spaces you will find a collection of ancient art. In addition to a business centre, the hotel has nine rooms for events. The East 47 restaurant and cocktail bar, among other facilities, complete its offer.

www.hotelvillareal.com
villareal@derbyhotels.com

MICE AT HOTELS: A GOOD OUTLOOK FOR 2023 BUT WITH CHALLENGES AHEAD

A lack of staff, competition with other types of accommodation and more awareness of sustainability are some of the challenges

By **Vivi Hinojosa**

@vivi_hinojosa

The stunning recovery of MICE (meetings, incentives, conferences and trade fairs) has been, in the words of the president of CEHAT (Spanish Confederation of Hotels and Tourist Accommodation), Jorge Marichal, "a great surprise because no one could have foreseen it would happen like this. Not only in the accommodation industry but also in the subsectors involved". The forecasts are optimistic, but there are uncertainties ahead.

As **Hylko Versteeg**, Head of Development for Southern Europe at **IHG Hotels & Resorts**, has pointed out that experts estimate the MICE market to continue the upward trend of the summer, at least in the first half of 2023, as bookings continue to rise. "Although purchases are being made at shorter notice".

He agrees thus with Maria Zarra-luqui, vice president of Global Development at **Meliá Hotels International**, who also sees "a positive trend in the MICE market, with the return of large groups, although we have not yet reached pre-pandemic levels". In her opinion, "this segment's upturn is a year or a year and a half behind that of holiday tourism, but it will return to pre-pandemic levels".

Versteeg noted that "large meetings are making a comeback" but identified "more potential for growth in incentives and small business meetings because we are all keen on meeting up again". **Jerome Lassara**, Accor's Vice President of Development for Southern Europe, pointed out that "large events need more time, as they

are usually organised six to eight months in advance".

HOW INTERNATIONAL HOTEL CHAINS SEE THE SITUATION: MARRIOTT AND HILTON

This is also how large hotel chains, like **Marriott International**, see the situation. The company's CEO, Anthony **Capuano**, has stated that "small and medium-sized companies, which represent around sixty percent of overnight stays, have made a complete recovery in the third quarter of the year. But larger companies, especially those in the technology sector, remain below 2019 demand levels.

Nevertheless, Capuano has also said that ongoing operations for 2023 portend 'higher corporate rates, with revenues currently at only eleven percent below pre-pandemic levels.

In **Hilton's** case, the RevPAR (revenue per available room) in the third quarter surpassed pre-covid numbers for the first time in three years, exceeding all expectations. This is thanks to the upturn in corporate travel and groups and prices in Europe that are forty-six percent higher than last year's, with 18.5 percent higher occupancy rates.

HOW NATIONAL HOTEL CHAINS VIEW THE SITUATION: MELIÁ AND PALLADIUM

The outlook is equally optimistic. Proof of this is that Meliá is confident that at the end of the year's last quarter, "corporate travel will take off definitely. Once again

demonstrating its strength and consolidating itself as an indispensable component for business development", points out **Francisca Mérida**, Senior Director of **Corporate Sales Strategy**.

She also adds that, at this crucial time of recovery, "Meliá's goal is to enhance the experience of this customer profile with programmes that adapt to their travel pace and needs. "Furthermore, we want to highlight that 'every trip counts'. Each trip matters to them in their relationship with customers and in meeting their goals, and each trip counts towards earning **MeliáRewards** that customers can later use for their holidays."

Sergio Zertuche, Director of Marketing and Sales for **Palladium Hotel Group**, has also acknowledged the nascent recovery of the MICE sector. In their case, this market already exceeds 2019 figures by more than 50 percent, especially in Madrid and Ibiza, where they are contributing to offset seasonality.

For **Borja Martínez Junquera**, regional director for MICE in Europe, this is due to 2020 and 2021's pent-up demand. "In the later part of the year, the situation has been more contained, although the positive trend continues, "favouring the company's urban hotels. The market, although with fairly similar figures, is led by Spain, the UK and Germany, followed by France, Switzerland and Italy.

OPPORTUNITIES AND CHALLENGES

But this segment has changed forever, stresses Zarra-luqui, pointing out some of



Hotels "increasing more conscious" will have to invest more in their ESG (environmental, social and governance) criteria to meet the expectations of an increasingly more conscious market.

the trends that are here to stay: "hybrid events, greater digitalisation in the urban segment and a wider focus on ESG (environmental, social and governance) criteria. Investments will need to be made to continue attracting this type of market, among other factors". These trends imply a change of habits that hoteliers must take advantage of by enhancing their attributes to satisfy them.

Internal meetings have become more relevant because teleworking has demonstrated the need for face-to-face

meetings to create team bonds and improve productivity. Not surprisingly, according to **American Express Meetings & Events** forecasts, eighty-seven percent of these meetings will have an in-person component in 2023. Meetings will also be a great opportunity for hotels because next year, forty-five percent of them will be held in other cities, including accommodation for attendees.

STAFF SHORTAGES

A lack of staff in US hotels is already jeopardising rate hikes to compensate for inflation and rising costs by failing to meet customer expectations, a trend that may also spread to Europe. The guest experience must be enhanced to maintain prices. The shortage of workers in the US is already affecting customer satisfaction, and they are resorting to greater use of technology, temporary employment, moving staff from one hotel to another and offering instant pay.

NEW COMPETITION

During the pandemic, many companies with ongoing projects that could not be stopped, and due to the need for better social distancing, opted for serviced flats especially furnished for long stays for their work teams.

This trend continues today, with occupancy rates at these corporate accommodations reaching ninety percent, thus

highlighting this booming sector, state representatives from **Aparttool**, a company specialising in this segment. Companies are increasingly prioritising high-quality services and the well-being of employees, choosing accommodation that offers greater autonomy and comfort. Proof of this is that over thirty percent of European business tourists prefer to stay in this type of accommodation if they are staying for longer than one month.

SUSTAINABILITY

Rebeca Ávila, **Accor's** vice-president of CSR (Corporate Social Responsibility) for Southern Europe, explained that increased awareness of ESG criteria is being seen in hotel chains. "Shifting from a compensation model to a contribution model. In short, it is about reducing pollution". Awareness-raising at all levels is essential, and to this end, at the French group, "we provide sustainability training for every single one of our employees".

This is also required by travel managers who are not only satisfied with the principles being set out in writing in corporate contracts. They also demand metrics that confirm hoteliers are focusing their efforts on four main issues: water conservation, energy efficiency and the reduction of waste and emissions. They are looking for partners to help them generate positive impacts on the environment and the communities they visit. ■

ILUNION HOTELS SHOWS ITS CULTURE OF SUSTAINABILITY ALSO AT EVENTS

Ilunion Hotels' sustainable events are organised following environmental, social and good governance criteria, in line with the sustainability strategy the hotel chain implements in everything it does, including its customer services.

