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2007/2008

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Ladies and Gentlemen,



Let me invite you to our beautiful country situated in the very heart of Europe – the Slovak Republic.

The Slovak Republic is a young state which, after 15 years of independence, is on its way to achieving increasingly marked successes, furthering its development in an atmosphere of global acceptance. Slovakia has become a respected democratic country, a member-state of the European Union, NATO and several other international institutions. Thanks to its extensive reforms, Slovakia currently has the most dynamically developing economy in Europe and is often dubbed the Tiger of the Tatras, or investors' paradise. Nevertheless, it is a country that not only boasts a dynamic present, but also an interesting and rich culture and history.

Slovakia has earned so many diverse and positive designations because it is such a flourishing country. And this is the Slovakia I want to welcome you to. Whether you decide to pursue business, visit old friends, or simply want to see our country as a tourist, I would be immensely delighted if your impression of our country included all the perspectives our country offers to the world. Slovakia offers hospitable and warm-hearted people, magnificent cultural gems, a rich folk tradition, an expansive history, contemporary artists, traditions and customs – a highly creative but also a truly friendly atmosphere.

This is the Slovakia that the whole world can now get to know: a country that is decisive on the question of its constitutional integrity, strictly observing its moral, and primarily its Christian tradition, but open to the challenges of our increasingly united world, prepared and willing to listen attentively and offer the most valuable thing that it possesses. Educated and open-minded people who from time immemorial have been living and working in a country located in the heart of Europe, at a historical crossroads of cultural and social forces.

Dear Friends,

With a feeling of tremendous patriotism and pride in the Slovak Republic, I invite you to get to know our beautiful country in all its significant and indispensable aspects. On your journey across the lowlands that spread from the stately River Danube all the way up to the expansive Tatra mountains, I wish you many unforgettable experiences and delightful encounters.

Ivan Gašparovič

President of the Slovak Republic

"Bratislava enjoyed an architectural, social and cultural boom during the reign of Maria Theresa (1741 – 1780). The empress was fond of visiting this town, accompanied by a large retinue of nobles who had grand Rococo and Classical palaces built here. One of these was The Grassalkovich Palace, now the residence of the President of the Slovak Republic."





try

DEAR COLLEAGUES,

We are delighted to present the new series of **MICE CENTRAL&EASTERN EUROPE** magazines, which offer you the latest news from Central and Eastern Europe from a MICE perspective.

For our first issue we have chosen Slovakia, as it is the least known destination of the V4 group. What does the country with the fastest economic growth in the region look like? You probably know Bratislava, but you might not be aware that several new, attractive facilities are being built there: cultural venues, shopping centres, hotels and modern restaurants. We will also cover other Slovak locations, towns whose traditional, old-world ambience merges with a new, modern style to create a thoroughly unique atmosphere. Which new hotels are opening or are under construction in Slovakia? Did you know that traditional Central European spas differ significantly from the American conception of spas?

We hope that those preparing meetings, incentive trips, conferences and congresses, will find all the necessary information in our annually produced magazine. If you would like to receive other publications focused on Central and Eastern European countries – such as the Czech Republic - free of charge and sent direct to your office, please don't hesitate to contact us. We hope you will enjoy our publication.

Sincerely,

Zuzana Adamson PhD.

Publisher

zuzana.adamson@mice-cee.com

Slovakia



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AREA AND LOCATION

Slovakia extends over an area of 49,035 square km and is located in Central Europe. Slovakia's geography is distinguished by large differences in elevation. Central and northern Slovakia (which occupies 30 per cent of the territory) is a mountainous region – the Carpathian Mountains extend across this area. The Danube river connects Bratislava with Vienna and these two capitals are the two closest capitals in Europe.

BORDERING COUNTRIES

Hungary (697 km), Poland (597 km), Czech republic (265 km), Austria (127,2 km) and Ukraine (98 km).

CAPITAL CITY AND OTHER LARGER CITIES

Bratislava is the capital city, with a population of 452,288 inhabitants. The other big cities are Košice (240,915), Prešov (92,687), Nitra (87,357), Žilina (86,685), Banská Bystrica (84,919).

CLIMATE

Slovakia has a mild climate and has four seasons. Climatic conditions vary in the mountains and lowlands. The warmest region is the Podunajská nížina (Podunajská Lowlands), the coldest is the Tatras. The warmest month of the year is July, while the coldest is January, the average temperature being +21°C in the summer and – 2°C in the winter. In some mountain areas, snow is present for up to 130 days a year.

AREA CODE

+421

CURRENCY

Slovak crown (SK), in Slovak "koruna"

DISTANCES

Bratislava is situated 50 km from Vienna, 321 km from Prague, and 200 km from Budapest.

IMPORTANT TELEPHONE NUMBERS

Police 158, 112
Emergency lines 155, 112, 16 155
Fire Service 150, 112

INTERNATIONAL AIRPORTS

Bratislava Airport (BTS), Austria – Vienna International Airport (50 km from Bratislava) (VIE), Košice Airport (KSC), Tatry – Poprad Airport (TAT), Piešťany Airport (PZY), Sliac Airport (SLD), Žilina Airport (ILZ).

LANGUAGE

The official language is Slovak. People understand English and in southern Slovakia, Hungarian.

MOBILE NETWORK OPERATORS

T-Mobile, Orange, Telefónica O2.
The connection is everywhere apart from in remote mountain areas.

NATIONAL HOLIDAYS

1st January: Day of the Establishment of the Slovak Republic; 5th July: St. Cyril and Methodius Day; 29th August: Slovak National Uprising Anniversary; 1st September: ; 17th November: Struggle for Freedom and Democracy Day.

VACCINATION

No special vaccination is necessary prior to visiting Slovakia. If you plan to stay in forest areas, vaccination against ticks is available.

POLITICAL SYSTEM

Parliamentary democracy

POPULATION

5,395,000 inhabitants. Ethnic groups: Slovak 85.8% , Hungarian 9.7%, Romani 1.7%, Czech 0,8%, other 2% (mainly Moravian, Silesian, Ruthenian and Ukrainian, German, Polish, Croatian).

POWER NETWORK

230 V/50 Hz, two-pole socket with safety pin

PRESIDENT

Ivan Gašparovič since 2004, elected for 5 years

RAIL TRANSPORT

The international and national rail network: www.zsr.sk

RIVER TRANSPORT

The Danube – international connections
Vienna – Bratislava – Budapest

ROAD TRANSPORT

BUS: www.eurolines.sk
RENT A CAR: www.hertz.sk, www.avis.sk

SMOKING

In all public spaces, such as bus stops, sports areas, stadiums, trains, workplaces or schools, smoking is prohibited. In restaurants, smoking is allowed in designated areas.

TIME

Central European Time – CET (GMT + 1 hour), Summer Time is in effect from March to November: GMT + 2 hours



SLOVAKIA TO ADOPT THE EURO IN 2009

The Slovak Republic has been a member of the European Union since May 2004. Although it hasn't entered the European Monetary Union yet, and thus still uses its own currency, the Slovak Koruna, these won't be available for much longer as preparations for adopting the Euro are underway.

Did you know that Slovakia will adopt the Euro as its official currency in January 2009, the first country to do so out of all the V4 countries (Slovakia, Czech Republic, Poland, Hungary)?

Prime Minister Robert Fico confirmed that the objective of the Slovak government to adopt the Euro in January 2009, is realistic. Fico predicts that 2007 will be the most successful year for the Slovak economy in its short history. The growth in GDP in the third quarter of 2006, in comparison with the same quarter in 2005, was an incredible 9.8 per cent. After Estonia, this was the second best result in Europe.

The Slovak Euro coins will be produced in the Kremnica mint, the oldest enterprise to be in uninterrupted business since its founding. Coins have been minted there since 1328, for more than 700 years. Kremnica is also Slovakia's gold-mining historical centre. There is a Museum of Coins and Medals in the town ■

TRAVEL INDUSTRY STATISTICS

The travel industry in Slovakia has been experiencing growth in the last couple of years. According to the Statistics Office of the Slovak Republic, more people visited the country in 2006 than in 2005, be it for business purposes or for a holiday. The overall number of accommodations of foreign visitors increased by 6.4 per cent. While

in 2005, the travel industry's revenue amounted to 1 billion dollars, in 2006 it was 1.2 billion EUR, an increase of 23.8 per cent. Thus, the travel industry contributed 2.7 per cent to the GDP. A positive trend can also be observed in the rising number of overnight stays ■

THE ECONOMY

Did you know that in 2006 Slovakia's economy was the fastest growing economy of all the V4 countries (Slovakia, the Czech Republic, Poland and Hungary), with its rapid growth of 8.3 per cent? In the third quarter of 2006, it increased to an astonishing 9.6 per cent!

Just for comparison: the growth of GDP in Poland was 5.8 per cent, Hungarian GDP constituted 3.9 per cent and in the Czech Republic, economic growth was about 5.9 per cent. Slovakia was the country with the fastest growing economy in the Central European region and 2006 saw its

best performance since its establishment in 1993.

As the Tatra Bank analyst, Mr Juraj Valacha, said, the main driving force of the growth was Slovakia's exports. With the opening of two new car plants - PSA Peugeot Citroën and Kia Motors -, OECD economists predict that growth will continue in 2007 with the same buoyancy as in 2006 ■



Why Slovakia?

In our questionnaire, we put this question to people holding various posts in several professional fields: an Executive Director of a hotel association, an owner of a hotel chain, an Editor-in-Chief and an Investment Manager. Here you will find their answers, a testimony of how they feel about this country. And what about you, have you booked your ticket?

