

MPI - MEASURING THE BUSINESS VALUE OF YOUR EVENT

MPI The first international study into what BVOM means to professional meeting planners. The business value of meetings: You want to prove it, but that's problematic given the diversity of its definitions. Some claim "BVOM" is synonymous with ROI (return on investment); others contend it is ROO (return on objective). Maybe it's both, or neither, or simply a degree of achievement. MPI engaged research firm Association Insights and launched the first international study into just what BVOM means to professional meeting planners and how it is measured, reported and used. Executives of 215 companies worldwide were interviewed. The results: BVOM varies widely by meeting types, as do its measures and their uses. The diversity of opinion on the business value of meetings and the merits of its measurement has led MPI to conclude the necessity of a toolkit that helps meeting professionals a) address the assumption that measuring BVOM provides little ROI, b) attain senior management stakeholder buy-in, c) define objectives and realistic expectations, d) devise meaningful ways to measure the business value of meetings and e) analyze and report BVOM data.

Get the Full Report - Download at www.mpiweb.org/Education/BVOM.

Berlin's Strong Convention Year 2011

More events, participants and room nights – That's the outcome of the current visitBerlin congress statistics for 2011. 115,700 events took place last year (+2 percent). They were attended by 9.7 million participants; this corresponds to 7 percent more than in 2010. The number of room nights rose to 6.05 million (+9 percent).

The convention industry hence generates more than a quarter of all hotel room nights in Berlin. The share of international congress participants amounted to 19 percent.

With the opening of the new airport Berlin Brandenburg (BER) on 3 June 2012 the number of long haul flights will increase. Therefore the German capital will become even more attractive for international event planners.



For detailed information on Berlin please contact:

visitBerlin Berlin Convention Office
Am Karlsbad 11, 10785 Berlin, Germany
www.convention.visitberlin.de
Phone +49 30 2639 183
Fax +49 30 264 748 965
convention@vistberlin.de

In This Issue

MPI - MEASURING THE BUSINESS VALUE OF YOUR EVENT

SITE Urges Inclusion of Motivational Events and Incentive Travel in US National Tourism Strategy

Berlin/Germany – Opening of the Crowne Plaza Berlin-Potsdamer Platz

Kempinski opens a major 5-star hotel in Baku, capital of Azerbaijan

Shangri-La Announces Sustainable Seafood Policy And Discontinuing Use Of All Shark Fin Products in 72 hotels and resorts

Fairmont - Luxury Hotel Brand Set to Add More Than 1,300 Rooms Around the World in 2012

In The Air

Austrian Airlines reinforces core markets and increases frequencies to Eastern Europe

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Assemble your research into a single pdf document and download.



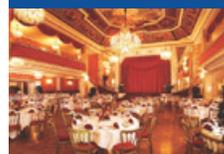
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SITE Urges Inclusion of Motivational Events and Incentive Travel in US National Tourism Strategy

Site joins the travel and meetings industry in praising the establishment of the US Travel and Tourism Advisory Board. The Site International Board of Directors has also urged the organization to ensure that growth and representation of the motivational events and incentive travel industry are included in its strategies. Site President Alejandro Verzoub, President of AV Business & Communication based in Argentina stated, "The news of the US Travel and Tourism Advisory Board, and its initiatives, has been well received by Site members across the globe. Site recognizes the distinguished leaders called to serve on the Advisory Board, but also encourages the Board to include stakeholders committed to the motivational events and incentive travel segment. These should be individuals who represent not only the views of American business but also hold extensive global experiences." Incentive programs may be smaller in quantity than other types of visible meetings or travel groups but they stand powerful in impact. The 2011 report The Economic Significance of Meetings to the U.S. Economy documented 1.8 million US meetings with 66,000 classified as incentive meetings. The incentive segment accounted for 25 million travelers and 13 million room nights in the US alone. Around the globe, motivational travel programs represent a multi-billion dollar investment in the world economy. www.siteglobal.com

New in the Do-It-Yourself Workbook on micePLACES.com

Austria Trend Parkhotel Schönbrunn



Vienna, Austria
Emperor Franz Josef I. former guest house combines imperial atmosphere with modern facilities. The classical Viennese grand ballroom suits for balls as well as for gala dinners, presentations and conferences.
314 Rooms/Suites
Theater 469, Classroom 200, Cocktail 469, Banquet 300.
[See more details!](#)

