



I&MI Media e-Newsletter EUROPE, MIDDLE EAST, AFRICA
Edition April 2011

Editor's Note

Dear Reader,

Social media marketing is here to stay, which means that those of us waiting for tweeting and blogging and poking and nudging and other annoying forms of electronic communication to go the way of Betamax and floppy disks (ask your parents) are just going to have to suck it up and admit we've been beaten.

The truth is, social media are the preferred way that most people under age 30 get their information, and it's to their credit that the hotel and meetings industries have "seen the handwriting on the wall" (ask your grandparents) and are embracing Facebook, Twitter etc. Recently, Sofitel published this list of social media tips, which I advise all of you to internalize so you know who and what you're dealing with when it comes to hotel marketing – lest you become like the Dodo or Woolly Mammoth (ask your local museum curator):

Appoint a social media coordinator. This person will be the eyes and ears to what is happening on the property level and will coordinate with sales, marketing, meetings & events to share the updates so their social media team can get the message out.

Target your demographics. For Sofitel, targeting discerning travelers and gourmet diners remains a top priority.

Sprinkle in local events. Show off your concierge skills by becoming the local inside source for events, parties and festivals.

Engage with your audience, don't just sell. The quickest way to lose a consumer is to 'bang them over the head' with product information. Sofitel Washington DC asked their Facebook fans what DC tips they would like to receive – consumers responded that they wanted to hear more about museums, family travel, luxury dining & romantic tips for couples.

Be authentic! Customers don't want to read updates that sound like a robot has written them.

It's not too late! Just look at the Coelacanth (ask Wikipedia)...

Richard Kern
Editor Electronic Newsletters
richard@i-mi.com

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download and print

IACC Roundtables Uncover Key Meeting Preferences



The International Association of Conference Centers (IACC) recently conducted a series of roundtables designed to gather direct feedback from customers and potential customers of IACC conference centers. A total of 135 customer participants were provided a deck of 57 cards, each of which had one component of an "ideal meeting," in eight general areas: Business Services; F&B; Financial; Guest Room; Meeting Room; Meeting Amenities;

Technology; and Other. Groups evaluated and ranked all 57 components in terms of their importance to the ideal meeting. In this year's roundtables (as well as last year's), the highest ranking item was the ability to customize a menu to accommodate any special dietary requirements. In order, the remainder of the top 10 were:

- Technology – at least one LCD projector
- Meeting Rooms – acoustically rated walls that guarantee no sound distractions
- Guest Rooms – wireless high-speed Internet access in guest rooms
- Financial – set-up fees included in the package
- Financial – meeting room rental expenses
- Technology – flipcharts with easels, pads and markers
- Meeting Rooms – unobstructed view in meeting rooms (no pillars)
- Financial – an easy-to-read, one-page invoice
- Technology – skilled on-site AV/IT technicians to handle every need

Web: For more information go to www.iacconline.org

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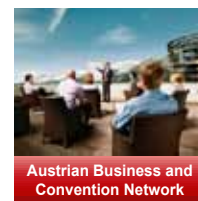
Create your own personal directory of beautiful, highly detailed pdf pages of hotels, destinations, congress centers and dmc's worldwide.

Assemble your research into a single pdf document



[Click Here](#)

New in the Do-It-Yourself Workbook
on www.i-mi.com



Austrian Business and Convention Network

Austria Top listed destination for meetings, events and conventions: easy accessibility, economic and political stability and high security. The ideal setting, state-of-the-art infrastructure topped with highest service standards. [See more details!](#)

Austria Trend Hotel Bosei 4*

Located in Vienna's green suburbs and still close to the city center, Hotel Bosei is an ideal base for visitors from around the world. Our location in Vienna's 10th District, close to the Wienerberg recreation area, has nothing but benefits for our guests: on the one hand, we are close to businesses in the "Twin Tower" and the "Europlaza", while on the other, you are still able to stay in a verdant setting.