■ **By Zuzana Adamson**



Alexandre Gausson,
*Director of Sales at
LIBERTY*

When our clients come to Slovakia, it is because they have

already been almost everywhere. So for them Slovakia, with its capital Bratislava, is considered as a new destination, something to discover. It is also because there are accommodations for this market. I am talking about the Radisson SAS hotel or the Crowne Plaza, which are congress hotels. So for us, it is an interesting destination because we can accommodate large groups, though not as large as in Prague. But we can still have interesting numbers, from 15 to 200 or 300 people. In addition, it is easy to travel to Slovakia: the Vienna international airport is quite close. In 45 minutes, you can be in Bratislava. There is also interest in Slovakia's cultural background, and you have a lot of activities, like skiing in Tatras, which is a beautiful countryside. Though most people are interested in the Slovak capital city, during breaks in congress activities you have the possibility to visit the environs of Bratislava, for example the castle Červený Kameň. There is another interesting city not far from Bratislava, the spa city Piešťany. Our company Liberty can operate in Slovakia from the Czech Republic.



Jarmila Horváthová,
*Editor-in-Chief of the
TOP TREND almanac*

What should you definitely visit in Slovakia? It depends on what you are interested in and are looking for.

If it's rest and relaxation, then definitely head for Piešťany, if history is what makes you tick, then visit small towns like Levoča or Keľmarok, or the gorgeous manor-house in Betliar. If you're looking for something unusual, then check out the wooden churches in Eastern Slovakia, if untamed nature, then try Gemer, for instance.

For MICE purposes, I would recommend of those that are accessible by transport and have congress facilities, I would recommend Bratislava, because it also has nice surroundings and an interesting programme can be organised for conference participants; Piešťany because it is a lovely town and there are opportunities to relax there, Poprad or the High Tatras for the endless options available when organising an accompanying programme in their vicinity – whether the mountains or history or golf.



Viliam Sivek,
*CEO, Euroagentur
Hotels & Travel*

Almost half of Slovakia is covered with woods. Superb mountains, ravishing canyons and mysterious valleys attract those who long for tranquillity and romanticism. They say, "See Naples and die"... If that were true, then every tourist should definitely visit the Muráň Plateau, the Slovak Paradise, the Roháč Valley or the Poloniny National Park before visiting Naples. He or she should discover the magic steeped in Slovakia's history, though at the same time shouldn't forget the potato dumplings with sheep's cheese (halušky), specialised cheeses (korbáčiky, oštiepok), Žilinská roast meat, goose meat or lokše pancakes. That is

Slovakia from the perspective of a person who has been involved with the travel industry all his life. And how does Slovakia differ from other countries? That would be tough to answer, but maybe this sentence will suffice: "Don't go to Naples before you've travelled all around Slovakia."



Lenka Šoltysová,
*PR & Marketing
Manager of Radisson
SAS, Bratislava*

Stunning political changes and explosive economic development have made Slovakia, which is situated in the heart of Europe, not far from Budapest, Vienna, Prague and Krakow, an attractive and popular meeting destination. Within a small area you will find beautiful historical venues for hire, excellent food and wine, fine hotels, renowned spas, as well as opportunities for leisure activities, sports and culture. The country is rich in history, but alive with a new spirit and with unspoiled and undiscovered places. You can discover the beautiful landscape of the High Tatra mountains, lakes, ice caves, wooden churches, castles and interesting spa resorts. As a member of the European Federation of Conference Towns, Bratislava is one of Europe's official meeting places and conference centres. A peaceful environment, easy accessibility, and very competitive prices, together with the traditional hospitality of the people, make Slovakia an ideal place for an event organiser.

In Bratislava, the most prominent aristocratic families had their residences here, trade developed and great artists such as Mozart, Beethoven and Liszt gave guest

performances. Bratislava cuisine shows the influences of its Slovak, Hungarian and Jewish culture. A walk through the renovated old town with its typical pubs, cafes and restaurants, a Danube River cruise, or an evening at the famous opera house are just some of the experiences awaiting you in this beautiful capital of rare and unexpected delights.

Outside of Bratislava you can visit Spis Castle, which is the largest fortified castle in Central Europe. In our caves you can find Paradise, Hell and the River Styx. You can climb in the High or Low Tatras mountains, visit the Slovak Paradise or one of our forests, because Slovakia has more forests than any other European country/region outside of Scandinavia. And, at the end of the day, you can have a rest in one of our Spa Cities, such as Piešťany, Trenčianske Teplice, Dudince etc.



Martin Sabelko,
general director ING Real Estate Investment Management in Central and Eastern Europe

■ **Why did your company decide to invest in Slovakia? Why did you choose to invest in shopping centres there?**

Personally, I like Slovakia very much because, as an Austrian, Bratislava has always been just around the corner. At ING, I am responsible for real estate investment management in Central and Eastern Europe. We have institutional investment capital to spend in this market.

You know, Slovakia is far ahead of Germany and France, and very equal with Austria, in terms of square meters of shopping centres per capita. So it makes sense for investors like us to go into this market. Bratislava is a kind sold out, so we have been looking into secondary cities and we were very happy to find and purchase the shopping centre in Banská Bystrica, which has about 84 000 inhabitants. Every city with more than 50,000 thousand inhabitants has potential for us.

I have six countries in my portfolio: the Czech Republic, Poland, Hungary, Slovakia, Austria and Romania. Currently, my main focus is definitely Slovakia and Romania for the future. These two countries are definitely the fastest developing. Slovaks have surprisingly strong purchasing power, and that's the reason why the shopping centres are full. We are very

proud of the investments that we have in Slovakia and we absolutely plan on doing more.



Klára Badinková,
Head of the SACR office in the Czech Republic

Slovakia boasts attractions that you won't find in any of its neighbouring countries. We have all four types of caves: ice, stalactic, karst and even aragonite. The Ochtina Aragonite Cave is unique, as the only cave in Europe that is open to the public. It is located in the Slovak Karst and, together with the other caves, is included in the UNESCO world heritage list.

The landscape is truly magnificent in Slovakia: we have nine national parks and many thermal and mineral springs; there are about 1,200 of them in our country. There are 25 spa resorts and also a great number of aqua parks and thermal swimming pools. The aqua parks are especially popular and their future potential is immense. All of them have thermal or enriched mineral water. The Oravice Meander Park in northwest Slovakia, which has the first thermal swimming pool with artificial waves, is a true rarity. The largest aqua park in Central Europe, Tatralandia, is also popular with visitors.

Obviously, most tourists tend to visit our capital Bratislava, and the number of visitors continues to grow each year, which applies to MICE as well. The location that caters for trade fairs and larger events is Incheba. Currently, an interesting multi-functional area called Promenada River Park is being built on the left bank of the Danube. It will provide a luxury hotel, part of the Kempinski group, several shopping centers, cafes, banks and office space built in a very modern style.

For MICE, the High Tatras rank second after Bratislava. They have well-equipped conference centers, and 4 and 3-star hotels that are excellent by all standards. Apart from the Hotel Bellevue, AquaCity Poprad, a resort with the Mountain View and Seasons hotels, also offers very good facilities, such as aqua parks and congress venues. It provides services for groups from 30 to 300 delegates and is equipped with exceptional technical support. What is more, it has received numerous awards for its environmental practices. The airport in Poprad offers several connections to London and Prague.

SLOVAKS AND CZECHS: CULTURAL DIFFERENCES

“Slovaks are often defined in terms of their dissimilarities vis-à-vis their westerly “brothers”, the Czechs. In fact, brothers they were during the Great Moravian Empire, which split up in A. D. 906 – the Czechs winding up in the Frankish (German) Empire and the Slovaks being absorbed by the Hungarians, recent arrivals on the Danube from the steppes of Asia. Czechs and Slovaks from then on lived in separate worlds for a whole millennium. Although they were reunited by the Allies in 1918, the brothers had developed different characters.

The separation between the Czechs and the Slovaks in 1993 and the construction of two countries, Czech Republic and Slovakia, was mainly of the seeking of Slovaks for their own national identity, feeling to much patronised by Czechs, who had more important economic results, more developed industry and systems of education.

“When we divided, at least the Slovakia had a name,” remarked one of their politicians with dry humor. The first Czech president Vaclav Havel, offered a prize to anyone who could think of a more exciting name than the “Czech Republic.”

Slovaks are currently one of the youngest nation states in Europe, though they are fully aware that the Czechoslovak lands were possibly the earliest settled on the continent: 4000 B. C.” ■

Richard D. Lewis:
“WHEN CULTURES COLLIDE: LEADING ACROSS CULTURES: SLOVAKIA”

Bratislava:

the city where tradition meets modernity



The city, which for many centuries has grown rich on trade, crafts and viticulture thanks to its advantageous location and favourable warm and wet climate, now also has the best conditions for the development of trade, international travel and tourism. Such factors as its unique location at the crossroads of Bratislava – Vienna – Budapest, the close proximity of 2 international airports (Bratislava International Airport and Vienna International Airport) and the dynamic development



of air links with key European destinations, means the city has huge potential.

Today, the most favourite and most pleasant way for the visitors or conferences attendees to get to Bratislava is newly opened speed line “Twin city liner”. This light catamaran boat connects the city centres of “two twin cities” – Vienna and Bratislava – within 70 minutes on the ride on the river Danube. The travellers can enjoy the high comfort in harmony with beauty of the river Danube.

Nevertheless, Bratislava as a congress tourism destination is still not

◀ The new National Theatre building

so well known in the world, but more and more visitors and congress organizers who explore the city and its venues describe Bratislava in three words: new, attractive and safe.

