

I&MI theE-NEWSLETTERS media

EUROPE, MIDDLE EAST, AFRICA EDITION
February 2012

Editor's Note

%%Dear%%,,

Just when you thought the Procurement people had gained the upper hand in corporate travel & meeting decision-making, technology comes along and hands it back to you.

Well, not to you exactly, but to the individual travelers themselves. Social media, aps and other new technologies and trends are increasingly allowing people access to sites, data and services that were once the sole province of planners and providers.

Whatever you feel about the loss of proprietary control, the change is here and there's no going back. Some people would characterize this as akin to 'the inmates running the asylum,' but I think it offers us a great opportunity. A number of providers have already developed e-commerce platforms that allow them to "curate" personalized travel options and "enable travelers to collect, organize, collaborate and purchase a trip that best fits their collective needs."

Good. Less work for you, right? But as I said, some see this as inviting chaos – and there's a grain of truth in that sentiment. What it really boils down to is how you manage the process – how much control and oversight you're willing to give up, and how much you'll retain. The fundamental question here is who will be the driving force behind researching, developing and implementing such programs? If you let Procurement take the initiative, you become less relevant. If, on the other hand, you're the one controlling the process, then it's less likely to be cost-driven and more likely to be people-driven.

The choice is yours.

The article below is just one of many describing this Brave New World of personalization.

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In This Issue

STUDY: New Technologies Will Drive 'Collaborative Travel'

INCENTIVES: Abbey Road Studios Partners with Fairmont

Site Executive Summit 2012 Positions Argentina in the Spotlight of the Industry

ENGLAND: Modrian Hotel to Open on South Bank of Thames

QATAR: Radisson Blu Hotel Doha Announced for Q3 2012

In The Air

American Airlines Adds New Miami/Barcelona Route

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STUDY: New Technologies Will Drive 'Collaborative Travel'

amadeus
Your technology partner

A recently released global study outlines how transformative technologies and evolving social trends will combine to establish a new era of 'collaborative travel' over the next decade and beyond. The report, From Chaos to Collaboration, commissioned by Amadeus, finds augmented reality,

gamification, intelligent passenger records and biometrics will drive change in the next decade.

Some highlights:

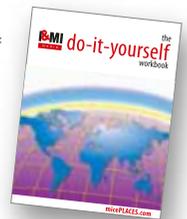
- Chips, biometrics, long range fingerprinting and near field communications (NFC) will be deployed in a more integrated way to fast-forward how people move around
- All data on payments made before and during a trip will be integrated, acting as a 'digital memory' of expenditures, leading to more personalized services delivering higher value and more profitable relationships
- As technologies make it easier for people to tag and review all aspects of travel experiences, the prospect of personal travel guides and mobile tour reps will give travelers the tools they need to enrich their experience
- Intelligent luggage tags and tickets will give greater reassurance, while m-Health (mobile-Health) applications will allow travelers to manage and monitor their health and well being as if they were at home

www.amadeus.com/collaboration2020

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**Kongress + Kursaal
Bern**

Bern, Switzerland The largest conference complex and event venue in and around Bern includes the convention center, a 4 Star superior hotel, 3 restaurants, a bar and the Grand Casino. It's 24 spacious facilities accommodate 4 to 1,400 persons and is equipped with the most modern infrastructure and state of the art technology
[See more details!](#)

GERMANY: InterContinental Berlin expands meeting room portfolio

With 34 combinable conference rooms covering over 5,700 sq/61,360 sft, the InterContinental Berlin is a perfect venue for meetings in the German capital. Highlights are the seven new meeting rooms (available from April 2012 on) for small and medium events such as board meetings. Make your next strategic move in one of the modern rooms, each flooded with daylight and named after a chess piece. Being close to the hotel's Convention Centre the new rooms serve not only for break-out sessions but meetings in a more exclusive and private atmosphere. In addition, Internet and an "Insider Break", giving delegates an authentic taste of Berlin, are complimentary until December 2012. A choice of 498 hotel rooms and 60 suites is available. Panoramic views and Michelin-starred cuisine can be enjoyed at Hugos Restaurant.