These criteria are the basis for the planning and organisation of all the events held at the company's hotels. With this activity, they are also contributing to meeting their goal of "building a better world with All Inclusive". They thus offer added value to their customers and help them leave a legacy in the destination by minimising negative impacts and increasing positive ones.

The following are our ten sustainable event commitments:

- 1.- We promote diversity, equality and inclusion in everything we do, creating quality employment opportunities whenever possible and taking care of the well-being of our teams. This is a top priority, and our *raison d'être*, as part of Ilunion and Grupo Social ONCE.
- 2.- We guarantee the accessibility of all our services and experiences to encourage the participation of all attendees in equal conditions.

- 3.- We optimise energy consumption, reduce carbon footprints and offset unavoidable CO2 emissions.
- 4.- We manage responsible water use at all our events.
- 5.- We protect the natural surroundings of our hotels.
- 6.- We use ecological, sustainable and biodegradable materials. We have eliminated single-use plastics in all our hotels.
- 7.- We know how important it is to make optimal use of food products and minimise food waste.
- 8.- We offer responsible, healthy and varied catering, following inclusion criteria and promoting the purchase of local and sustainable products and services to enhance the development of the areas where events are held.
- 9.- We support events by communicating the values of sustainability and raising the awareness of employees, customers and attendees.
- 10.- We measure the events' results and impact to assess and improve performance in future events.

FYCMA and the Sevilla Convention Bureau have both received awards

Andalusia, a highly reputed sector chosen for major events

By **Ángeles Vargas**

@angelesvargaspe



The Tourism Innovation Summit, TIS 2022, attracted 6,167 attendees from thirty-eight different countries.

Andalusia remains the third national destination for the MICE segment, behind only Catalonia and Madrid. It can cater for more than 350,000 people at its meeting and congress facilities across its eight provinces. According to data provided this November by the **Andalusian Regional Government**, congress and event tourism attracts more than 600,000 travellers to the region, and this translates into a direct tourist expenditure of around 285 million euros.

During IBTM World 2022, the Regional Minister of Tourism, Culture and Sport, Arturo Bernal, said that "the meetings segment is a key player in helping to offset the seasonality of the Andalusian tourism industry, as it generates a large number of stays outside the high season, thus benefiting Andalusian companies and generating stable jobs".

Arturo Bernal: "After the pandemic, the sector has managed to get back on its feet thanks to the use of innovation in the delivery of services, the implementation of safety and sustainability measures, and by offering high-quality services and complementary products, particularly attractive for this segment".

In 2022, the Costa del Sol hosted major tourism sector meetings, such as the annual convention of the Travel Advisors Guild or the International Summit Travel Management (ISTM). And they were

especially busy in autumn when **Turismo Costa del Sol** and the **Malaga Convention Bureau** participated in IMEX Las Vegas. Expectations are very high, as according to forecasts based on tourism intelligence from Turismo Costa del Sol Malaga, for November and December 2022 and January 2023, popular months for corporate tourism, 2.1 million seats have been booked, almost 26 percent more than the previous year.

FYCMA (the Trade Fairs and Congress Centre of Málaga) has received the 2022 Ingenio Technological Dissemination and Communication prize awarded by the **Official Association of Telecommunications Technical Engineers of Andalusia** and the **Andalusian Association of Technical Telecommunications Engineers and Graduates**.

And the **Seville Convention Bureau** has also won an important prize, the Best International Convention Bureau and Destination Award, at the prestigious Best Event Awards Italy gala held in Rome. This is an important international award given in recognition of the work carried out by the organisation run by Manuel Macías, which has hosted important meetings, such as the Swiss Federation of Travel Agencies (SRV) conference, the 5th MICE Forum Annual Meeting and the 3rd edition of the Tourism Innovation Summit, held at **FIBES**.

For its part, Córdoba has focused on attracting scientific events, and in September, it presented a new Plan to attract conference tourism. Cádiz stands out in the field of sustainable tourism, having hosted the 2nd International Meeting on Knowledge and the Blue Economy, InnovAzul 2022, and Granada is getting ready for important events in 2023 like the Association Meetings Workshop (AMW), a benchmark event in the field of association, to be held in February. ■



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Asturias has the best conditions for holding all kinds of professional events. In addition to great tourism resources and an exceptional workforce, it also offers many well-furnished facilities to host congresses, incentives and other events, with the possibility of choosing venues of great singularity, both for their location and design.

The Principality of Asturias has a wide and complete range of hotels and one-of-a-kind spaces to suit the needs and requirements of incentive and event planners. From a magnificent 16th Century palace to two modern conference centres designed by internationally renowned architects and two exhibition grounds.

Museums such as the Mining Museum, the Railway Museum, the Jurassic Museum, the Asturias Village, the Bustiello Mining Village, the Fernando Alonso Museum, the Casino of Asturias or the San Cucao Castle, among others, are very versatile venues that can be transformed into different settings to turn events into exclusive and incomparable experiences.

IN THE CITY

This region has a large and well-connected urban area made up of its three largest cities: Oviedo/Uviéu, Gijón/Xixón and Avilés. They combine diverse and modern facilities and services less than twenty minutes from each other, making it possible to provide accommodation for large-scale congresses, regardless of the venue chosen.

The Niemeyer Centre in Avilés, designed by the Brazilian architect Oscar Niemeyer, is one-of-a-kind in Spain and a world reference, astonishing for its impressive architecture and location.

The Laboral Ciudad de la Cultura in Gijón is a majestic 20th-century building where culture, art, education and creation come together. It has several different



Castillo de San Cucao. © Ayuntamiento de Llorena.



Museo de la Minería y de la Industria. © Mampiris.



Acuario de Gijón. © Marcos Morilla.

spaces for congresses, most notably a spectacular theatre in an old church boasting the largest elliptical dome in Europe.

The City of Oviedo's Exhibition and Conference Centre, designed by Santiago Calatrava, Prince of Asturias Award for the Arts, has an original elliptical structure. While the Neoclassical Príncipe Felipe Conference Centre, a building dating from 1846, stands on the old water tower without damaging its original construction, with the arches and vaults of the old reservoir.