Apart from the tastefully reconstructed historical centre, visitors to Bratislava appreciate the fact they have everything right under their nose, so to speak:



◀ Župný dóm

top venue for organising congresses and cultural events on an international scale, satisfying the most demanding audio visual and technical requirements. Two main halls – Theatre Hall and Opera Hall – offer a space for more than 600 pax each and the range of services completes three restaurants, which can serve 300 guests each.

Although Bratislava is still **one of the youngest capital cities in Europe**, its history dates back to ancient times.

congress, conference and meeting venues are just round the corner from city centre hotels, with a large choice also of cosy bars, cafes and restaurants, perfect for a pleasant evening.

The congress capacities in Bratislava are more oriented on congresses and exhibitions of a technical nature. Recently, these were catered for by 2 facilities suitable for larger events: INCHEBA Expo Arena with a capacity of 2,500 and the state-of-the-art National Tennis Centre – the venue of the 2005 Davis Cup final. The overall capacity of Central Hall is 2,450 with an additional 1,300 places in the Training Hall. Both facilities also offer small conference rooms with a capacity of 100 places.

In the spring of 2007, the new National Theatre building on the Danube riverfront opened for the public. This means Bratislava has gained yet another



The new National Theatre

The range of conference and meeting venues also includes many beautiful historical palaces and manor houses (e.g. Primatial Palace, Reduta, “Župný dom”, etc.) and the newly built or renovated hotels with a rich choice of cuisine. Nowadays, Bratislava is home to almost 20 conference hotels with a maximum capacity of 380 in the main conference room.

Bratislava is not a big city, but its potential regarding tourism and conventions is rising. The most common question asked by visiting tourists is: “How did you manage to keep this beautiful city secret for so long?” ■

Primatial palace



THE „TATRA TIGER“ *is Experiencing a Hotel Boom*



The growing economy, investments by large foreign companies and the overall development of the region have been increasingly attracting interest. The surveys presented at IMEX in Frankfurt have shown that there is a growing demand from corporate buyers and agencies for Central and Eastern European countries, so the fact that new luxury hotels are being built, is warmly welcomed. What projects can we look forward to?

■ **By Peter Kremský,** TOP Trend

The most luxurious hotel is set to be the first big, five-star hotel in Bratislava – the Kempinski in River Park, nestling on a bank of the Danube by the PKO (The Culture and Leisure Park). Similarly, a little further along in the Pribinova zone, the famous hotel chain Sheraton is planning to invest in Bratislava: an attractive new luxurious four-star hotel will be built in the Eurovea complex. The Hilton corporation is considering building a hotel on the right bank of the river. Hotels should also be part of the Panorama City next to the Eurovea complex, a Twin City complex in Mlynské nivy, the central Park on the Trnavské mýto and Slovanov on Račianska Street. The new Holiday Inn Express will be built in the proximity of Bratislava airport by the Austrian developer, Raiffeisen Evolution. Construction should commence in May 2007 and it should be open by August of the following year. Apart from 176 fully air-conditioned rooms equipped in state-of-the-art style, it will dispose of conference premises for 200 people.

The Vienna Hotels company has also put its hopes in Bratislava. It will run no less than two new hotels; on Františkánske Square a new five-star hotel called Arcadia, which should open in 2007, is being built and the second hotel, the luxury four-star hotel Habermayer, also to be opened in 2007, is located on Panenská Street in the center of Bratislava, near the presidential palace.

- ▲ Project River Park
- ▶ Hotel Habermayer

The Irish group Lordship, which will reconstruct the Kamenné Square and the Kyjev Hotel in the center of town, is considering building two new hotels. Several new hotels should also be constructed in Trnavská Street, by the airport, in the Petržalka City complex by Rusovská Street and between the Old and Apollo bridges. Overall, within the next five years, more than two thousand beds should be added.

Another entrepreneur interested in entering the Slovak market is the French network Louvre Hotels - part of the British syndicate Starwood, which owns more than 800 low-budget hotels for businesspeople. Together with the Austrian Warimpex, it wants to build approximately 80 hotels, called Kyriad, for 300 to 500 million EUR in Central Europe within seven years.

After Bratislava, Košice is also blossoming, as it is the second location where hotels must be built. The upcoming Ice Hockey World Championship in 2011 promises interesting returns for developers for it could be the impetus for the development of the infrastructure and also an overall improvement of conditions in the city for MICE tourism. Július Rezeš, the owner of the biggest Košice hotel, the Slovan, has teamed up with the financial group J & T and started reconstruction worth 2 million EUR. By next summer, a four-star hotel with more than 200 beds should not only be modernized, but a commerce zone should be added as well. Another hotel will be built in the Cassovar complex on the site of a former brewery. The Hutník hotel is also undergoing reconstruction by the Bratislava group Soll, which aims to convert it into a four-star business hotel.

The J&T group, whose hotel activities operate under the umbrella of the Cypriot company Diamond Hotels, has big plans not only in Košice, but also in the Tatras. The first five-star hotel in the Tatras should be opened in Štrbské Pleso by 2008 following the reconstruction of the Hvezdoslav building and it should be run by the Kempinski hotel network; the four-star Grandhotel Praha in Tatranská Lomnica will undergo reconstruction, too.

Hotels are generally opened in towns that are associated with foreign investors and industry: a new Holiday Inn hotel should be opened in Žilina, where the Korean Kia Motors company has recently opened its first factory; the four-star Polom hotel has been completely reconstructed and modernized; other hotels should be built in Spišská Nová Ves; within the multi-functional Madaras complex, a four-star hotel with 140 bedrooms should be opened in the summer of 2008 ■



BEHAVIOR AT MEETINGS AND NEGOTIATIONS

“Meetings are held in a rather formal manner, with full use of titles until people get to know each other well. Hierarchy is generally respected, including seating arrangements, entering and leaving, and turns at speaking.

The purpose of meetings is to get to know the positions of others and to begin negotiations after some socializing and preliminary “sounding out.” There is no rush to enter into commitments. Care is taken not to give offense and politeness in this respect may lead to ambiguity, as mentioned earlier, and may be seen as hypocrisy. Slovaks often say what you want to hear, but they are not being intentionally deceitful. They are merely observing certain Central European courtesies in diplomatic communication. They are cautious in their dealings; their social spontaneity is not matched by spontaneity in business proposals.

Business discussions follow a normally ordered course, but Slovaks have less rigid agendas than Germans and even Czechs. They often wish to digress on subjects which are of interest or importance to them, but they are more disciplined in their digressions than French, Italians or Hungarians.

Their style is generally sober, with occasional flashes of feelings. A formerly oppressed people, they expect Western partners to be generous and offer concessions when their own resources are inadequate. They are tenacious in negotiating, but not openly forceful; instead, they bluff to a certain extent to get what they can.” ■

Richard D. Lewis:
“WHEN CULTURES COLLIDE: LEADING ACROSS CULTURES: SLOVAKIA”

Close Encounters with Slovak Towns



Magical towns conjuring up an atmosphere of times past and the European romanticism of the Austria-Hungarian empire, coupled with poly-functional centres with modern hotels, produce an interesting combination of archaic exteriors and modern architecture and lifestyle. Apart from the traditional squares, you can also encounter a wide variety of monuments, castles, cafés and restaurants, museums and leisure parks. What's more, there's always something happening.

■ *By Zuzana Adamson*



After Bratislava, **KOŠICE** ranks as the second largest city in Slovakia, with a population of 240,000 inhabitants. This metropolis of the East boasts an interesting fact: it has the largest historic city

reserve in Slovakia, with the Gothic Saint Elizabeth Cathedral (in Slovak language Dóm sv. Alžbety), the biggest church in Slovakia, as its dominant element.

The traditional International Peace Marathon, one of the most important and oldest competitions for long-distance runners in the world, takes place in Košice every autumn. The monument with the statue of a sportsman on the Square of the Peace Marathon

(Námestie maratónu mieru) pays homage to all the participants. The winner's name is engraved in the monument each year.

In 2011, the town will host the World Ice-Hockey Championship and consequently it is undergoing reconstructions and several accommodation facilities are being built. Thus, in 2009, the town will have 290 more beds than it currently has, plus a congress centre for 400 people and an Aupark shopping centre.

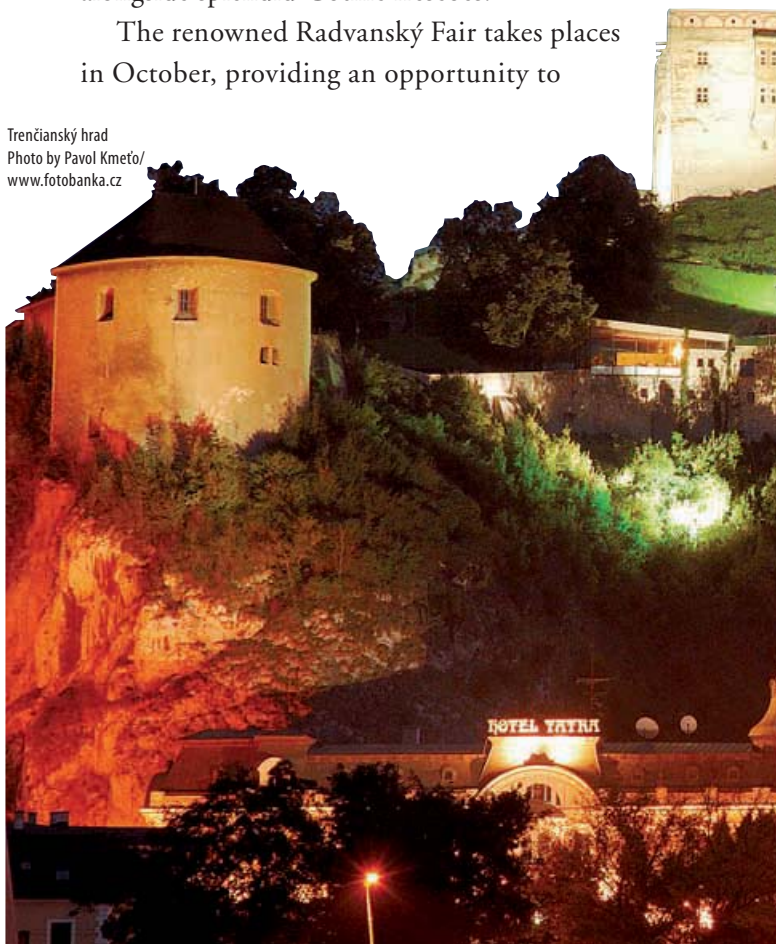


BANSKÁ BYSTRICA is the sixth largest town in Slovakia and is situated in the middle of Slovakia, perched on the Hron river against a backdrop of the Low Tatra and Velká Fatra mountains, and

is both a popular winter and summer travel destination. The townhouses display a variety of architectural styles that bear traces of the Gothic, Renaissance and Baroque. The most interesting are the Benicky House and the Thurzo House, which houses the Museum of Regional Archeology alongside splendid Gothic frescoes.

