

**Editor's Note**

Dear Reader

An annual review of the inventory at Best Western hotel properties in Great Britain speaks volumes about just how far people will go to make a trip memorable. Seems there's little that guests won't try to abscond with unless, as in some finer properties in rural U.S. locations, it's permanently affixed to the wall, table or desktop.

Among the items ferreted away from the 281 Best Western hotels in Merry Old England were a suit of armor, a two-piece leather chair and loveseat, a 3.6-meter/12-foot long model of the supersonic jet Concorde, a Christmas tree and a cigarette machine. Even plants in the hotel gardens weren't safe, with cuttings being taken, whole plants dug up and even bark chippings from flower beds going home with the guests, says the report. One guest even managed to clear out an entire hotel room, taking absolutely everything inside except the bed.

"It appears the more unusual and personality-packed the items, the more they appeal to those light fingered guests," says Tim Wade, Best Western's head of marketing. He notes that before the smoking ban was enforced in Great Britain, the number one item that went missing from hotels was ashtrays – and the more the ashtrays were customized with branding or engraving, the more likely it was that they would be taken as a trophy item.

Which leads me to this obvious conclusion: People like mementos of their journeys. So the next time you're planning an incentive or meeting, don't forget to put together a gift bag with a monogrammed robe, a set of glasses from the hotel's pub, or a selection of products from the spa.

Not only will your participants be grateful, they'll be less likely to be arrested trying to stuff a stolen suit of armor into their suitcase...

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**SURVEY: Business Travel Set to Take Off in 2012**



Corporate travel will likely fuel the travel, hospitality and leisure industry in 2012, as many Millennials and Generation X professionals expect to take to the road more often, according to a new Deloitte survey. Specifically, 85% of business travelers surveyed expect to take more or the same number of trips next year – specifically, 27% of those age 18-44 expect to take more trips in 2012, while only 16% of business travelers age 45 and older plan to take more trips next year. "Corporate travel plays a key role in driving growth for the travel industry as a whole," says Adam Weissenberg, Vice Chairman of Deloitte LLP and Global Travel, Hospitality and Leisure Sector Leader. "The results of our survey offer an encouraging sign for hotels, airlines and other service-providers." The survey was commissioned by Deloitte and conducted online by an independent research company between September 26 and September 27, 2011.

[www.deloitte.com](http://www.deloitte.com)

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**Budapest, Hungary** The Reborn from the ashes of Hungaria Spa and Continental Hotel fulfilling 21st century expectations and offering traditional hospitality, artifacts from the second half of the past century and modern design elements in the city center.  
272 rooms/suites  
Theater 160, Banquet 80  
[See more details!](#)



**Continental Hotel Zara**

**Berlin, Germany** The Art Deco lobby, comprehensive renovation and reconstruction in accordance with the existing preservation order created an extraordinary property perfectly adapted to today's conference, event and housing requirements.  
233 rooms/suites  
Theater 600, Banquet 410  
[See details here!](#)



**Leonardo Royal Hotel Berlin Alexanderplatz**

**Ferry Porsche CONGRESS CENTER, Zell am See, Austria**

There are many reasons why the Ferry Porsche Congress Center (built in 2007) is regarded as the address of first choice. Its extraordinary architecture highlights in the most striking way the magnificent surrounding scenery of the lake and mountains.

The Ferry Porsche Congress Center (FPCC) offers the ideal ambience even for events with the highest demands. Its central location ensures that hotels, restaurants, bars as well as diverse ski lifts can easily be reached on foot. The variety of possibilities for your side events surrounding this exceptional Congress Center is no less than outstanding.

**Attractive all year around!**

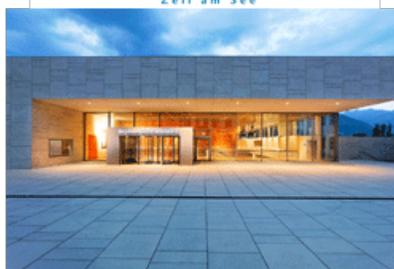
All services combined under the same roof:

- Event Organisation
- Associated Hotels
- Cuisine & Specialities
- Organisation of side events

Even more than lake and mountains!