SURROUNDED BY NATURE

Asturias offers a vast selection of

charming hotels in the heart of nature, in the mountains, and on the coast. Some of these are the Indiano manor houses, an old farmhouse and a rectory. Remote seignury palaces and castles dating back centuries, located in privileged enclaves, bathed by the sea, nestled in forests or surrounded by mountains, combine tradition and modernity to perfection. They were built centuries ago but are fitted with the latest furnishings and services. ■

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Asturias to compete in the MICE market under one single brand

The goal is for this autonomous community to be identified as a leading business tourism destination

Asturias has set up a MICE Tourism Board, a professional body that will promote the region as a destination for events, trade fairs and all kinds of corporate meetings.



The city of Oviedo's Conference and Exhibition Centre.

This new organisation was created in September 2022 and is part of a Plan to position the Principality of Asturias as a top MICE tourism destination. Its members are the regional government, town and city councils, the Avilés, Gijón and Oviedo convention bureaux, their respective clubs and companies, and the Asturian delegation of the **Spanish Federation of Professional Congress Organisers**.

"This new body aims to strengthen the MICE segment by making it a sustainable driver of economic activity, wealth and stable employment in Asturias", explains **Graciela Blanco, Deputy Regional Minister for Tourism**.

According to the **Asturias Tourism Information System (SITA)**, in 2019, before the COVID-19 pandemic, 449,922 tourists visited the region to attend conferences and trade fairs. The Plan intends for the region to be identified as an event destination that is people-oriented, safe, sustainable, professional, and competi-

tive in terms of value for money. They are convinced this will increase visitor numbers.

To achieve this, the Plan establishes six lines of action: branding or the generation of a brand image to move towards the creation of a single image that identifies Asturias as a bleisure (leisure and business) destination; communication channel updating; initiatives with professionals from the sector; marketing and promotional activities; publicity campaigns, and the creation of a regional professional product club to help attract major events.

One of the main focal points of this strategy is the combined potential of Oviedo, Gijón and Avilés for tourism development. At twenty minutes from each other and very well connected, these three cities can cater for almost 50,000 people in meeting rooms.

The Plan will promote unique venues for hosting corporate meetings in urban and rural areas. In its cities, places that stand out are the City of Oviedo's Confer-

ence and Exhibition Centre or the Príncipe Felipe Auditorium in the capital; Laboral Ciudad de la Cultura, the Luis Adaro Exhibition Centre, and the Conference Centre in Gijón and the Niemeyer Centre in Avilés.

There are more than twenty venues in rural settings. Its urban areas are less than one hour away from high mountain areas where one can enjoy numerous complementary experiences surrounded by the Asturian nature and involving its culture and food.

JOINING THE SCB

On the other hand, the Principality of Asturias has joined the **Spain Convention Bureau (SCB)** as an associated organisation and observer. SCB is a network of Spanish destinations that works on attracting international events and congresses,

With its accession to this organisation in June 2022, it has become the second autonomous region to join the Convention Bureau, following the Balearic Islands. ◀

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The region is committed to recovering its international status as a MICE destination

Catalonia has recovered 81 percent of its MICE tourism when comparing figures to those of 2019

By **Diana Ramón Vilarasau**

@dianaramonv

After two years of no or very little activity, MICE tourism is picking up in Catalonia, with numbers at 81 percent of those of 2019. The situation is very similar to that of holiday tourism which has registered significant growth in the last three months of 2022. Up until July, the segment had generated 850 million euros. The Catalan MICE sector has been working to respond to the new demands of a constantly evolving market, which seeks innovation and more experiential and personalised meetings.

Catalonia is now committed to recovering its international status as a MICE destination and consolidating its reputation as a world leader in this tourism segment, a segment in which it has a

wide range of offerings. It has more than 1,000 venues for conferences, top-quality hotels, experience in other tourism industry segments, and let's not forget its capital, Barcelona. A city that has been represented in the **International Congress and Convention Association (ICCA)** Top 5 city ranking by number of conferences organised for more than twenty consecutive years, and the only one in the Top 10 that is not a state capital.

The director of the **Catalan Tourism Agency**, Narcís Ferrer i Ferrer, points out that it is a strategic and highly relevant segment for Catalonia. It helps to break seasonality, generates a substantial amount of expenditure, and, given the type of tourism, contributes to improving

the quality of the services offered and the professional sector, as well as interacting with the local business world, promoting new business opportunities.

People travelling to Catalonia for business or work come mainly from other parts of Spain, France, the UK, Germany and Italy. They tend to stay in hotels, usually high-end ones, and among the most popular complementary services they ask for are outdoor, culinary, cultural and sporting activities.

BARCELONA IS SHOWING A CLEAR REBOUND

Barcelona's figures for this year are on par with those of 2019 in terms of the number of events and attendees. By the end of



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The recent IBTM World 2022 was a telling sign of the revival of the MICE segment, one of the hardest hit during the pandemic. Picture: IBTM World/Edward Hill.

2022, the Catalan capital will have hosted 400 major international events attended by 1,000 people, including fairs and congresses. Practically the same figures as before the pandemic.

The recently held **IBTM World Expo**, the world's most important for the MICE sector, showcased this upturn. According to **David Thompson**, IBTM's Event Director, "the exhibition was a fantastic success, exceeding all expectations, with more one-to-one business meetings per attendee than in 2019".

IBTM World has been held in Barcelona since 2004. The latest renewal contract was signed by **Reed Exhibitions**, the organising company, **Fira de Barcelona** and the **Barcelona Convention Bureau** in November 2019 and expires in 2022. Four months later, the coronavirus pandemic forced the cancellation of the 2020 edition. IBTM World 2021 was held

with limited attendance.

The 2022 event surpassed pre-pandemic figures, bringing together 2,000 exhibitor companies from a hundred different countries, with more than 10,000 professionals who held around 100,000 one-to-one business meetings. The week before the event, the contract was renewed, and IBTM will continue to be held in Barcelona at least until 2025.

The continuity of the Mobile World Congress (MWC) is also confirmed until 2030, reports **GSMA**, the organising agency. Its CEO, **John Hoffman**, has already predicted the success of the 2023 event that will be held from February 27th to March 2nd in Fira de Barcelona's Gran Via. Participation is expected to surpass 60,000 attendees, and between 2,000 and 2,500 companies are also expected to attend. The event will generate an economic impact of between 240 and 470

Meetings tourism was one of the sectors hardest hit by the pandemic, but after two very tough years, it is picking up again: Barcelona is already back to pre-pandemic figures

million euros for the region.

Among other achievements this year, **Christoph Tessmar**, director of the **Barcelona Convention Bureau**, was elected as the new representative of ICCA in Europe at the association's latest assembly held in Krakow. Until now, he had been the representative for mainland Spain.