The renowned Radvanský Fair takes places in October, providing an opportunity to

Trenčianský hrad
Photo by Pavol Kmeťo/
www.fotobanka.cz



admire folk crafts or buy a present. The celebration is spectacular, with plenty of food, drink, craftsmen and women, traditional goods, entertainment, music and dance. The performance of folklore ensembles provides a display of beautiful embroidered folk costumes, which express the authentic spirit of the Slovak people.

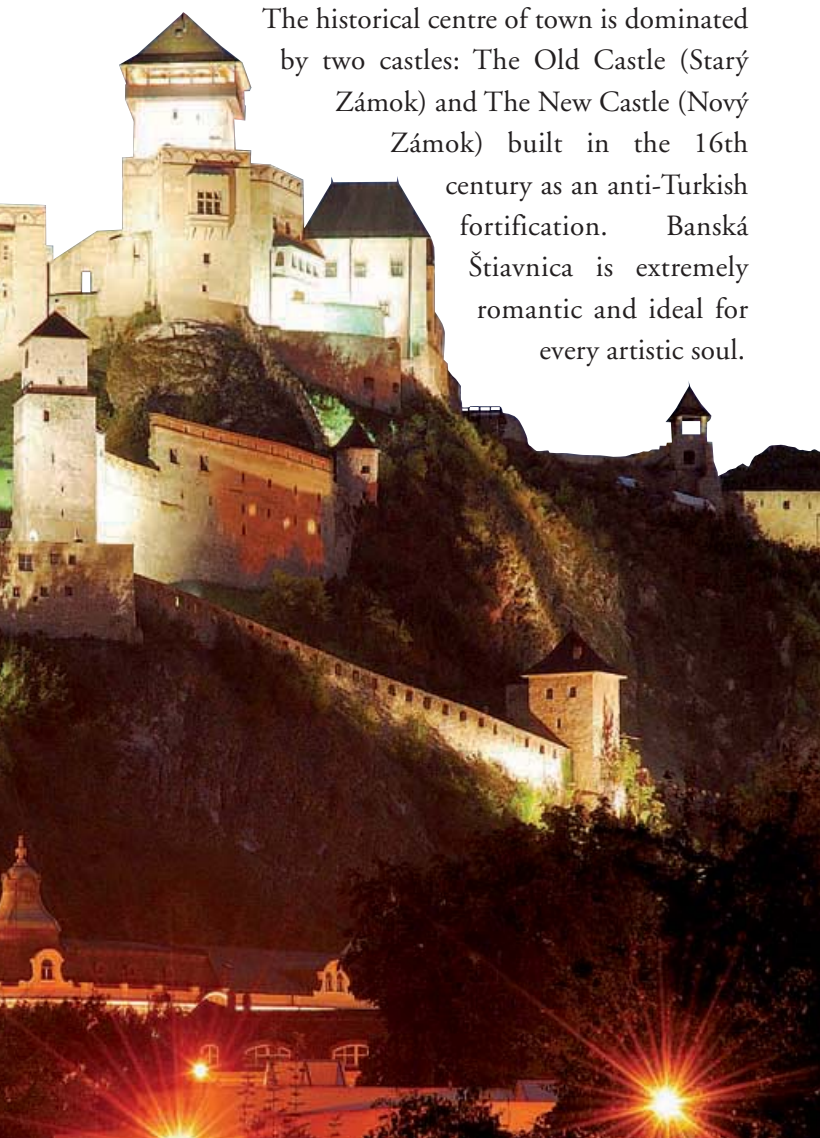
Banská Bystrica, which is also the location of the Matej Bel University, is a 2013 European Capital of Culture candidate.

DAY 3

BANSKÁ ŠTIAVNICA is one of the most important centres for gemstone mining and coalmining sciences, technology and education in Europe.

In 1994 it was added to the UNESCO world heritage list. The mining and processing of gemstones, predominantly silver and gold, dates back to the Bronze Age. A coalmining university, the first of its kind in the world, was established here by a decree of Maria Theresa in 1735 and it paved the way for the establishment of the polytechnic in Paris.

The historical centre of town is dominated by two castles: The Old Castle (Starý Zámok) and The New Castle (Nový Zámok) built in the 16th century as an anti-Turkish fortification. Banská Štiavnica is extremely romantic and ideal for every artistic soul.



DAY 4

Situated near the Czech border, **ŽILINA** is known primarily for its foreign investors. The South-Korean car company, KIA Motors, has established plants in the area and at the end of 2006 began the manufacture of cars (300 vehicles per year). In 2007, KIA opened another plant, increasing its production to as many as 600,000 vehicles a year. Along with North Moravia in the Czech Republic, where currently the South-Korean Hyundai Motor Company is building car production plants with a planned manufacture of 300,000 vehicles, Žilina will become the "Detroit" of Europe.

Žilina is bustling, with a number of new development projects in progress. The highest construction is without doubt the EUROPalace poly-functional complex, the first highrise in the town with 22 floors. It will provide shops, a fitness centre, a water world, office spaces and luxury flats. By 2008, the investor group SPU will build Level Park, which will have flats and commercial space, as well as a congress hall for 250 people, a three-star hotel with a 220 bed capacity, a restaurant and wellness facilities.



A historical building in Košice from the beginning of the 20th century
Photo by Karol Hatala/www.fotobanka.cz

DAY
5

KOMÁRNO is situated in southern Slovakia at the confluence of two major rivers – the Váh and the Danube. With its 32,000 inhabitants, Komárno is not a large town, though it is one of Slovakia's oldest.

It boasts a unique and highly intriguing project that attracts crowds of people from all around the world. "Europe Place", designed by the Evropa architects' studio, spreads over an area of 6,500 square metres. Houses built in various styles of historical architecture that are representative of each European country, are built around the square. So you can find perched next to one other a Dutch House, a Danish House, a German House and so on. Each of the houses is highly individual in style and together they create a unique space that pays homage to a united Europe, whilst at the same time emphasising the diversity and individuality of the peoples of its various nations.



Europe Square displays the architectural styles of various European countries

DAY
6

TRENČÍN is situated near the border with the Czech Republic (with the Moravian region). The landmark building of this ancient trade route intersection, where Romans dwelt in the times of Marcus Aurelius, is Trenčín Castle.

This conspicuous building, which was awarded the title of royal castle in the 11th century, towers in stately fashion above the town, conjuring up images of a romantic fairytale. No wonder, as the romantic tale of the love of Fatima and Omar is connected with the place. During the Turkish crusade, the beautiful Fatima was captured and the Lord of the castle, Štefan Zápoľský, made her lover



Try the bryndzové halušky (potato dumplings with sheep's cheese), a traditional Slovak dish
Photo by Miroslav Bielko/www.fotobanka.cz

Omar search for water for three years. He released them both only after Omar managed to find it and ever since then, the 80-metre deep Love Well (Studňa lásky) bears witness to this dramatic story.

A wide variety of festivals and events take place in Trenčín, be it in the castle area or in other locations, the best known being Trenčín: The Town of Fashion, the Pohoda music festival and the ArtFilm festival that takes place in June. The famous spa Trenčianske Teplice lies just outside the town.

DAY
7

TRNAVA lies between Bratislava and Nitra, an area of great dynamic growth. The privileged deed granted by King Bela IV in 1238 made Trnava the first Slovak town with a royal town charter.

After the Turks seized Estergom in 1543, the Estergom archbishop moved to Trnava and the town was transformed into a Hungarian cultural and religious centre for nearly 300 years.

Trnava is currently undergoing dynamic progress in all areas. A wine route that runs from

Slovaks like to hold festivals in historical style in castles and chateaux
Photo by Květoslav Šakový/www.fotobanka.cz



Bratislava to Trnava, entitled the Small Carpathian Wine Route, has been gathering momentum and attracting an increasing number of visitors. The new, four-star Hotel Empire was opened in April 2007 as a part of an extensive tennis area, which has three indoor air-conditioned tennis courts and twelve outdoor ones. In future, it should house a congress hall catering for 500 to 1500 people. But the Empire is not the only four-star hotel in Trnava; in the spring of 2007 construction started on the Holiday Inn and this should open by 2009.

Trnava is a 2013 European Capital of Culture candidate.