The Westin Zagreb Inspires Success

If you are looking for a **vibrant, new destination** that will be sure to **charm ... Zagreb** is your answer. Organize your next conference, meeting or incentive in **Croatia's premier** conference hotel, **The Westin Zagreb**. Come and discover why **this hotel** is the venue of choice for corporate clients such as the **EBRD, Ericsson, Siemens, Coca-Cola, Daimler, VW, the Mayo Clinic** and **General Motors**. Facilities are of top quality; **378** elegantly appointed **guest-rooms**, as well as **13 conference rooms** with over 18,299 sqft/1,700 sqm of meeting space, and all public areas feature **complimentary broadband Internet connectivity**. **The Westin Zagreb** boasts a fabulous spa facility that is second to none – a **wellness oasis** in the city center that will ensure your guests leave **Zagreb** revitalized. Deliver on an **exceptional conference experience**; book **The Westin Zagreb** today! **Accommodation Rates** from **€95, Day Delegate Packages** from **€54**, per person & day.



Gradec Boardroom



Westin Wellness



Contact: The Westin Zagreb
 Kršnjavoga , 10 000 Zagreb, Croatia
 Tel +385 1 489 2000
 Fax +385 1 489 2001
 E-mail: westin.zagreb@westin.com
 Websites: www.westin.com/zagreb
www.westinzagreb.com/

Radisson Blu Hotel Amsterdam Airport



Amsterdam Schiphol, The Netherlands
 State of the art meeting rooms, free wireless Internet access for in house guests, 2 restaurants and fully equipped air conditioned guest rooms just 5 minutes to Schiphol Airport and 20 minutes to the city center.
 279 Rooms/Suites
 Theater 600, Classroom 250, Cocktail 900, Banquet 220.
[See more details!](#)

THE ESSENTIAL WORLDWIDE EXHIBITION FOR MEETINGS AND EVENTS



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Berlin/Germany – Opening of the Crowne Plaza Berlin-Potsdamer Platz

The 4-Star superior hotel, located in the heart of Berlin at Potsdamer Platz, will open at the end of June 2012 with 256 modern elegant furnished rooms, 61 Executive Club Rooms and 19 suites. The Executive Club Lounge offering snacks and drinks is available for Club Room and suite guests. The Sky Lounge restaurant has 150 seats and a terrace for up to 100 persons, offering stunning views over Berlin and the bar is inviting for a "wine-down" at the end of the day. 7 flexible function rooms with a total of 500 sqm/5,380 sqft offer state-of-the-art technology and the Crowne Meetings Director is always available.

Contact: Gabriele Maessen, General Manager
 Email: info@cphotelberlin.com - www.cphotelberlin.com - Phone +49 30 8010 660



Rica Talk Hotel



Stockholm, Sweden
 A spectacular, design award winning property integrated with Stockholm's exhibition, trade fair and congress facility. Rooms and suites offer panoramic views; the conference facility has its own lounge and the 19th floor penthouse is perfect for exclusive conferences.
 248 Rooms/Suites
 Theater 200, Banquet 150.
[See more details!](#)

The 7th MICE Travel Expo 14 – 17 Jun 2012, Hong Kong



ITE & MICE 2012, a co-location of the well established **26th International Travel Expo Hong Kong (ITE)** and **7th MICE Travel Expo (ITE MICE)**, covers the regional travel trade, MICE & corporate travel, and Hong Kong's affluent FIT market, each with its own visitor promotions and seminars. It drew some **3000 corporate / MICE visitors**, and nearly 100 exhibitors targeting MICE; 12000 buyers and visitors in the two trade days with 73% from Hong Kong, 17% from mainland China and 10% from abroad, and **over 5000 from travel agents and 800 from media**.

In 2010, Hong Kong incurred US\$17.5 billion on international tourism expenditure and ranked fourth in Asia after China (mainland), Japan and South Korea, but ranked ahead of them all by per capita spending. Contact organizer TKS for Hong Kong and China outbound reports etc.