**Contact**

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## EIBTM: Report Finds Growing Optimism in MICE Industry



The full results of the annual EIBTM *Global Industry Trends and Market Share Report* were released late last month at EIBTM in Barcelona. The report identifies key trends for the meetings and incentives market and how the industry is responding to the global economic situation. "Within the meetings and events industry, there is a greater degree of optimism than in the economy as a whole," notes Rob Davidson, EIBTM Industry Analyst and Senior Lecturer in Events Management at The University of Greenwich in London. "Most analysts predict that corporate meetings demand will continue to grow worldwide, approaching peak 2008 levels by year-end 2012 and that rates for meetings venues will rise faster in 2012 than in 2011." One key source has suggested the price differential between second- and third-tier cities compared with top-tier destinations is expected to widen, which could mean more opportunities for second- and third-tier cities in Europe and elsewhere. The outlook for the association market is generally agreed to be buoyant too, as new specialist professions proliferate and new associations continue to be created.

[www.eibtm.com](http://www.eibtm.com)

## EVENT: IRF Invitational Scheduled for May 30-June 3 in San Antonio



The 19th Annual Incentive Invitational – the Incentive Research Foundation's (IRF) primary fundraising event to support research into motivation and incentives – will take place at the JW Marriott San Antonio Hill Country Resort & Spa in 2012. Utilizing all the elements that make incentive travel an effective motivation tool, the Incentive Invitational brings together end-users and their partner suppliers for a four-day weekend of business networking, educational sessions addressing the current economics and industry trends, and destination lifestyle experiences. Participants at roundtable sessions learn the results

of the latest IRF research and discuss how it relates to their own experiences and practices.

<http://invitational.theirf.org>

## Experience Variety at the Austria Trend Hotels & Resorts

Austria Trend Hotels & Resorts of the Verkehrsbüro Group – Austria's biggest tourism company – is the country's biggest domestic hotel group in the MICE sector with 33 hotels (approx. 10,000 beds) in Austria and neighboring CEE regions. In Vienna, the four-star hotels score highest marks as top event and conference locations.

Since 2011 the Verkehrsbüro Group got a new member: Palais Events – comprising of 3 Palais in the historic part of Vienna. These 3 significant art historical buildings (Palais Ferstel, the Palais Daun-Kinsky and the Börsensäle Vienna) are perfect for exceptional events.

Whether you plan a smaller-scale meeting, a conference or an incentive weekend – we have the right venue for you for up to 4,000 people.



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## TRENDS: Survey Shows Increase in Number of Meetings for 2012



Meetings demand globally in 2012 appears to be on the rise, according to a recent survey and in-depth interviews of meeting experts, including planners, buyers and hotel suppliers based around the world conducted by American Express Meetings & Events. Of the meeting planners surveyed, 42% of North American, 50% of Latin American, 51% of European and 57% of Asian respondents see signs of increased activity from their clients. Additionally, 60% of meeting suppliers also expect the number of meetings planned to increase. Higher travel and meeting costs are anticipated, driving the need for companies to focus on striking the right balance of cost effectiveness and experience impact when selecting venues, according to the American Express Meetings & Events 2012 *Meetings Forecast*. The study also addresses numerous other meetings-related trends.

<http://about.americanexpress.com/news/pr/2011/meetings2012.aspx>



Crowne Plaza Zurich

Zurich, Switzerland  
Remodeled rooms brimming with elegance and class, air conditioned conference rooms with natural daylight equipped with the latest technical facilities, culinary delights of our restaurants – Crowne Plaza Zurich fulfills all expectations.