Available for your meetings, conferences, presentations or private festivities are 9 banquet rooms with garden access, comfortably accommodating as many as 250 people.

Modern seminar technology and natural lighting in all of the rooms are just two of the reasons you can look forward to an event that goes flawlessly. We also offer free WiFi Internet connectivity throughout the seminar and restaurant areas.

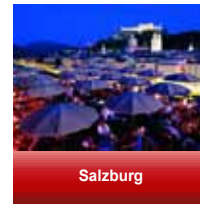
Information & Inquiries

Tel.: +43 1 66106-1091

Fax: +43 1 66106-1122

Email: bankett.bosei@austria-trend.at

www.austria-trend.at/Hotel-Bosei



Salzburg

Salzburg, Austria Cultural hot spot and the Salzburger Land mountains and lakes nearby: a perfect setting: 2 trade fair centers, 9 congress centers, numerous event locations from baroque to modern, 84,531 beds in 1,500 hotels 3-, 4- and 5 Star category. [See more details!](#)



Noordwijk, The Netherlands A charming seaside resort - exclusive and friendly - offering a unique mix of high quality conference facilities such as inspiring venues for meetings, excellent hotels, a huge variety of restaurants and a wide range of activities. [See more details!](#)



Noordwijk

Groningen, The Netherlands A lively university city with a long and turbulent history becoming evident from the historic warehouses, courts and buildings but also with numerous examples of innovative architecture and a UNESCO World Heritage area within its boundaries. [See details here!](#)



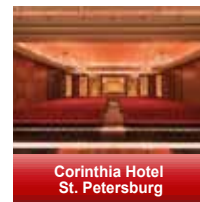
Groningen

London, England More than 1,000 unique events venues ranging from traditional and historic spaces to cosmopolitan and futuristic locations for from 2 to 30,000 persons. A culture rich in diversity, heritage and culinary delights - London a once-in-a-lifetime experience. [See details here!](#)



London

Saint Petersburg, Russia An award winning renovation, two majestic 19th century buildings in the heart of St. Petersburg, opulent interior overflowing with art, beauty and modern luxury. Rooms +Suites 388 Theater 576 Cocktail 700, Banquet 350 [See details here!](#)



Corinthia Hotel St. Petersburg

MPI Reports Business Bouncing Back



There has been a significant increase in the number of delegates attending meetings and events in the first quarter of 2011, according to the latest MPI Business Barometer research. MPI surveyed 1,000 events professionals from across Europe and the U.S. – 57% planners and 43% suppliers – as part of its bi-monthly study of the industry in February.

Events professionals were optimistic about economic recovery, with 80% of European respondents and 84% of their U.S. colleagues predicting better business conditions in 2011. In addition, interest in sustainability is increasing, while demand for virtual elements to events is on the rise. Other findings: economic improvement was up 7%, higher travel costs were up 3% and more use of social media was up 2%, while lead times were down 4%, use of technology was down 2% and budgets were down 2%.

www.mpiweb.org



Sofitel Luxury Hotels recently announced the opening of Sofitel Essauira Mogador Golf & Spa, located in the seaside resort of Mogador. The 147-room hotel features a golf course by Gary Player, a dedicated health and fitness building (home to the So SPA and the So FIT) and culinary offerings that combine the best of French and Moroccan cuisine.

The property also offers four meeting/event spaces totaling 12,916 sqft/1,200 sqm, the largest of which can accommodate 260 people. The SO event center, located in a discreet position away from the hotel, is perfect for private events with its lounges, restaurant and patio.

Phone +212 5 2447 9400 — www.sofitel.com

ENGLAND: Radisson Edwardian Expands to Guildford

The Radisson Edwardian brand currently has 13 hotels in some of the most sought after tourist destinations in London and Manchester.