The third largest Slovak town, **PREŠOV**, with a population of 92,687. Its location in the east means it has a diverse cultural mix of Slovaks, Poles, Ukrainians and Rusyns. Historical monuments are concentrated in the town's centre, the most dominant being the monumental Roman



▲ The consumption of canned soups in the US increased thanks to Andy Warhol
◀ A Cat from the museum in Medzilaborce



Petra Pišová,

Director of Sales & Marketing in Satelit Hotel, answers our questions and invites you to discover one other interesting city in Slovakia, the known spa town Piešťany.

1 Why should your hotel in particular be chosen for holding a conference?

The Hotel Satelit is located in the centre of a world-renowned spa town. There are four, newly refurbished, air-conditioned function rooms plus one large conference hall, two

smaller halls and one lounge for more private meetings. All the conference spaces have the latest technical equipment, such as: data-video projectors, projection screens, videocassette recorders, TV, DVD players, back-projectors, flipcharts, wireless microphones, laser pointers, etc.

2 What do you offer for free time activities? What activities can guests look forward to?

In terms of the services offered by our hotel I can mention our new wellness centre, where guests can utilise various procedures, such as massages, face massage, bottling, wrapping in Dead Sea mud, aromatherapy, dry sauna, steam sauna, infra sauna, jacuzzi or sun-parlour. The Spa Institute is only about a three-minute walk from the hotel, where guests can use the indoor or outdoor swimming pools or the mirror room,

try oxygenotherapy, gas injections, acupuncture and many other services. Activities taking place outside of our hotel include sight-seeing boat trips, indoor and outdoor go-cart courses, a golf course, tennis, squash, bowling, scuba-diving, water boarding, paintball and other activities.

3 Is there anything else you would like to tell?

Piešťany, as an internationally known spa town, is sought after mainly for its thermal waters and sulphur mud. The Napoleon Spa provides water and sauna worlds for guests of the Balnea Esplanade Palace, a rehabilitation pathway, Pilates, Tai-chi, yoga, aerobics and aqua aerobics, mirror rooms, morass, paraffine, parango, a salt cave and many other things. There is a permanent exhibition of sculptures, statues and a beautiful old park ideal for walks, situated on the Spa Island ■

Golf Courses for the Discerning

■ *By Zuzana Adamson*

The Town and Golf

The conditions for playing golf in Slovakia are improving, with several new golf courses opening and prestigious golf tournaments gradually starting to take place. Consequently, the European Professional Golf Association picked the 18-hole golf course Black River in Bernolákovo as one of its courses for the leading European golf tournament, the BA-CA Golf Open. Professional players from the Czech Republic, Croatia, Hungary, Slovenia and Slovakia will compete in order to qualify for the Wildcard and participate in the most important European competition. The oldest golf course in Slovakia, the Bernolákovo golf course, originally a 9-hole course, is situated in a romantic castle complex that dates back to the 18th century. It has an excellent

location just 10 km out of Bratislava and has recently been expanded into an 18-hole course. According to experts, the Bernolákovo golf course is one of the most challenging of European golf courses.

Those who prefer the hustle and bustle of the city can also have a game in Čierna Voda, close to Bratislava, that has a 6-hole golf course at its disposal as well as an indoor swimming pool. It is open throughout the whole year, although according to the Vice President of the Golf Club Elán, Jan Svoboda, further enlargement is not planned in the near future. Investments are being made into improving the current conditions for golfers.

Near Bratislava, perched on a bank of the River Danube by a small town called Šamorín in the Trnava region, one of the two 18-hole golf courses to be built



by the Welten company, is taking shape. Golfers will be able to enjoy the whole facility, which encompasses a hotel and a restaurant. In August, the first section of the master golf course, designed by the Austrian architect Hans Georg Erhardt, will be opened and this should cater to the needs of top golf tournaments.

There is not only development in the south-west, but also in the eastern part of Slovakia, in Košice, where a refurbished 9-hole golf course is to be opened in June 2007. According to Jozef Juhás of the Golf Club Alpinka Košice, golf has great potential in this area.



Over the several years of its existence, it has gained an excellent reputation, becoming the setting for important European competitions and, according to the European Professional Golf Association, suitable even for a first-rate tournament.

More courses are necessary for big international tournaments, however, and thus new golf courses are being created connecting the Tále-Krpáčovo-Brezinky areas. In Brezinky, situated just 30km from Tále, a 27-hole golf course should be built by 2009. Once all the golf courses are completed, golfers can combine the game on five nines. The Tále a.s. company is planning to expand hotel capacities and improve the standard of services.

In Velká Lomnica, below the High Tatras, a complex golf course area will be opened. In 2006, a new facility called Black Stork, with an 18-hole golf course, was given a gala launch, thus celebrating the centenary of golf@s existence in Slovakia. The area is renowned for its healing thermal waters and an aqua park focused on wellness and spa stays should be opened here in the future; hotel facilities are also planned.

The recently opened airport in Poprad, situated at the highest altitude for an airport in Central Europe, has had a positive impact on the growth of golf tourism in this area. There are two regular SkyEurope flights on the Poprad – London route and, as of 25 March, 2007, also a CSA (Czech Airlines) flight on the Prague – Sliač – Poprad route ■

Spas, Mountains and Golf

In the renowned spa town of Piešťany, located just one hour's drive from Bratislava, a 9-hole golf course is situated. Thus, the spas have reclaimed a golf tradition that dates back to 1914. In 2004, a 9-hole golf course was opened in the Vrbinky area; playing two rounds of a 9-hole game sees a course with a length of 4,176 m.

The most famous golfing area in Slovakia has to be Tále, where in 2002 the very first professional 18-hole golf course, Gray Bear, was opened. It is located in the idyllic mountain area of the Low Tatras, which is ideal for combining golf with hiking or various relaxation and wellness stays. The golf course is charmingly incorporated into the original mountain valley, with an area of 60 hectares and a length of more than 6 km.

GOLF COURSES IN SLOVAKIA

9	Bernolákovo		
18	Bernolákovo Black River		www.golf.sk
18	Black Stork Vel'ká Lomnica		
9 –	Full Swing Indoor Golf Club	Bojnická 18, BRATISLAVA	www.golf.sk
9	Golf Club Alpinka Košice	Františkánská 5, KOŠICE	
18	Gray Bear – Tále	Horná Lehota – Tále 100, BREZNO 1	
9	Spa Piešťany	Kúpel'ný ostrov, PIEŠŤANY	www.spagolf.sk
9 –	Tatranská Lomnica		www.tatrygolf.sk
9 –	First Golf Club in Žilina	Oběžná 5/8344, ŽILINA	www.golfinvent.sk
9	Velká Lomnica	Tatranská 754	
9	Welten	Báč 113, Báč, DUNAJSKÁ STREDA District	www.welten.sk



CLASSIC SPAS IN THE V4 COUNTRIES – Slovakia, the Czech Republic, Hungary and Poland - have a long-standing tradition. Foreign visitors have different ideas about terms like “spa”, “Medical spa” or “wellness”, each foreign visitor imagines something different.

Therefore, we asked the spa consultant, **Hana Cathala**, who has worked in this field on an international level for more than twenty years, about the specific qualities of spas.

■ **By Zuzana Adamson**



SPA

or Sanitas Per Aquam

MICE CEE: Where does the word “spa” originate and what does this abbreviation stand for?

International spa companies cannot come to a consensus on how this word was conceived. There are numerous theories about its origin; according to one theory, it originates from the Latin “sparsa” meaning “to splash”, others say “spa” is derived from the extremely luxurious historical spa town in Belgium, located near Liège. The third, and the most respected assumption, however, asserts that it is derived from the inscription SPA, found amongst the ruins of ancient Greek and Roman spas. Once deciphered, it was clear that it was an acronym, with S standing for SANITAS, meaning hygiene or health, P as in PER (through), and AQUAM meaning water, thus “health through water”. This suggestion is the most trustworthy. Ancient Greco-Roman bath-houses utilised water as the essence of spas. At its core are therapeutic, social and cultural techniques that aim to restore to health, relax and care for the individual from

physical, spiritual and cultural standpoints. Today’s bath-houses, wellness centres and spas have the same objective. Thus, be it on a conscious or an unconscious level, the current conception of spas reasserts this theory.

MICE CEE: What are the basic differences between traditional Central European medical spas and the spas and wellness known in the USA?

There is a major difference between European countries and the USA. In the US, spas are considered to be just like any other wellness centre. Wellness doesn’t have to have water as the basis of its procedures, but spas, in our conception, do. In Europe, even if it was only a jacuzzi, water is the prerequisite for the title of SPA. Another distinction lies in the fact that in Europe, a doctor doesn’t have to be present in a spa, although when we talk about Medispa in Europe, it means that the centre is under medical supervision. The director is a doctor who has



Classic Central European spas and American spas are not the same!

Relax in Spa Piešťany

several employees at his or her disposal, who are educated in the field, such as nurses, etc. Medispa in Central Europe is a highly official medical body that falls under the jurisdiction of the Ministry of Health. Americans consider Medispa to be a clinic that is situated in a town or in the countryside, the same as a beauty farm for instance, and the only requirement is that all the employees are medical staff - doctors, nurses, etc. Facilities that perform cosmetic surgery, health check-ups, tests, etc belong to this category. Typical Medispa facilities are clinics that perform dental care using state-of-the-art technologies.

MICE CEE: Let@s get back to Central Europe. How long is it necessary to stay in spas in order to achieve the maximum effectiveness of the procedures?