365 rooms/suites  
Theater 480, Banquet 420  
[See more details!](#)



Swissotel Dresden Am Schloss

Dresden, Germany  
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Dresden Am Schloss.  
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Theater 245, Banquet 150  
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InterContinental Berlin

Berlin, Germany: politics meets culture, inspiration meets lifestyle and classicism meets the modern age. 37 conference rooms: an ideal venue for international conventions, exclusive board meetings and private celebrations.

356 rooms/suites  
Theater 1,500,  
Cocktail 2,500,  
Banquet 1,200  
[See details here!](#)



Park Inn by Radisson Berlin Alexanderplatz

Berlin, Germany Right on legendary Alexanderplatz, 1,012 rooms on 37 floors offer a distinguished, exclusive ambiance and unique business conference services. High above Berlin's rooftops, a panoramic terrace awaits your event with a fabulous view.

1,012 rooms/suites  
Theater 320, Banquet 280  
[See details here!](#)



Steigenberger Hotel Herrenhof

Vienna, Austria Vienna's 1st District, the magnificent historical façade boards a modern city residence and a top address for business and private travelers alike. Vienna's prime locations are right outside the hotel door within walking distance.

196 rooms/suites  
Theater 220, Banquet 72  
[See details here!](#)



Al Badia Golf Club

Dubai, United Arab Emirates  
An oasis theme designed by golf architect Robert Trent Jones: 18 hole, par 72 championship course capturing the character and beauty of Arabia and the Arabian Gulf and the award winning club house facilities available for your events.

Cocktail 500,  
Banquet 400  
[See details here!](#)

## AUSTRIA: Ritz-Carlton Hotel Coming To Vienna

The Ritz-Carlton Hotel Company has announced plans to continue its global expansion with the brand's first hotel in the capital city of Vienna. The 202-room Ritz-Carlton Vienna is located in two 19th century palaces on Schuberting, the historic and famous site of numerous monumental buildings built during 1860 to 1890. Home of the Vienna State Opera and the Museum of Fine Arts, Vienna is well known for its essential role as a leading European Classical Music Centre. The hotel is scheduled to open in the second quarter of 2012.

<http://news.marriott.com/europe>

### Make the Marriott Hamburg your Meeting and Event Hotel in Germany.

**Come and get to know Hamburg ... you will be amazed!** Make your event a complete success - the Hamburg Marriott Hotel provides all services you desire. Elegant design and elaborate details define our 270 rooms and 8 suites, all equipped with high-speed Internet access. The fully air-conditioned meeting and function rooms cater to your individual needs – from small meetings to large receptions up to 250 guests. Our experienced event team supports you with every detail - from planning to hosting, with support on demand and efficient full service, in our own facilities or at an external event location. Environmental protection has top priority at the Marriott Hamburg, we will gladly organize your event as a "green meeting", using environmentally safe organic products.

#### Hamburg Marriott Hotel

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Gran Melia Cancun

Cancun, Mexico Five spectacular pyramids evoking majestic splendor of the Mayan Empire provide a warm welcome to guests with their exquisite accommodations. Unforgettable settings for classic, superlative comfort and perfect event arrangements.

678 rooms/suites  
Theater 1,405, Cocktail 1,750, Banquet 1,100  
[See details here!](#)

Stockholm, Sweden Walking distance to tourist attractions and shopping, easy airport connections, excellent location and beautiful surroundings are topped by the eco-friendly, luxurious standards the hotel provides in guest rooms and conference facilities.