Website: www.intercontinental.com/berlin

DIY Workbook: miceplaces.com



ME Cancun

Cancun, Mexico Breathtaking contemporary design and original works of art. Light filled guest rooms and lavish suites Five flexible state-of-art meeting rooms and multi-functional indoor and outdoor areas for every type of event. 417 rooms/suites Theater 750, Banquet 600 [See more details!](#)



Opatija Convention & Incentive Bureau

Opatija, Croatia Charming your guests is easy in charming Opatija. Major business events, spectacular concerts have always been at home in Opatija and on its famous stages Open Air Theatre and the mythical Crystal Ballroom of Hotel Kvarner. The Convention Bureau is available to assist you and your event [See more details!](#)



Argentina National Institute of Tourism Promotion

Buenos Aires, Argentina Argentina: very different geographic regions, home to a high biodiversity of species, and a great variety of landscapes and climates; Spanish, Italian and French cultural influence and ranked top 20 in the ICCA Top World Destination statistics: a perfect destination for all types of events. [See details here!](#)



Ministry of Tourism of the Dominican Republic

Santo Domingo, Dominican Republic Punta Cana's stunning beaches and upscale resorts; Puerto Plata nestled between sea and mountains; nature at its wildest in Samana; the Caribbean's #1 golf course in La Romana and Santo Domingo founded by Bartolomeo Columbus 1496 -all offer perfect infrastructure for your events. [See details here!](#)



San Juan Puerto Rico Convention Bureau

San Juan, Puerto Rico San Juan, the Caribbean's biggest conference and convention destination, the old capital city declared a World Heritage site is also considered a culinary capital of the Caribbean. Exciting shopping destination, exciting nightlife and all kinds of entertainment are available for your events. [See details here!](#)

INCENTIVES: Abbey Road Studios Partners with Fairmont



Guests of Fairmont Hotels & Resorts now have a chance to experience a once-in-a-lifetime visit to Abbey Road Studios, including behind-the-scenes studio tours, exclusive discounts on Abbey Road Studios products and services, and even recording a song at Abbey Road Studios. A global partnership agreement between

Fairmont Hotels & Resorts and Abbey Road Studios extends Fairmont's relationship with EMI Music, the owners of the Abbey Road, which already includes guest access to bestselling EMI artists through a variety of channels, including the hotel's "Sounds of Fairmont" program where new and emerging artists perform live at select properties around the world. This service will now be extended to include special events at Abbey Road Studios. Abbey Road is the most famous recording studio in the world and an iconic symbol of British music, home to countless landmark recordings and pioneering advances in recording technology. The iconic building has a phenomenal 80-year history working with many of the world's most famous artists, including The Beatles, Pink Floyd, The Hollies, Kate Bush, Oasis, Florence and the Machine and Kasabian.

www.fairmont.com

Germany - Berlin, the Place to be for Conventions



Modern hotels, extraordinary venues and great value for money: The German capital convinces as a perfect meeting and convention host. The choice of special location ranges from the 368 meter/1,250 ft high television tower to the hangar of former Tempelhof Airport accommodating 5,000 guests. Furthermore, event planners and guests will find excellent transport within the city, certified green meetings and a lively cultural scene.

Berlin's international travel connections will experience further improvement on 3 June 2012 when the new capital airport Berlin Brandenburg (BER) opens (currently built on the site of the former Schönefeld Airport). BER will boast an initial capacity of 27 million passengers. An increase in long haul flights is expected as well.