Enquiry: travel@tkshk.com; Website: www.itehk.com

Halic Congress Center Istanbul



Istanbul, Turkey The only seaside and one of the newest venues of Istanbul offers a unique building architecture and spacious atmosphere. The center is fully equipped with high tech infrastructure and accommodate from 219 to 3,008 persons.
 Theater 3,008, Classroom 400, Cocktail 2,000, Banquet 1,500.
[See details here!](#)

Mövenpick Resort Petra



Petra, Jordan The entrance to the historical Petra site: oriental architecture; intricate interior designs; magnificent, luxurious décor; and most modern facilities. This is undeniably one of the most distinguished hotels in the Middle East.
 183 Rooms/Suites
 Theater 100, Classroom 50, Cocktail 120, Banquet 76.
[See details here!](#)

Kempinski opens a major 5-star hotel in Baku, capital of Azerbaijan

The Kempinski Hotel Badamdar Baku is a gleaming addition to the fast-growing portfolio of Kempinski city hotels, offering outstanding facilities for both businessmen and leisure travelers. The 280 expertly designed and appointed rooms and suites offer guests the last word in comfort, and present some truly dramatic views, on one side a rolling landscape, and on the other metropolitan Baku – authentic Azerbaijan. The hotel is graced with 4 first-class restaurants and 5 bars and cafés, including in the hotel itself the all-day informal Badamdar restaurant, the opulent Golden Cage for Azeri fine dining, an Irish pub serving traditional bar food, and a chill-out summer terrace. In the retail and entertainment complex there is the very hip and cool seventies-style N-Joy Café, and the laid-back Waikiki Bar for long tropical drinks. A world-class conference centre has been designed to offer international corporations an assured means of presenting themselves in an impressive manner to Azerbaijan's steadily growing business community. www.kempinski.com



A Premier Address in Slovakia for Events and Conferences: THE AUSTRIA TREND HOTEL BRATISLAVA

Meetings, seminars and events are hosted on a highly professional level. Flexible function space, for up to 800 people, is equipped with the most modern and state-of-art conference technology, such as touch-screen controller for multimedia projector, sound and lights as well as free WIFI. Appointed with every conceivable comfort, the modern 199 rooms of this centrally located hotel, are the best place for a relaxing night's stay after a successful conference. The stylish rooms unite clear designs with modern amenities, inviting each guest to stretch out, unwind and enjoy.

Information & Booking

AUSTRIA TREND HOTEL BRATISLAVA****+
Vysoká 2A, 811 06 Bratislava, Slovakia
Tel +421 917 443 468
Fax +421 2 5277 5826
info.bratislava@austria-trend.at
www.austria-trend.sk



Shangri-La Announces Sustainable Seafood Policy in 72 hotels and resorts

Shangri-La Hotels and Resorts today announced its 'Sustainable Seafood Policy' including the commitment to cease serving shark fin in all of its operated restaurants as well as accepting new orders for shark fin products in banqueting with immediate effect. Future banquet bookings made prior to this date will be honored as per the signed contractual agreement. At the same time, Shangri-La announced that it will phase out Bluefin tuna and Chilean sea bass in all its operated restaurants within the year. In December 2010 the company initiated the process with the removal of shark fin products from its restaurant menus. The new policy is a continuation of Shangri-La's journey towards environmental support. The company launched its first CSR initiatives in 2005 which were streamlined and formalized in 2009 in the three main areas of Sustainability, Embrace and Sanctuary towards a strategic commitment to Corporate Social Responsibility. Shangri-La will continue to review and refine its overall programs including environmental and sustainability issues. www.shangri-la.com



Grand Millennium Kuala Lumpur



Kuala Lumpur, Malaysia
Surrounded by premier shopping destinations in Jalan Bukit Bintang, the hotel offers everything, a planner desires: highest end conference facilities, fiber-optic Internet access, fully equipped business center, 4 dining options etc...
468 Rooms/Suites
Theater 300, Classroom 200, Cocktail 400, Banquet 250.
[See details here!](#)