The 185-room Radisson Edwardian Guildford, a collaboration between Marcol, the Nicolas James Group and the Radisson Edwardian Hotel Group, will soon open on the site of the historic White Horse Hotel. The property features two restaurants, a dining terrace and two bars. The main restaurant will highlight British cuisine with a seasonal menu sourced from local suppliers. The Radisson Edwardian Guildford will also include a spa which will house a swimming pool, state of the art gym, five treatment rooms, relaxation area, sauna, steam room and mud spa. Conference and meetings rooms will cater to events for 10 to 400 guests. All meetings rooms will have the latest presentation technology supported by in-house expertise.

Phone +44 20 7845 8680 — www.radissonedwardian.com/guildford



Meet Berlin at IMEX

The Berlin Convention Office of visitBerlin presents the German capital at IMEX, the world's biggest exhibition for meetings and incentives. It is staged in Frankfurt am Main, Germany on 24, 25 and 26 of May 2011. The objective is to showcase Berlin as a leading meeting destination. The emphasis is on the program called Meeting Place Berlin, an international workshop for meeting professionals, being staged already for the sixth time offering the opportunity to experience the diversity of Berlin as a perfect destination. Meeting Place Berlin is under the patronage of Berlin's Governing Mayor, Klaus Wowereit. Furthermore, the offering of Meeting Place Berlin has been extended to include for the first time "Berlin Active", a theme evening. In 2011 the participants will have an exclusive opportunity to visit the capital's future main airport Berlin-Brandenburg shortly before it opens to the public at large. Visit us at booth A100 at IMEX or have a look at our website:



www.meeting-place-berlin.de/en

visitBerlin Berlin Convention Office
Am Karlsbad 11
10785 Berlin

t +49 30 26 39 183

f +49 30 26 47 48 965

convention@visitBerlin.de

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SPAIN: Waldorf Astoria to Debut in Summer 2011



Hilton Worldwide recently announced it will convert Hacienda La Boticaria, an Andalusian style retreat close to Seville, into a luxury Waldorf Astoria Hotels & Resorts property, marking the arrival of the brand in Spain. The Waldorf Astoria Sevilla at La Boticaria, which will officially open in Summer 2011, is 20 minutes from both Seville city center and San Pablo airport. Originally opened in 2004, the 133-room property sits in 40 acres of private land and offers a truly authentic Andalusian experience. The hacienda contains six different private courtyard gardens, and has one of Europe's largest hotel spa facilities with a variety of treatment and relaxation rooms, plus several indoor and outdoor pools. The hotel's Grand Sevilla Ballroom is capable of hosting up to 2,200 guests. Its unique on-site equestrian center is home to 16 thoroughbred Spanish horses and an antique carriage museum, and guests can explore the resort on foot, by horse carriage, bicycle, luxury car or helicopter.

Phone +34 955 69 88 20 — www.hilton.com/en/hi/promotions/hi_laboticaria/index.jhtml



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DOLCE
HOTELS AND RESORTS™

Sheraton Hotels & Resorts has opened a new hotel in Milan, Italy, further expanding the brand's international portfolio. The new Sheraton Milan Malpensa Airport Hotel & Conference Centre offers amazing views of the Italian Alps, convenient access to the T1 terminal at Malpensa Airport and is only 30 minutes from Milan's city center. The property features 433 rooms, 19 Suites, 58 Club Rooms and 21,000 sqft/1,951 sqm of meeting and event space, including a multi-functional room suitable for up to 1,000 people, as well as 22 meeting rooms. Guests can relax and indulge in an array of beauty and wellness treatments in the Shine SPA, a 10,000 sqft/929 sqm spa and fitness center complete with indoor swimming pool.

Phone +39 02 233 51 —

www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3138



Stockholm

Stockholm, Sweden the largest city in Scandinavia - positioned at the heart of the area offers world-class transport infrastructure and a unique range of galleries and museums. Famous for food, design and music; the Nobel Prizes are awarded every year in Stockholm.

[See details here!](#)



Connect Travel Services
DMC

Punta Cana, Dominican Republic Attention to

details is the difference. The CMP certified DMC handles successfully over 250 complex programs a year from 20 to 3,000 participants. This team exclusively devotes it's experience, famous know-how, creativity and professionalism to you.