For detailed information on Berlin please contact:

visitBerlin Berlin Convention Office

Am Karlsbad 11, 10785 Berlin, Germany

phone +49 30 26 39 183 - fax +49 30 26 47 48 965

www.convention.visitberlin.de - convention@vistberlin.de

Site Executive Summit 2012 Positions Argentina in the Spotlight of the Industry

Site

For the first time in Site's history the Site Executive Summit will take place in a South American destination. From 3 – 7 March, Argentina will welcome professionals from the global incentive travel and motivational events industry, including leaders of the Site International Board of Directors. Organized by the Bariloche Bureau, with the exceptional support of the INPROTUR, the Ministry of Tourism of Argentina; the Ministry of Tourism of Rio Negro, the EMPROTUR and SITE South America, the week of activities will begin with one night in Buenos Aires and will continue with the 1st Board Meeting of 2012 in Bariloche.

The Latin American Meeting's Summit will take place in Bariloche from the 4th to 6th March 2012. This LAMS gathers the Site Executive Summit and the XII Encuentro Nacional de Destinos Sede de Eventos organized by the INPROTUR and AOCA, with the assistance of all major professionals of the Argentine destinations, convention bureaus, hotels and suppliers of the meetings industry.

Go here for more details: www.siteglobal.com

Hello VIENNA - Hello HERRENHOF – Special Offer

The Steigenberger Hotel Herrenhof is situated in the center of Vienna's old city, right in the middle of the 1st district. Behind the magnificent historical facade is a modern city residence and a top address for international meetings.

Seven conference rooms and a boardroom with natural daylight are available for your business purposes in the Steigenberger Hotel Herrenhof.

From May 1st until August 30th, 2012 micePLACES.com clients will benefit from the following special offer:

Hello VIENNA - Hello HERRENHOF

Get the meeting started: pay 9 and get 10 daily delegate rates
for full day and half day conference packages in combination
with a minimum of 10 sleeping rooms

For reservations please contact:

bankett@herrenhof-wien.steigenberger.at

phone +43 1 53404 858 / 860



Mexico City Congress and Convention Office

Mexico City, Mexico Mexico City's historic center offers extraordinary attractions: the Plaza de la Constitución; the golden Angel of Independence, the Chapultepec Park houses, Castle of Chapultepec, and the National Museum of Anthropology are only examples – the CVB is available to help creating your event.

[See details here!](#)



Chile Convention Bureau

Santiago, Chile Chile is a country easy to fall in love with because of its landscapes of spectacular, wild beauty. Chile is extremely attractive to those in search of a truly new experience. It is a spectacular destination for your incentive or business meeting.

[See details here!](#)

ENGLAND: Modrian Hotel to Open on South Bank of Thames

A new Mondrian-branded hotel, scheduled to open in early 2014, will be located at Sea Containers on the Thames River in London. Sea Containers is a 38,276-sqm/412,000-sqft office building located on the south bank of the river, close to many cultural attractions and business hubs. The building is a mixed-use development that will include the 360-room hotel and 26,013 sqm/280,000 sqft of prime office space. The hotel will have an innovative restaurant and both a ground floor bar and rooftop bar.

www.morganshotelgroup.com

QATAR: Radisson Blu Hotel Doha Announced for Q3 2012

The Ramada Plaza Doha will be converted to a Radisson Blu in the third quarter of 2012. The 583-room property is located in the city center, with easy access to the international airport and business district. One of the largest hotels in Doha, the Radisson Blu Hotel Doha will offer 6 bars and 12 restaurants, 2 gymnasiums, 3 pools, saunas, squash, tennis, basketball and badminton courts, as well as 2,000 sqm/21,528 sqft of meeting and event space.

www.investor.rezidor.com - The Ramada Plaza Doha on micePLACES.com



In The Air

American Airlines Adds New Miami/Barcelona Route

American Airlines will expand its operations at Miami International Airport with the launch of Miami/Barcelona service on April 3rd, 2012. The flight will operate five times a week until June 14th, after which it will operate daily. As part of a joint business reorganization of flights, Iberia will increase its Miami-to-Madrid service as it grows its presence at Madrid's Barajas Airport. Effective March 25th, Iberia will add a second Miami/Madrid flight four times per week. American will continue to operate one daily Miami/Madrid flight.

<http://aa.mediaroom.com>

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