BARCELONA IS MUCH MORE

Business events in the heart of nature



Ebike activity among vineyards, El Penedès.



Masia Parcerisas, El Bages.

Barcelona's districts are in the centre of Catalonia, surrounded by the Mediterranean Sea and the Pyrenees mountains. They encompass the city of Barcelona and 310 municipalities, where you can visit a wide range of different settings and beautiful landscapes. You can enjoy the sea, the mountains, natural parks and vineyards where some of the best Catalan wines are made.

TIME OUT IN THE HEART OF NATURE
Masia Parcerisas is a rural house located in

the region of Bages. It offers multipurpose spaces ideal for meetings, work sessions or stayovers with company staff. A break to get away from the day-to-day, bring work teams closer or focus fully on a project. It is in the heart of nature, in a calm and peaceful environment, far from built-up areas and distractions that interfere with work.

A UNIQUE AND CHAMELEON SPACE
La Finka 4.1 is a venue located in Alella, in the region of El Maresme. It is ideal for holding all kinds of events and offers different settings with which it strives to create sy-

nergies between the event you wish to host and the perfect location to house it. It also boasts a culinary offering based on the latest trends and local produce.

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Amid the Montenegre i el Corredor Park, in Vallès Oriental is Santa Fe (Can Pujades). This spectacular location is home to lush and varied natural surroundings and hides traces of the most ancient cultures in the history of Barcelona. It specialises in the organisation of corporate events, private celebrations, and Team Building.

EVENTS OF ALL SIZES
Among the wide variety of spaces available for MICE experiences in the county of Osona is Colonia Rusiñol, one of the most representative sites of Catalan industrial heritage.

Colonia's venues are ideal for hosting company events, such as conventions, product presentations, training sessions, and team building. To this end, it has rooms for up to 500 people and solutions for events with more than 1,000 guests.

INCENTIVE ACTIVITIES AMONG VINEYARDS
The Penedès Wine Route welcomes companies all year round to enjoy incentive activities surrounded by vineyards, fantastic food paired with its wines and cavas, and the pleasure and peacefulness of sleeping amidst a breathtaking landscape.

The experience can be enjoyed by combining a range of different activities, from hot air balloon rides to admire the colourful array of the vineyards, to visits to the winery and wine tastings, segway and electric bike rides, or the possibility of stomping on grapes as a team. And it's only 40 minutes from Barcelona! ▀

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Travellers coming to Catalonia for business or work come mainly from the rest of Spain, France, the UK, Germany and Italy and tend to stay in high-end hotels

A SUCCESSFUL 2023

Tessmar says, "2023 will be a good year, with lots of events, but maybe not so big. We expect 2024 to be very good with many large congresses, plus the America's Cup".

Turismo de Barcelona, represented by the **Barcelona Convention Bureau (BCB)**, has already confirmed more than thirty-three congresses with more than 1,000 attendees for 2023.

The Catalan capital has other events confirmed through to 2027. Of the 127 congresses BCB usually hosts, six-



MWC 2021, at Fira de Barcelona.

ty-three applications have already been submitted, most of them from the medical, scientific, technology, telecommunications, academic and industrial sectors.

Apart from the economic impact, Tessmar stresses that "the MICE segment contributes to the image projected of Bar-

celona, to the training provided in the city and to the development of many projects, and this goes far beyond the fact that X number of attendees come to the city, have meetings, purchase services and then leave. It is the legacy their meetings leave for the whole city".

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Number of rooms

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- Maternal-Fetal medicine congress - 330 delegates.
- International radikal championship darts - 3.000 participants.
- International master of mus - 800 participants.
- V national scientific conference FETESS - 150 delegates.
- Easypark international convention 2022 - 800 delegates.
- International Kellydely convention 2022 - 200 delegates.

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More than 140 companies and institutions from the business tourism sector are members of the **Costa Brava Girona**

Convention Bureau, which has a long tradition of professional service, customer proximity, flexibility, excellent service, and attractive prices.

Far from the overcrowding of large cities, Costa Brava and the Girona Pyrenees offer an incredible variety of landscapes quite near to each other that are a true source of inspiration for incentives and meetings.

More than two hundred kilometres of coastline alternate small quiet beaches, coastal pathways and whimsical shapes carved into the rock by the sea. In keeping with the diversity of its surroundings and the genuine character of its people, each corner has its own personality: vineyards with the sea in the background, volcanic landscapes, marshes, centuries-old forests, medieval villages, and high mountains.



El Baix Empordà, © Dani Salvà. PTCBG.

A mild Mediterranean climate complements this lush scenery, making it the ideal place to mix work and leisure. It offers unique and authentic experiences ranging from dining in the crater of a volcano in La Garrotxa to parachute jumping in Empurià Brava or discovering the secrets of the brilliant Salvador Dalí. The region's food also reflects the contrasting and diverse nature of the area in a fusion of tradition and modernity.

Costa Brava Girona Convention Bureau

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Diputació de Girona 2022-2022 Girona Patronat de Turisme Costa Brava Girona CATALUNYA

EXTREMADURA: AUTHENTIC AND EXCLUSIVE



Hábitat Cigüeña Negra.

Stay in a Mongolian yurt while contemplating the immensity of the Jerte Valley. Sleep in a room inspired by the traditional huts of the shepherds or in an old olive oil mill with the comforts of a luxury hotel. Stargazing in an astrotourism complex located in a pasture. Savor the haute cuisine of Extremadura with the quality products that give fame to this land and the creativity of its chefs. Extremadura offers exclusivity without losing the authenticity that characterizes it. Organizing a professional meeting or an incentive trip in Extremadura with a touch of distinction is now easier than ever. The Extremadura Convention Bureau Product Club brings together the region's MICE tourism offer, including exclusive accommodation in cities and



The Milky Way seen from Entre Encinas y Estrellas.

rural environments and restaurants recognized by the most prestigious guides.

In total, more than 200 companies and public entities have come together to structure the offer, create a joint brand and promote the destination in the national and international market. Extremadura has laid the foundations of an initiative that aims to reorganize and promote tourism related to meetings, incentives, congresses and events, providing the client with a quality service.

The offer of luxury accommodation has recently increased considerably in Extremadura. From north to south establishments that offer unique experiences have been inaugurated, especially in rural areas. In 2021 El Jardín de las Delicias opened in the Jerte Valley and was declared by the Junta de Extremadura as the first unique accommodation in the region. Its yurts are already part of the mountain landscape of this region. Since its opening, it has accumulated recognitions, such as the European Award for Sustainable Tourism "GrINN Awards 2022" in the category 'Best Luxury Eco-Accommodation'. Also in the Jerte Valley, the El Regajo glamping (second unique accommodation in Extremadura) has been inspired by the traditional huts of the shepherds to provide its guests with premium service and spectacular views of the valley and the night sky.