[See details here!](#)



Casa de Campo

Republic 2009 World's Leading Golf Resort. Enjoy the private beach, Spa, activities, programs for all ages, outstanding dining, recreation and amenities.

New Elite hotel rooms and suites and a new main area. Rooms + Suites: 245, Theater 500, Cocktail 500 Banquet 320

[See details here!](#)



Hard Rock Hotel &
Casino Punta Cana

Republic The countries largest casino, a superb location overlooking a golden beach; flexible meeting space that answers all needs; the hotel is a MICE destination like no other.

Rooms +Suites 1,790
Theater 3,960
Classroom 2,800
Banquet 2,800

[See details here!](#)

SAUDI ARABIA: Fairmont Announces 2012 Opening in Riyadh



Fairmont Hotels & Resorts will manage a new 287-room luxury hotel and 39,500 sqft/ 4,000 sqm convention center in Riyadh, Saudi Arabia, slated to open late 2012. Located just north of the city, Fairmont Riyadh, Business Gate will be part of a new mixed-use development project comprising the hotel, a convention center and commercial real estate space that will house multinational corporations as well as regional companies. Hotel guests will enjoy a selection of dining venues as well as spa and fitness facilities. The convention center includes two main ballrooms and a number of smaller conference and board rooms, some with private break-out spaces.

www.fairmont.com/en_fa/articles/recentnews/fairmontriyadh.htm

SLOVAKIA: DoubleTree Bratislava Scheduled for Q2 Debut



The newly-built DoubleTree by Hilton Bratislava is nearing completion and is anticipated to open in Q2, 2011. It will be the second Hilton Worldwide property in Slovakia. The 120-room hotel is conveniently located in the commercial district of Bratislava, adjacent to the capital city's new, multi-functional 9,000 capacity event center. The property will offer a full-service restaurant, bistro bar, spa facility with swimming pool and sauna and a dedicated Precor fitness center. The lobby area will feature a grand staircase leading to extensive conference facilities, including a 5,382 sqft/500 sqm ballroom and eight additional meeting rooms.

Phone +421 2 3234 0111 —

http://doubletree1.hilton.com/en_US/dt/hotel/BTSDIDI-DoubleTree-by-Hilton-Hotel-Bratislava/index.do

QATAR: Doha Welcomes First Wyndham Grand in Middle East

Wyndham Hotel Group recently announced it will open the first Wyndham Grand property in the Middle East. The 246-room Wyndham Grand Regency Doha, which will officially open this Spring, is currently operating as the Grand Regency Doha. Located 9 miles/15 km from Doha International Airport, the hotel provides convenient access to the Exhibition Centre and Corniche waterfront promenade. Features include a business center, wireless Internet throughout and meeting facilities including five, 538 sqft/50 sqm rooms that each can accommodate up to 42 people in a theater-style setting. Three of the rooms can be combined to accommodate up to 120. The 6,458 sqft/600 sqm Al Qasr Ballroom can host up to 900 at a cocktail party or 650 theater-style.



For more information, visit www.thewyndhamgrandcollection.com.

In The Air

Joint Venture Creates Transatlantic Shuttle Service

British Airways, American Airlines and Iberia have announced they will deliver more benefits to customers as schedules are coordinated across the North Atlantic and more destinations are launched in summer 2011. Beginning March 27, American Airlines and British Airways have effectively created a transatlantic shuttle service between the top US-UK routes by aligning the timing on their schedules. The biggest change is on the Heathrow/New York route. Previously, 5 of the 11 daily flights to New York left Heathrow at almost exactly the same time, leaving gaps of up to three hours between services. Now flights will depart Heathrow every hour on the hour between 1pm and 8pm. There will also only be an hour and a half between morning departures at the most. The joint business will also now give customers the chance to fly direct between New York (JFK) and Budapest starting from April 5, and between Chicago and Helsinki from May 1, both seven times a week on American Airlines. For additional schedules and info, go to <http://press.ba.com/?p=1688>