Hilton Stockholm Slussen

289 rooms/suites  
Theater 140, Banquet 75  
[See details here!](#)

## GREECE: Rezidor Opens First Property in Athens

The Radisson Blu Park Hotel Athens, formerly the Athens Park Hotel, has opened following an extensive renovation. Further work is scheduled that will increase the number of guestrooms and expand meeting facilities. Situated across from Athens' largest park, the 152-room property is walking distance from the 2004 Olympic venue, the Plaka, the Acropolis, Parliament and numerous shops and restaurants. Dining options include the all-day café, Oak Room, the Gallo Nero Italian bar and restaurant and a rooftop sushi restaurant with sweeping views of the Acropolis. In addition to complimentary high-speed internet, each guest room features individually controlled air conditioning, marble bathrooms and double-glazed soundproof windows. The Radisson Blu Park Hotel Athens also features a fully-equipped fitness center with sauna and steam bath and a rooftop swimming pool.

Phone: +30 210 8894 500

[www.radissonblu.com/hotel-athens](http://www.radissonblu.com/hotel-athens)



## RUSSIA: InterContinental Moscow Tverskaya Debuts

InterContinental Hotels marks its return to Russia after a decade with the opening of the InterContinental Moscow Tverskaya. The 203-room hotel is situated on Russia's most famous street and is a couple of minutes from important Moscow landmarks like the Kremlin and Red Square, as well as 30 minutes from Sheremetjevo international airport and within walking distance of four of Moscow's metro stations. The property also offers 16 junior and executive suites, along with three penthouse suites, 10 meeting rooms and a ballroom for private dining and events. The spa is scheduled to open early next year and will house a gym. The 126-seat Chekhonte restaurant serves traditional Russian cuisine with a European twist. The P-Square lounge bar is situated in the lobby, serving cakes and pastries during the day and cocktails at night.

Phone: +7 495 7878 887

[www.ichotelsgroup.com](http://www.ichotelsgroup.com)



## HOTEL WARWICK GENEVA, SWITZERLAND: SPECIAL GROUP RATES

Take advantage of special group rates at the Hotel Warwick Geneva for your next business event of 10 people or more. Our exceptional meeting packages include everything you'll need: an event room for your group, catered meetings and dinners as well as luxurious accommodation for all participants. The Hotel Warwick Geneva is a landmark choice, ideally located in the very center of the city - making it the perfect place to stay. Directly across from the Central Station, steps away from the lake and within a 10 minute drive from the international airport, the hotel offers an ideal location for your business. Geneva is an unparalleled destination for world-class meetings and conferences.

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Phone + 41 22 716 8000  
Fax + 41 22 716 8000



## UAE: Hyatt Capital Gate Opens in Abu Dhabi

Hyatt Hotels Corporation recently announced the opening of Hyatt Capital Gate Abu Dhabi, located adjacent to the thriving Abu Dhabi National Exhibition Centre, within walking distance of the Embassy District and only 15 minutes from the international airport. Occupying floors 18 to 33 of the Capital Gate building, Hyatt Capital Gate Abu Dhabi offers 189 luxury guestrooms and suites featuring floor-to-ceiling glass windows that offer sweeping, bird's eye views of the Arabian Gulf and the city. Within the hotel, four exclusive state-of-the-art boardrooms are available to host private meetings. In addition, the adjacent ADNEC offers 19 meeting rooms, two conference rooms, a large banquet hall and 72,929 sqm/785,000 sqft of interconnected exhibition space.

Phone: +971 2 596 1234

[www.abudhabi.capitalgate.hyatt.com](http://www.abudhabi.capitalgate.hyatt.com)



## In The Air

### OpenSkies, American Airlines Sign Codeshare Pact

OpenSkies and American Airlines have signed a new codeshare agreement giving OpenSkies customers more options and flexibility when flying to and from Europe. Effective immediately, the agreement allows American Airlines to place its AA code on OpenSkies operated flights between Newark Liberty International Airport and Paris-Orly Airport. This means passengers are now able to book American Airlines flights to or from Dallas/Fort Worth International Airport, Chicago O'Hare International Airport, Los Angeles International Airport and Miami International Airport, with connections via Newark Liberty to OpenSkies operated flights. Customers can also through-check their bags between American Airlines and OpenSkies flights.

[www.aa.com](http://www.aa.com)