Stargazing precisely is an option chosen by many establishments of higher category in Extremadura, due to the good natural conditions for contemplating the night sky. In this activity, Entre Encinas y Estrellas stands out, in Fregenal de la Sierra (Badajoz), a rural complex with se-



El Regajo.

ven houses perfectly equipped to enjoy the sky. Opened in 2021, the rural hotel Hábitat Cigüeña Negra, in Sierra de Gata (Cáceres), is considered a unique project in Extremadura, since it has its own extensive livestock, an organic olive grove, an oil mill and a hamman, all surrounded by 220 hectares of pasture. Without leaving Sierra de Gata, a few months ago the boutique hotel Aqua et Oleum, built in an old olive oil mill, began its journey. The openings of Desconecta2 and La Dehesa de Don Pedro in Monesterio, both 5-star rural hotels, also designed for MICE tourism, have expanded the offer in the south of Extremadura, a territory in which the Hotel Monasterio Rocamador stands out for years, located in an old Franciscan convent of the sixteenth century.

There is no event or incentive trip that is designed without gastronomy. And here Extremadura has a lot to say thanks to one of the most generous pantries in Spain and to professionals increasingly known inside and outside the country. The list of "gastronomic temples", that is, establishments that have been included in the reference guides or that are unique restaurants, grows year after year. Atrio, from Cáceres, has achieved its third Michelin Star and Versatile, from Zarza de Granadilla (Cáceres), has one. The Repsol Guide 2022, for its part, has awarded three 'Suns' to Atrio and one 'Sun' to eight other restaurants: Javier Martín, Eustaquio Blanco, Torre de Sande and Homarus, in Cáceres, and Dromo, Marchivirito, Galaxia and Lugaris, in Badajoz. ◆



La Dehesa de Don Pedro.



Extremadura

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At the 29th edition of the World Travel Awards, up against destinations like Paris, Dubai, Las Vegas, and Singapore

Madrid consolidates its position as the world's best destination for meetings tourism

It is Europe's most sought-after city for events in 2023

By **Vivi Hinojosa**

@vivi_hinojosa

Madrid continues consolidating its leadership as the world's best destination for meet-ings tourism. The capital received this award at the 29th edition of the World Travel Awards, known as the 'Oscars of Tourism', recognising it for the fourth consecutive year as the leading destination for professional meetings and events worldwide.



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Madrid thus adds a new achievement in this field after last October receiving the award for best meetings tourism destination in Europe for the fifth time running at this same edition of the awards. It was also the most voted "Best European MICE destination" by professionals from the international tourism sector at the third edition of the **World MICE Awards**, its sister event that recognises excellence in meetings tourism.

According to **Almudena Maíllo**, councillor responsible for tourism, the city's positioning as a top destination in this segment "lies in its great ability to adapt to the demands of the sector's representatives and managers, understanding their needs and providing the best-specialised offer available, with extremely high-quality, professional and innovative services.

Maíllo noted that this success is also thanks to the work carried out by **Madrid Convention Bureau (MCB)**, a City Council body with more than two hundred members representing the Madrid meetings and events sector. They are actively working on promoting the city, following the Council's **Strategic Plan for Madrid 2020-2023**. The city itself and the tourism sector are using this strategic plan to improve connectivity, infrastructures and accommodation, creating more hotel rooms and with major international hotel

chains opening properties in the capital. Added to this is its unique complementary offering, which provides business travellers with one-of-a-kind cultural and food experiences that cannot be had anywhere else in the world. This is a differentiating feature that increases its competitiveness.

PIONEERING IN SUSTAINABILITY AND LEGACY

The Tourism Department, represented by MCB, is strongly committed to this highly relevant tourism segment in the capital because of its great economic impact on the entire value chain and its important role in off-setting seasonality as it encourages the flow of travellers all year round. Madrid has been a pioneer in incorporating key aspects like sustainability and leg-

An offering adapted to the needs of organisers, quality, professionalism and innovation, with the incorporation of aspects such as sustainability and legacy, are key to its leadership

acy into its strategy for enhancing meetings tourism.

An example is the creation of the new **PLUS (Platform for Legacy with us)** digital platform. This tool helps event planners who have chosen the city for their events to efficiently and sustainably manage them, minimising their impact, helping to meet the UN's 2030 Sustainability Development Goals (SDGs), and leaving a positive and lasting mark on the destination.

As published by **American Express Meetings & Events** in their latest annual **Global Meetings & Events Forecast** report, it is because of things like these that Madrid has become a fashionable destination for professional meetings. Five hundred and eighty industry professionals from twenty-three countries were consulted, and the capital tops the chart as the most sought-after city in Europe for holding events in 2023.

MORE AWARDS

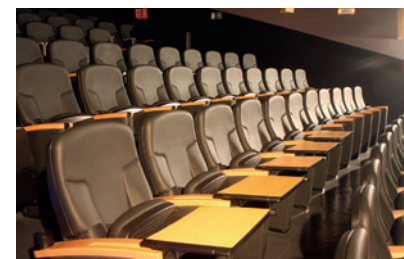
But Madrid was not the only award winner at the third edition of the World MICE Awards. **Ifema** won the award for "Best Convention Centre in Europe" for the third time running, in tribute to the institution's excellence and its facilities for European business tourism.

In the words of the chairman of its Executive Committee, **José Vicente de los Mozos**, "this accolade validates Ifema Madrid's business strategy and consolidates its status as a top organiser and host of large congresses and events, thanks to its high standard facilities and infrastructure and services that have enabled it to compete with confidence in the international MICE market".

Supported by new lines of business developed over the last few years, MICE activity continues to be Ifema's core business after more than forty years. This activity will bolster thanks to an agreement signed between the Community of Madrid and the City Council to promote the **Madrid Turismo by Ifema** project that intends to strengthen the brand internationally and improve the success of campaigns abroad by carrying out different tourism promotion and marketing activities. With **Yolanda Perdomo** at the helm, this initiative has a budget of 38.4 million euros for the 2022-2024 period. ■



Ifema earned the title of "Best Convention Centre in Europe" at the World MICE Awards for the third time running.



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MADRID IS NAMED THE WORLD'S TOP MICE DESTINATION

Once again, the city of Madrid was chosen as the World's Leading Meetings & Conference Destination at the World Travel Awards. This latest award cements Madrid's position as a clear leader in the MICE segment, and provides global recognition of the capital's competitiveness and excellence.