We could try to answer this through association: the more

deeply-rooted the illnesses, the higher the number of days are necessary for the treatment. Those arriving at weekends, or for an extended weekend, primarily want to rest and relax, perhaps they have some more specific request. Whether it is procedures or baths, a client will be aware of the fact that four days provide only a “surface conditioning”. For treating illnesses, the length of treatment is obviously different. If a person comes for a week, he or she knows that they can undergo some of the procedures a number of times, so the effectiveness is greater.

MICE CEE: How long should one stay in a spa to improve one’s state of health?

It depends on the client’s problem. If it is rheumatism, for example, the illness can’t be cured, but generally three weeks will be more effective than two weeks. If a client spent four weeks in a spa, again the results will be much

VALUES FOR SLOVAK PEOPLE

“Extended families, respect for education, love of music and sport, defense of their Slovak nation and culture, closeness to nature, attachment to folklore, folk art, Epicureanism, attachment to popular traditions.”

MOTIVATION FACTORS

*“Slovak people consider themselves cultured, and you need to match their level of sophistication ■
They expect you to be well educated ■
They are motivated by solid achievement but are also susceptible to charm ■
They like to have their confidence bolstered: encourage them ■
They want to see you relaxed about rules and regulations. Show interest in nature and enjoy their attractive countryside” ■*

AVOID

*“Patronizing the „young“ nation ■
Calling them Eastern Europeans ■
Calling them a former communist regime ■
Dwelling on their pollution problems“ ■*

Richard D. Lewis:
“WHEN CULTURES COLLIDE: LEADING ACROSS CULTURES: SLOVAKIA”

better. If someone suffering from rheumatism comes for three months, he or she is aware that the problem will completely vanish for a year. During treatment procedures, spas must provide four procedures a day. Therefore, it is essential to organise everything well and book well ahead. For instance, if a client goes skiing or plays golf in the morning and in the afternoon undergoes treatment, he or she should prepare a good schedule in advance.

MICE CEE: What's new in the Slovak spa industry? What is popular right now?

In terms of Medispa, the methods and resources are not changing. We work with mud, peat and thermal water. Naturally, the methods of wrapping can be modernised, modern cabins can be provided where neon lamps don't shine directly into the face, but there are lamps in the cabin that simultaneously function as light-therapy: they boost Vitamin D and substitute for the sun, etc. It all depends on the level of sophistication of a particular spa. An area that is growing in Slovakia is wellness. Interesting premises are opening, for instance, in the Permon Hotel in the High Tatras, a wellness centre was built on a 2,000 square metre area with a bear lair, caves, pools, jacuzzi, smaller and larger cabins, various types of steam spas, salt spas, etc. The Rajecké Teplice spa is also very attractive and sought after, both for its procedures and for its design. Saunas with added herbs and scents are popular, as are steam spas. The most successful saunas in Slovakia are probably Thai massage, hot stone massage, aromatherapy, reflexive massage, bottling, ayurvedic massage and various kinds of wrapping, as well as lymphatic or mechanical drainage. Cryotherapy is a huge trend.

MICE CEE: And what about thermal swimming pools?

Thermal swimming pools are truly unique, a Slovak and Hungarian speciality. Some minerals can be concentrated and the length of bathing in thermal water is often limited for health reasons, frequently to twenty minutes. It is not good for the organism to remain in thermal water for three hours. All the substances that diffuse into the body have a specific length of duration. Consequently, spa procedures are limited timewise. It is necessary to add that each person, each organism, is totally different and thus reacts differently to spa procedures. Effectiveness is therefore very individual.

MICE CEE: Finally, what is your message to foreign visitors?

The procedures in Slovak spas are very popular with foreign visitors, although, for instance, US guests are used to an American standard of service. If you ask for something, you will get it immediately. In some Slovak spas that aren't so accustomed to foreign clients, this could be a bit of a problem. It's a question of a different culture and it requires tolerance. People in Slovakia are extremely nice and friendly and they will welcome you with open arms. Guests should be aware that the staff do their best for their bodies, that they get the highest-quality, completely natural products, which they might not find in the US, and moreover, they get them for very good prices here. So guests should be tolerant towards employees, if the services provided are not what they are used to ■



Hana Cathala
International SPA consultant
www.spaconsulting.eu



HOTELS VENUES



YES, I ARRIVED ON TIME. WHAT AN INCREDIBLE COUNTRY! I HAD NO IDEA! THERE ARE SO MANY GORGEOUS HOTELS HERE THAT I DON'T KNOW WHICH TO CHOOSE.



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Our Fusion restaurant is the most luxurious Euro-Asian restaurant in Slovakia and the first of its kind in Central and Eastern Europe. This restaurant offers you the delicate flavours of distant lands and an exotic medley of aromatic meals from Malaysia, Thailand, India and China, with a fine touch of light European cuisine paired with a connoisseur's wine list ■

ACCOMMODATION FACILITIES	
Total number of guestrooms	224
Standard Twin Rooms	71
Standard Queen Rooms	85
Club Queen Rooms	50
Club Twin Room	1
Junior King Suite	5
Corner King Suite	10
Handicapped Rooms	2



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
London	200	350	100	330	326
London I	80	100	40	120	155
London II	40	70	26	70	85, 4
London III	40	70	26	70	85, 4
London I+II	120	170	66	190	241
London II+III	80	140	50	140	171
Rome	-	150	40	150	272
Berlin	50	80	40	70	98, 5
Paris	40	70	40	70	98, 8
Vienna	40	70	35	50	106
Prague	20	30	14	30	41, 4
Budapest	20	30	14	30	41, 4
Bratislava	-	-	-	-	89, 5
Kiev	20	30	12	30	44, 8
Warsaw	40	70	34	70	89, 5
Madrid	n/a	n/a	n/a	n/a	
Lisbon	n/a	n/a	n/a	n/a	

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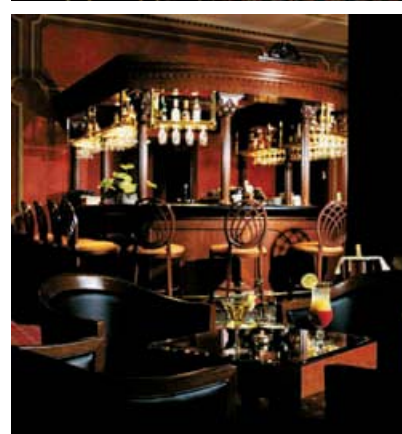


ACCOMMODATION FACILITIES

Total number of guestrooms	168
Junior Suite	3
Suite	5
Maria Theresia Room	1

As one of the most famous buildings in Bratislava, the Radisson SAS Carlton Hotel offers historical prestige and continues a long tradition of high standards of service. It is an international meeting point for social, cultural and business events and is known for offering its guests the best image and identity in the Slovak capital. **HOT SPOT: Free** broadband internet for all hotel guests.

- Bratislava is easily accessible and is serviced by many direct flights
- An active cultural life includes art galleries, ballet, drama, National Opera, jazz and music festivals
- Creative seasonal events – Goose feasts, Easter events, Christmas markets and the Carpathian wine route
- A modern European country mixed with a deep rural tradition
- Folk festivals, castle tours, snow boarding, horse riding and hiking



CAPACITY

	Classroom	Theatre	U-Shape	Reception	Area (sq. metres)
Harmony Hall	180	380	72	400	303
Melody & Symphony	105	220	48	350	100
Symphony Suite	45	80	29	110	94
Melody Suite	50	80	32	110	106
Rhapsody Suite	45	80	29	110	100
Carlton Hall	-	80	32	200	229
Breakout Room 1	-	-	-	-	17
Breakout Room 2	-	-	-	-	21
Breakout Room 3	10	14	-	-	21
Breakout Room 4	6	12	-	-	16

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The City Hotel Bratislava is a large, modern hotel with a wide range of services, successfully combined with typical Slovak hospitality. It is situated in quiet surroundings with easy and comfortable access to the historic centre of Bratislava. At a short distance from Bratislava International Airport, major shopping malls and other tourist attractions, the hotel is a popular place to stay. The hotel parking lot provides sufficient capacity for accommodated guests, events and conference participants plus extensive parking space for buses.

This largest conference hotel in the Slovak capital offers 11 modern and professionally equipped, multifunctional conference rooms and lounges with an area of over 1200 sq.m. Most of the conference rooms can be easily interconnected. High-speed and Wi-Fi Internet access, the availability of interpreting services, air conditioning, desktop computers with high speed Internet and printing services available 24 hours in the hotel lobby, special trained conference and events staff as well as top quality catering services are ensured ■

ACCOMMODATION FACILITIES	
Total number of guestrooms/persons	240/440
Standard single room	45
Standard double room	73
Business double room	112
Business suite room	10



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Conference Hall	140	340	240	160	311,5
Meeting Room F2	35	60	38	35	84,4
Meeting Room F1	30	40	30	30	76,3
Small Breakout Room			20		31,3
Metropolitan Grill				140	272
Meeting Room R1	60	80	50	80	132,2
Meeting Room R3	60	80	50	80	132,2
Primator Break. Room			22		39,2
Atrium				68	121,5
Meeting Room F3	30	40	30	30	49
VIP Cigar Lounge First-class meeting lounge with stylish furnishing, designed for special private sessions.					

CityHotel Bratislava ★★



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172 HOTEL

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EMAIL: euroagentur@euroagentur.sk

WEB: www.euroagentur.cz



Just opened in 2006, this new, modern hotel is located in the sensitively reconstructed building dating to 30s of the 19th century known as the Old Market. The Art Hotel William therefore represents a unique combination of historical features and modern, luxurious fittings in the heart of Bratislava.