Expo Bancomer Santa Fe



Mexico, D.F., Mexico Expo Bancomer Santa Fe is an exhibit and convention center meeting highest standards, designed to facilitate top level expos and conventions. This is an important business center and superb alternative to hold all types of conventions, congresses, and events in exclusive surroundings. Theater 2,050, Classroom 1,400, Cocktail 2,200, Banquet 1,500,
[See details here!](#)

Philippines Tourism Promotions Board



Manila, The Philippines Since the inauguration of the Philippine International Convention Center (PICC) in 1976 - the first full-fledged convention center - expertise and professionalism have been built. Offering world class facilities, amenities, efficient services at affordable cost, Metro Manila is now host to MICE events and activities all year round - an ideal MICE destination.
[See details here!](#)

Dominican Republic



Dominican Republic
Sponsored by Delta Meeting Network. 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 1496 – all offer perfect infrastructure for your events.
[See details here!](#)

A Personal Message From Berlin, Germany:

I would love to welcome you in my hotel - the InterContinental Berlin. The hotel is one of the biggest convention hotels in Europe and among the top 10 revenue strongest hotels in Germany.

Right in the city center, next to "Berlins Central Park" the Tiergarten and a stones throw away from major sights like the Ku'damm shopping street and Brandenburg Gate, the hotel offers a ballroom with 16.500 sqft/1,530 sqm plus a number of breakout rooms, brand new boardrooms and a Michelin-starred cuisine on the roof top overlooking Berlin. Seven new meeting rooms – all with daylight – are named after chess pieces, symbolizing strategic moves in a chess game with the idea of defining strategic business solutions during a meeting. But the names also refer to the historic facade of our hotel, which reminds people of a chess board.

Make use of our Catering's Best, the Outside Catering brand of InterContinental. There are so many amazing locations in Berlin, allowing the most individual events. To name just two: the underwater worlds of Zoo Aquarium and the converted tram depot with historic cars. I hope to see you in Berlin soon!

Sieglinde Willig, Director of Sales & Marketing
INTERCONTINENTAL BERLIN
Phone +49 30 2602 1172 - sieglinde.willig@ihg.com
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theE-NEWSLETTER



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Fairmont - Luxury Hotel Brand Set to Add More Than 1,300 Rooms Around the World



Already laying claim to the most distinctive collection of landmark and iconic hotels in the world, Fairmont Hotels & Resorts plans to open a number of new and celebrated properties in 2012. Headlining Fairmont's robust schedule of 2012 openings, which will see the brand debut in several new global markets, are **Fairmont Jaipur** in India, **Fairmont Grand Hotel Kyiv** in Ukraine, and **Fairmont Baku** in Azerbaijan. "International growth is a key focus at Fairmont and I fully expect 2012 to be a busy year for us," said Jennifer Fox, President, Fairmont Hotels & Resorts. "With hotels like The Savoy in London, The Plaza in New York, and Shanghai's Fairmont Peace Hotel, we already watch over some of the world's top addresses, so to be going into several new and exciting markets, with assets that are truly one-of-a-kind, is very exciting." In total, the luxury brand has five hotel projects, representing more than 1,300 guestrooms, slated to open this year. www.fairmont.com/EN_FA

In The Air

Austrian Airlines reinforces core markets and increases frequencies to Eastern Europe

- More flights east, as well as to London and Barcelona
- Reinforcement of Middle East by use of largest aircraft
- Flights to Tripoli resumed
- Improved connection between business locations of Klagenfurt and Linz and Vienna

"From the summer of 2012 onwards, we shall be sharply increasing flight frequencies to our core markets in Eastern Europe, and building up capacity to the Middle East in a trade-off with the destination of Mumbai," said Austrian's Executive Board member Andreas Bierwirth, summarizing the key points of the new route network. Focusing on these core markets is also designed to contribute to increasing the revenues of Austrian Airlines over the long term. Austrian Airlines is Austria's largest carrier and operates a global route network of round 130 destinations. In Central and Eastern Europe, the route network is particularly dense: With 46 destinations Austrian Airlines is the market leader throughout the region. Thanks to its favorable geographical location at the heart of Europe, the company's hub at Vienna International Airport is the ideal gateway between East and West. Austrian Airlines is part of the Lufthansa Group, Europe's largest airline group, and a member of the Star Alliance, the first global alliance of international airlines.