For the fourth year in a row, Madrid was named the world's top meetings and conferences destination in the grand final of the prestigious World Travel Awards. Oman was selected to host the ceremony which went ahead on 11 November at Al Bustan Palace, a Ritz-Carlton Hotel in the city of Muscat. The decision was based on votes submitted by industry professionals, media rep-

resentatives and consumers from around the world who rated Madrid as the top contender in the World's Leading Meetings & Conference Destination category. Announced at smaller galas at an earlier date, the city's competitors were the winners of the same award in their respective regional categories of Europe, the Middle East, Asia and Oceania, Africa and the Indian Ocean, Latin America, and North America.

This latest recognition for the capital is the crowning achievement in a long list of awards during recent years which have raised Madrid's profile to the highest level. In 2022 alone, the city has been named Europe's Leading Meetings & Conference Destination for the fifth time in a row at the World Travel Awards, and Europe's Best MICE Destination for the third year in a row at the World MICE Awards. In addition, the international fair FITUR 2022 saw Madrid chosen as the World's Best MICE Destination at the first edition of the Travellers Awards given out by the web-based media outlet Periodista Digital.

THE RESULT OF HARD WORK

All of this recognition attests to the high level of quality and competitiveness of Madrid's MICE sector—unarguably the result of the investment and push for professionalism made by Madrid City Council and other public institutions, as well as the private sector—and demonstrates that Madrid is a main global player in terms of its MICE sector offerings. Of particular note is the work of Madrid Convention Bureau. The organisation is responsible for positioning the Spanish capital as a top MICE destination in the international arena, and acts as the sole liaison between the companies and organisations linked to Madrid's MICE industry and any company or organisation that wishes to hold a meeting in the city. It's the best example of partnership between the city council and the private sector, a pairing whose fantastic teamwork has earned global acclaim.

Today, Madrid is also a city that leads the way with top-tier infrastructure and services for the organisation of professional events, compliant with all current safety protocols, in addition to boasting a range of cultural and leisure offerings among the best in the world. All of this potential, as well as a commitment to elements of key importance in the new era of tourism, such as sustainability and legacy, make the Spanish capital a leading MICE destination. ◀

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Region of Murcia: sustainable approaches to reactivate the MICE sector

By **Taiana González**

@taianahosteltur

According to figures published by the National Statistics Institute (INE), some ten million trips linked to business travel have been recorded during the first half of 2022 in Spain, 12.5 percent below pre-pandemic levels. All four MICE areas in the Region of Murcia have shown similar levels of reactivation, coming close to 2019 numbers.

Murcia, Cartagena, Águilas and Lorca have hosted more than two-hundred business events, congresses, trade fairs and conferences. The first two alone have welcomed more than forty thousand attendees, generating a significant economic impact. These tourists have an average spending of one hundred and twenty euros, reports the Spain Convention Bureau.

The Murcia Convention Bureau confirms a "70 percent recovery of the events held in the years prior to the pandemic", although they believe this percentage will grow. In the case of Cartagena, there have been MICE events every month of 2022, resuming activities postponed because of COVID.

In the Region of Murcia, Association congresses have been those to have registered the best performance. In the case of conventions and incentive trips, "the pace of recovery has been more moderate".

There are confirmations for 2023, and quotes have also been sought, but expectations are that "the number of events will be more moderate and recovery will be gradual". They are confident in the region that the arrival of the AVE high-speed train route to Madrid will further boost MICE tourism. "We already have around twenty-odd congresses and business meetings confirmed for 2023", state representatives from the Murcia Convention Bureau.

In Cartagena, events have been held by the meetings tourism sector every month throughout 2022 because activities postponed by COVID have now been resumed. As well as highlighting their great satisfaction after seeing how this year has gone, the Congress Bureau at Cartagena Puerto de Culturas points out that "confirmations for 2023 are also very promising". Congresses are planned from January throughout the year, and several events like the 19th National Congress of Oenologists in April and the 19th National



The Águilas Auditorium and Conference Centre stands in front of the Las Delicias Beach and has a capacity for up to seven hundred and five people.

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Congress of Football Supporters Clubs “Aficiones Unidas” (United Supporters) in May have already been confirmed.

Two of the events confirmed in Lorca are the International Congress on Bartolomé Pérez Casas, which will be held in January, and the Youth Days of Fraternities and Brotherhoods, a meeting in October which usually brings together around one thousand young people from all over Spain.

SOLUTIONS TO REACTIVATE THE SEGMENT

Different strategies have been adopted to promote the region as a host destination.

The city of Murcia is fostering more efficient management by cutting down

As well as other emblematic sites like the Fortaleza del Sol (Fortress of the Sun), Lorca now has a new Auditorium and Conference Centre

on the time required for using municipally-owned venues and providing personalised assistance and guidance for applicants.

In Cartagena, implementing anti-COVID measures, simplifying formalities to make the work of event planners easier, and achieving sustainability and

quality standard certificates are other ways of adding value.

In the case of Lorca, the situation will improve once the existence of the Auditorium and the Conference Centre starts to be more widely promoted.

Moreover, the seals awarded by the ICTE for Safe Tourism and the new security protocols for accommodation, event venues and PCOs are some of the measures that have been adopted to guarantee security at events throughout the Region.

CHANGES IN THE MARKET

In the aftermath of the pandemic, lead times for organising events have dropped significantly. Many are adopting hybrid solutions, and organisers are turning to sustainable destinations. In turn, there is also a growing desire to leave a legacy in the cities.

To respond to these new demands, the main novelty in Murcia is the “Events Accelerator” concept. This management model streamlines procedures and has enabled more efficient interaction with the local administration, and makes unique spaces belonging to the city hall available to event organisers. They have also designed a system that estimates the energy use of an event and then offers alternatives to minimise and offset its impact. At the same time, Cartagena provides guidance and proposes measures to benefit the city and its inhabitants. Sustainability, accessibility, and social responsibility are matters that are also gaining prominence in the MICE world, and the region is promoting initiatives designed to help meet the UN’s SDGs. ◀



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Facilities with advanced technology, qualified suppliers, singular venues, quality cuisine, and plenty of possibilities for making events unique, make the province of A Coruña the objective of PCO companies

Connected by two international airports, four railway lines, and several approach roads, the province of A Coruña has an enormous capacity for organising congresses, conventions and incentive trips, and everything that is needed to make an event a success. This was highlighted by the suppliers that participated in a recent workshop organised by PCO Galicia, with the collaboration of A Coruña Provincial Council, which featured the latest news regarding venues and services.