All rooms are equipped with TV/SAT, high speed Internet access, direct dial telephone, minibar and safe deposit box. The hotel offers a variable meeting room with a maximum capacity of 250 persons, which is suitable for conferences and congresses as well as for social events, company training and family celebrations.

The hotel restaurant offers a large choice of Slovak and international delicacies. The hotel café, with its selection of delicious coffees and appetizing desserts, is an ideal place for business meetings. A number of luxurious boutiques, of such world-renowned designers as Valentino, Max Mara or Gianfranco Ferré, are located on the ground floor of the hotel. Thanks to its central location in the historical part of Bratislava, you can easily visit cultural events and other attractions of the Slovak capital city ■

ACCOMMODATION FACILITIES	
Total number of guestrooms/ persons	40/76
Double rooms	32
Single rooms	4
Junior suites	2
Apartments	2



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Congress Hall	90	200	60	250	221

HOTEL DUKLA



HOTEL DUKLA

ADDRESS: DULOVO NAMESTIE 1
821 08 BRATISLAVA

RESERVATIONS:

TEL: +421 2 5596 8922, 5596 8933

FAX: +421 2 5596 9379

E-MAIL: dukla@hoteldukla.sk

WEB: www.hoteldukla.sk

ACCOMMODATION FACILITIES

Total number of guestrooms	105
Singles	19
Doubles	79
Junior Suite / Fitness Studio	2 + 3
Diplomat Suite / Senior Suite	1 + 1



HOTEL DUKLA
BRATISLAVA



Completely renovated, our hotel is situated in the modern center of the new business area of Bratislava, only 10 minutes from the historic part of the city. The hotel is easily accessible from all major roads, and we offer you many complementary services included in the room rate – free internet connection, free in-room minibar, free coffee & tea facilities, and free entrance to the new fitness center & salt cave. One of the finest hotels in Bratislava, our hotel restaurant is also considered as one of the best in Slovakia-- renowned for its modern gastronomy with a touch of French cuisine, traditional game specialities, and gourmet menus. Our friendly and professional staff is waiting to serve YOU ■



CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
English Salon	36	60	34	50	92
Hunting Salon	36	60	34	50	92
Congress center	80	110	-	100	125
Congress hall	18	35	18	30	40

HOTEL BARÓNKA



CAPACITY				
	Classroom	Theatre	U-Shape	Area (sq. metres)
Congress Hall No. 1	160	220	250	272
Congress Hall No. 2	60	70		120
Meeting Room No. 1	22			30,36
Meeting Room No. 2	22			33,12



HOTEL BARÓNKA

ADDRESS: MUDROCHOVA 2

835 27 BRATISLAVA

TEL: + 421 2 44 87 23 24, 44 88 20 89,
44 88 01 57

FAX: + 421 2 44 88 54 00, 44 88 01 57

RESERVATIONS:

TEL: + 421 2 44 87 23 24, 44 88 20 89

FAX: + 421 2 44 88 54 00

E-MAIL: recepia@hotelbaronka.sk

WEB: www.hotelbaronka.sk

ACCOMMODATION FACILITIES

Total number of guestrooms/persons	121/ 236
Single rooms	23
Double rooms	85
Double rooms with an extra bed	10
Apartments	3



SATELIT PIEŠŤANY



CAPACITY			
	Classroom	Theatre	U-Shape
Big Congress Hall	120	150	40
Small Congress Hall 1	35	40	25
Salon	15	20	



HOTEL SATELIT

ADDRESS: NÁM. J. MURGAŠA 3

921 01 PIEŠŤANY

TEL: +421-33-7725833,
+421-33-7725893

FAX: +421-33-7626777

E-MAIL: recepia@hotelsatelit.sk
sales@hotelsatelit.sk

WEB: www.hotelsatelit.sk

ACCOMMODATION FACILITIES

Total number of rooms/persons	52 / 120
Double rooms	48
Studios	4
Rooms with an Extra bed	11



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HOLIDAY INN ŽILINA



HOLIDAY INN ŽILINA

ADDRESS: ŠPORTOVÁ 2

010 01 ŽILINA

TEL: +421 (0)41 50 50 100

FAX: +421 (0)41 50 50 101

E-MAIL: info@hi-zilina.com

WEB: www.zilina-holiday-inn.com

RESERVATIONS:

TEL.: +421 (0)41 50 50 120

E-MAIL: reservation@hi-zilina.com



This new, international 4-star city centre hotel, the Holiday Inn Žilina, offers various high-quality room types and outstanding services. The hotel is located within walking distance of the main railway station and the historical old town.

All the stylish and spacious 133 guest rooms, including 21 comfortable and elegant 2-room studios, have state-of-the-art equipment e.g. manually adjustable air conditioning, LCD TV, voice mail, high speed broadband Internet, a large work desk, complimentary coffee and tea making facilities and a minimum bed size of 1.80 metres - ideal for the business and leisure traveller.

The biggest and newest venue for congresses is in the Holiday Inn Žilina. More than 900 square metres, with a capacity of around 800 people, is available for workshops, meetings, training and even exclusive banqueting. A special Convention Planner is available all day long to help congress organisers ■

ACCOMMODATION FACILITIES	
Total number of guestrooms	133
Standard rooms	96
Executive rooms	16
Studios	19
Presidential Studios	2



CAPACITY							
	Classroom	Theatre	U-Shape	Banquet	Block	Coctail	Area (sq.metres)
MILLENIUM	420	600	160	430	150	600	716
MILLENIUM I	180	300	60	150	60	200	249
MILLENIUM II	280	450	100	240	90	300	353
CENTURY	80	140	40	80	45	100	109
CENTURY I	30	40	20	No	20	No	31
CENTURY II	30	40	20	No	20	No	31
CENTURY III	35	50	25	No	24	No	47
ALPHA	15	30	10	No	10	No	30
OMEGA	20	40	14	No	12	No	42



LET'S MEET



HOTEL GRAND

ADDRESS:

032 51 DEMÄNOVSKÁ DOLINA

TEL: +421 44 55 914 41-44

FAX: +421 44 55 914 54

E-MAIL: hotelgrand@jasna.sk

WEB: www.grandjasna.sk



CAPACITY				
	Classroom	Board	U-Shape	Area (sq. metres)
Big Conference Hall	130	200	100	182
Small Conference Hall	70	100	50	91
Salon	30	40	20	63
Slovak Room	15	30	15	48
Hotel Hall		300		210



GRANDHOTEL PRAHA

ADDRESS: TATRANSKÁ LOMNICA 8

059 60 VYSOKÉ TATRY

TEL: +421/52/4467 941-6

FAX: +421/52/4467 891

E-MAIL: reservation@ghpraha.sk

WEB: www.ghpraha.sk

CAPACITY			
	Classroom	Theatre	Area
Congress Hall I	60/90	100/140	82,5/127,5
Congress Hall II	60	100	90
Congress Hall I +II	120/150	200/250	172,5/217,5
Hunting Salon	20	20	40
Green Salon	20	20	40
Grand Lounge		100	166
Board Room Praha		6-8	



IN THE TATRA MOUNTAINS IN THE GRAND STYLE



GRANDHOTEL STARÝ SMOKOVEC

ADDRESS: STARÝ SMOKOVEC

062 01 VYSOKÉ TATRY

TEL: +421/52/4780 000

FAX: +421/52/4422 157

E-MAIL: reserve@grandhotel.sk

WEB: www.grandhotel.sk



CAPACITY				
	Classroom	Board	U-Shape	Area (sq. metres)
Rondo	80	200	50	182,5
New Salon	30	30	20	75
French Salon	20	20	20	40

■ Total number of guestrooms/persons 315/615

■ Interesting activities: alpine tours, river rafting, "Tatrabob" Bobsleigh track, golf course and golf classes, thermal swimming pools, snowrafting and snowtubing, spa and wellness.

■ Discover caves, castles, palaces, museums, and more.

HOTEL PARTIZÁN TÁLE



HOTEL PARTIZÁN TÁLE

ADDRESS: BYSTRÁ 108 – TÁLE
977 65 BREZNO

RESERVATIONS:

TEL: +421 48 6308500,
+421 48 6308513,
+421 48 6308505

FAX: +421 48 6308523

E-MAIL: partizan@partizan.sk

WEB: www.hotelpartizan.sk
www.partizan.sk



ACCOMMODATION FACILITIES

Total number of guestrooms	90
Apartments	5
Junior suites	19
Panorama rooms	48
Economy rooms	18
Room with 1 bed+	60



In 1961 the hotel Partizán in Tále welcomed its first guests. In that period the hotel was the only hotel in the area. During the following years new establishments were built and nowadays, Tále in Low Tatras belong to the favorite tourism destination.

In 1992 our hotel Partizán Tále was privatized and became one of the family owned and managed hotels in Slovakia. After the reconstruction, it became one of the most elegant hotels in Slovakia.

For your meetings hotel has at your disposal audio visual technology and is able to arrange recording and interpreting services.

For your relax hotel offers services of Wellness centre with pool, dry and steam saunas, various massages. Fun and entertainment can be found in Limbus with bowling, darts, billiard and night club.