The workshop's participants presented their excellent facilities, equipped with the latest technology, and some of the unique venues for hosting events. They shared many ideas for giving meetings added value and highlighted that the province encompasses everything that is required to be a top-rate MICE destination.

Among the delegates, Julio Fernández, from **Turismo de A Coruña**, highlighted the city's layout, which



makes it easy to move around, and the high standard of its suppliers, in addition to the support given to organising entities, "in order to boost the number of meetings held in the city." In this regard, every year the Consortium establishes a series of conditions to subsidise some costs and facilitate professional gatherings.

For its part, the **Santiago de Compostela Convention Bureau**, represented by Ana Munín, featured its range of free services, such as locating venues and suppliers, or planning social activities for events. In this regard, it is worth remembering a series of programmes to become familiar with the region, according to the organisers' interests, discovering cuisine, trades, craftwork, art, culture, and landscapes, without overlooking the Way of St. James.

In relation to facilities for holding congresses, **Expocoruña** stands out with an average of more than 50 events per year, with its manager, Andrés Fernández, highlighting "its multipurpose nature and capacity for adapting to each event"; the **Palacio de Congresos y Exposiciones de Galicia**, run by Belén Montero in Compostela, is a landmark venue in the organisation of events, "being able to host any kind of event," or **Palexco**, represented by Kasia Mroczek, right in the centre of A Coruña, which stands out due to "its accessibility,



installations, and excellent service."

As an example of the high standard of professionals, the event featuring the presence of several suppliers such as **Océano Azul Comunicación**, run by Marta Guimaraens, with a wide range of services and more than 30 years' experience, also designing and producing their own events; **Nova Congresos**, with Teresa Fandiño, featuring extensive experience in general planning and services, and for whom A Coruña provides "great diversity that enables numerous activities," an idea also shared by **Orzán Congres**, represented by Estela Galván, or **Trevisani**, run by Ana G, Trevisani, an agency offering comprehensive event organisation, communication, and public relations with more than 25 years'

experience, which loves challenges and unique events.

The workshop also featured the participation of **Museo Mega**, whose events manager, Óscar López, highlighted its "3,000 square meters of exhibition space, in which all kinds of corporate events can be held simultaneously, and whose originality is surprising," enabling visitors to "become familiar not only with the beer-making culture but also an important part of the city's history."

The event was held in **Finca Montesqueiro**, which is run by Lucía Cidón, a modern construction surrounded by nature, which stands out because of the versatility of its halls and its cuisine, thanks to Chef Nandu Jubany, with one Michelin star. ■

The Basque Country anticipates 2023 with good expectations and more sustainable events

The MICE segment is a top priority for the sector in the Basque Country as it contributes to reducing seasonality and positioning the destination at international level. Every year it makes a great effort to attract more travellers and to make events more sustainable.



One of the sessions held during the World Ocean Energy Conference organised at the Kur-saal Conference Centre in October. Picture Mikel Blasco.

Conference tourism started to make a comeback progressively in 2021, and the trend continued in 2022. A good example is San Sebastián, seeing the re-

turn of face-to-face meetings. The Kur-saal Conference Centre registered a 2.7 million euro turnover in 2021, 69 percent more than the previous year but still 37 percent below 2019. It hosted 265 events

– 130 meetings and 135 cultural shows – with a total of 178,083 attendees. The Miramar Conference Centre – run by the Kursaal Centre – hosted 155 events that same year.

In 2022 it once again hosted major events like the “Conference on Ocean Energy & Ocean Energy Europe (ICOE-OEE), the world’s leading event on ocean energy that brought together 700 professionals and researchers in October. In just the last four months of the year, the Miramar and Kursaal Conference Centres hosted eleven congresses, five of them international, thirty-four conferences and three trade fairs, with a total of 22,366 attendees, close to pre-pandemic levels.

San Sebastian Gastronomika-Euskadi Basque Country, the world’s doyen of culinary congresses, returned to the Kursaal this October for three days, with more than seventy chefs, thirty-two of them “starred” chefs, and catering professionals. Forty presentations were given, and thirty different activities were carried out in parallel. This edition closed with a large public attendance.

This autumn’s congresses included



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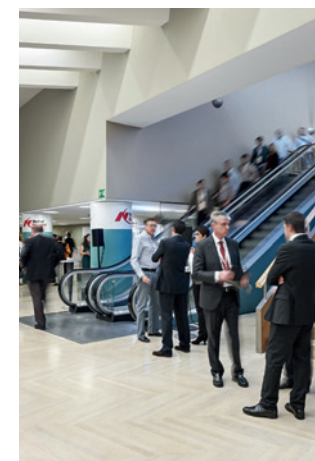


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the 8th Top 100 Medical Laser Congress and ECSA 59, held in September; FP Empresa (company vocational training) and the 5th Employment Congress in October. Others were the 4th Congress of the Public Procurement Observatory and the 2nd Multi-professional Conference on Care in the Basque Country, which also took place at the Kursaal in November. The Miramar Palace hosted the Congress of the University of Duisburg and the 9th International Congress on Digital Health 2022 in October.

VITORIA ALSO MOVES FORWARD

Vitoria is also close to figures recorded before the health crisis, with 350 events planned by the end of 2022 in the city's two conference centres – 414 in 2018 and 408 in 2019-. Looking ahead to 2023, the City Council has increased its commitment to this activity: the **Tourism and Congress Service** will have a budget of

1.5 million euros, 7 percent more than in 2022.

A FOCUS ON SUSTAINABILITY

In Bilbao, industry players are trying to boost the city's competitive advantage in the MICE segment, which hosted up to 1,300 meetings before the pandemic. As part of this goal, sustainability has become a top priority. The Biscayan capital has ranked 33rd in the "Global Destination Sustainability Index (GDS)", a chart assessing MICE destinations' sustainable development, climbing nine places from the 42nd position it held in 2021, the year it was first included in the list. Its implementation of the UN's 2030 Agenda for Sustainable Development has been fundamental to this achievement.

The Bilbao Exhibition Centre has also started to certify its events with the "Erronka Garbia" seal of approval. Awarded by **Ihobe, the Basque Govern-**

Major events have returned this autumn to the Kursaal Conference Centre and the Miramar Palace in San Sebastian

ment's Public Environmental Management Company-, it acknowledges events that integrate environmental measures in their design and organisation, minimising negative environmental impacts. The first to receive this recognition has been the Expovacaciones tourism fair.

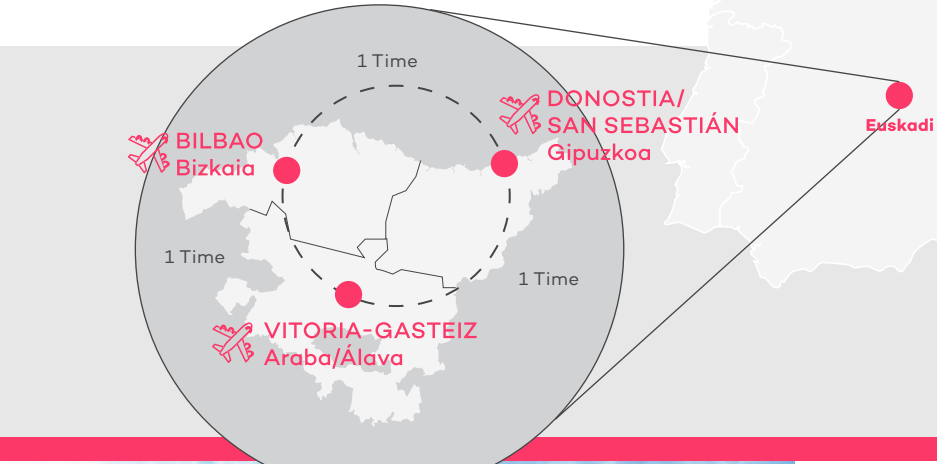
This venue also has a solar photovoltaic system with which it expects to become 10 to 20 percent self-sufficient thanks to the extension it is currently undergoing. ■



The San Sebastian Gastronomika-Euskadi Basque Country culinary congress. Picture, Mikel Blasco.

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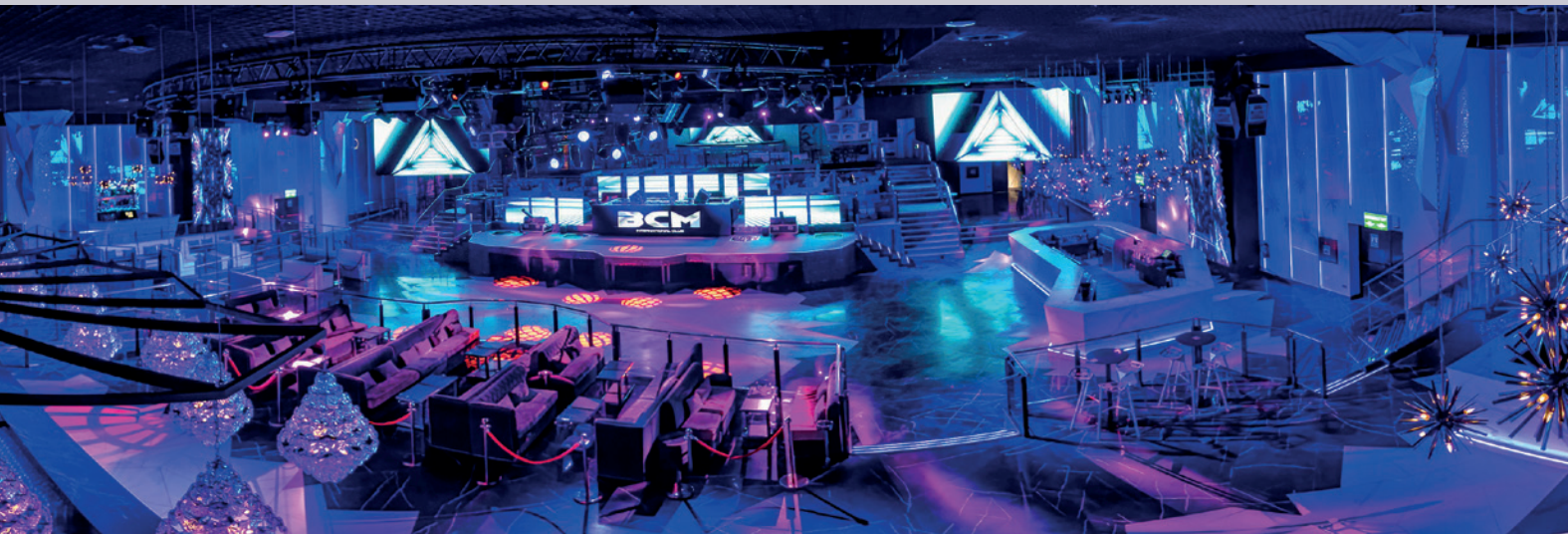
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BCM & TITOS CALVIÀ BEACH COMPLEX, A UNIQUE AND UNFORGETTABLE MICE EXPERIENCE

The Cursach Group has created this year 2022, in Magaluf (Calvià, Mallorca), a spectacular macro club with 3 floors, each with its unique environment, as a clear commitment to quality and a change in the tourism model in the area.

These new objectives include, of course, all the MICE activity that can be found on the island, providing a unique product.

With two different brands, **BCM** and **Titos** offer multiple options in the same complex when it comes to hosting MICE events throughout the year.

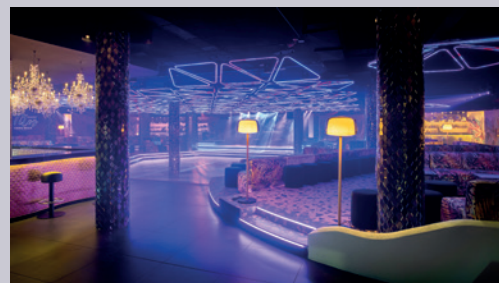
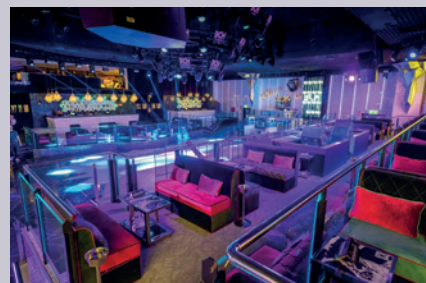
BCM is the most international nightclub in Mallorca and, in this new stage, it is the premium club frequented by those looking for the most exclusive spaces for their events to enjoy a VIP night.

The room has up to 6 multifunctional VIP areas ranging from the 'VIP Platinum DJ' with private boxes next to the DJ booth to the 'VIP Privée' ready to accommodate groups of up to 80 people.

For its part, **TITOS CALVIÀ BEACH**, in the same complex, can modulate the entire room to host all kinds of events and meetings at any time of the day.

In both cases, the possibility of hosting experiences with catering included is guaranteed.

Undoubtedly, BCM and TITOS have initiated a change in the tourism model in Magaluf in a clear commitment to differentiation in quality and exclusivity. ■



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