Location of the hotel offers ideal place for outdoor teambuilding activities such as tennis courts, Tarzania – obstacles in altitude, minigolf, minifootball, minivolleyball, 4 wheel drives and others ■



CAPACITY

	Classroom	Theatre	U-Shape	T-shape	Area (sq. metres)
Congress room	180	250	150	60	265
Salon 1	50	65	40	30	67
Salon 2	-	25	10	-	36
Salon 3	40	50	30	25	65
Salon 4	-	25	10	30	40
Salon 5	40	-	36	-	70
Salon 6	-	-	25	-	40

BEST WESTERN HOTEL TULIPÁN



BEST WESTERN HOTEL TULIPÁN
ADDRESS: TATRANSKÁ LOMNICA 63
 059 60 VYSOKÉ TATRY

RESERVATION:

TEL: + 421/52/478 06 11
 + 421 915 868 179

EMAIL: reservations@bwtulipan.sk

WEB: www.bwtulipan.sk

Director:

TEL: + 421/907 193 035

FAX: + 421/52/478 06 14

EMAIL: drahomir.chochol@bwtulipan.sk



ACCOMMODATION FACILITIES	
Total number of guestrooms/persons	17/40
Double room	10
Apartment de Luxe	5
Suite Standard	2



CAPACITY			
	Classroom	Theatre	Cocktail
Conference Room	40	40	80

HOTEL DIXON



HOTEL DIXON
ADDRESS: Švermova 32
 974 04 BANSKÁ BYSTRICA
TEL: +421 48 471 7801-04
FAX: +421 48 471 7807
E-MAIL: hoteldixon@dixon.sk
WEB: www.dixon.sk

RESERVATIONS:

TEL: +421 48 471 7800

E-MAIL: recepcia@dixon.sk



ACCOMMODATION FACILITIES	
Total number of guestrooms/person	105 / 208
Incl. rooms with extra bed /persons	29 / 40
Double standard rooms	42
Single standard rooms	2
Double twin rooms	50
Suites	11

CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Congress hall I.	150	200	-	200	170
Congress hall II.	130	170	-	200	195
Congress hall II. Plus	210	290	-	330	315
Meeting room	60	80	50	80	70
Meeting room banquet	30	40	40	50	50
Lounge I.	24	24	21	-	45
Lounge II.	15	15	15	-	23



Tarzan in Tatra mountains



The Slovak National Theatre

DMC AGENCIES

Lúčnica: The Slovak National Folklore Ballet
Photo by Peter Brenkus



Bojnice
Photo by Marek Pur

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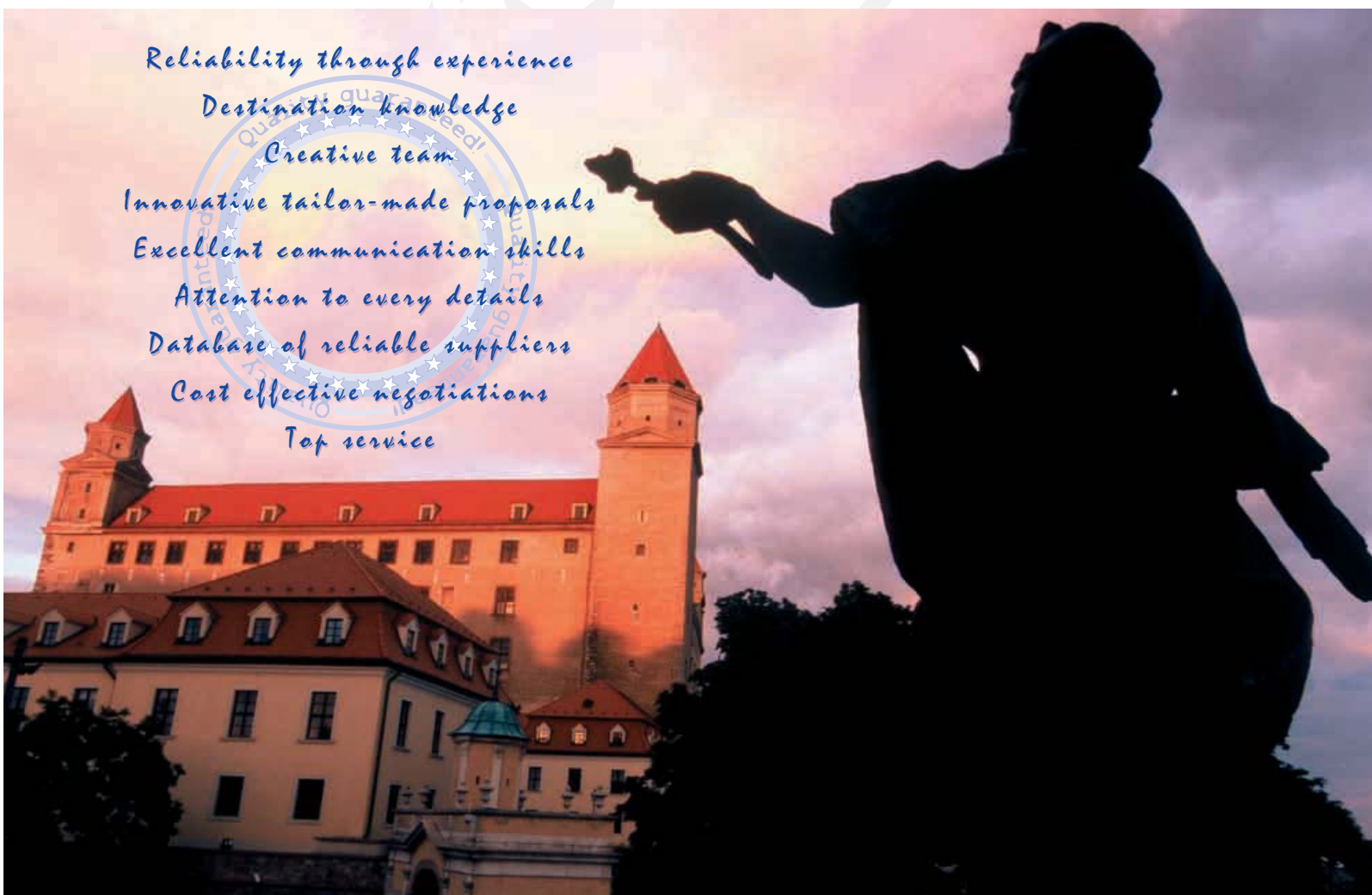
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2007

3 – 5 th JULY	CIBTM Beijing, CHINA www.cibtm/en/lcy.jsp
5 – 7 th SEPTEMBER	La Cumbre Florida, USA www.lacumbre.com
17 & 18 SEPTEMBER	BIT Lima, PERU www.bitperu.com
25 – 27 th SEPTEMBER	MOTIVATION SHOW Chicago, USA www.motivationshow.com
1 & 2 OCTOBER	ACCESS Congresses, Meetings and Incentives Business & Communication Vienna, AUSTRIA www.access-austria.at
3 – 5 th OCTOBER	CIS Travel Market St. Petersburg, RUSSIA www.reedtravelexhibitions.com
23 – 25 th OCTOBER	IT& CMA – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World Bangkok, THAILAND
29 & 30 OCTOBER	Business Travel Show Dubai, UAE www.businesstravelshow.com
27 – 31 th OCTOBER	ICCA International Congress & Exhibition Pattaya, THAILAND www.iccaworld.com
7 – 9 th NOVEMBER	MICE EUROPE Congress The Fairmont, MONACO www.miceeurope.com
8 & 9 NOVEMBER	BTC International Roma, ITALY www.btc.it
12 – 15 th NOVEMBER	WTM London, UK www.wtmlondon.com
15 & 16 NOVEMBER	BTF Central & Eastern European Business Tourism Fair Warsaw, POLAND www.btf.waw.pl
27 – 29 th NOVEMBER	EIBTM The Global Meetings and Incentives Exhibition Barcelona, SPAIN www.eibtm.com

3 – 6 th DECEMBER	ILTM International Luxury Travel Market Cannes, FRANCE www.iltm.net
3 – 6 th DECEMBER	IGTM International Golf Travel Market Cancun, Mexico www.igtm.co.uk
4 – 6 th DECEMBER	Luxury Travel Expo Las Vegas, USA www.luxurytravelexpo.com

2008

JANUARY 30 – FEBRUARY 3	FITUR Madrid, SPAIN www.ifema.es
6 & 7 FEBRUARY	BEDOUK The Meeting Industry Exhibition Paris, FRANCE www.bedouk.com
12 – 14 th FEBRUARY	CONFEX London, ENGLAND confex.com " www.international-confex.com
19 & 20 FEBRUARY	AIME The Asia Pacific Incentives & Meetings Expo Melbourne, AUSTRALIA www.aime.com.au
5 – 9 th MARCH	ITB Berlin, GERMANY www.itb-berlin.com
18 th MARCH	MICE FORUM Moscow, RUSSIA www.miceforum.ru
19 & 20 MARCH	EMIF The European Meeting Industry Fair Brussels, BELGIUM www.aboutemif.com
19 – 22 nd MARCH	MITT Moscow, RUSSIA www.mitt.ru
8 – 10 th APRIL	GIBTM Gulf Incentive Business Travel & Meeting Abu Dhabi, UEA www.gibtm.travel
22 – 24 th APRIL	IMEX The Worldwide Exposition for Incentive Travel, Meetings & Events Frankfurt am Main, GERMANY www.imex-frankfurt.com
1 – 5 th NOVEMBER	47th ICCA Congress & Exhibition Victoria, CANADA www.iccaworld.com



See you



GRANDHOTEL PRAHA

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FAX: +421/52/4467 891

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WEB: www.ghpraha.sk



HOTEL *Grand*

HOTEL GRAND

ADDRESS:

032 51 DEMÄNOVSKÁ DOLINA

TEL: +421 44 55 914 41-44

FAX: +421 44 55 914 54

E-MAIL: hotelgrand@jasna.sk

WEB: www.grandjasna.sk



GRANDHOTEL STARÝ SMOKOVEC

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IN THE TATRA MOUNTAINS
IN THE **GRAND** STYLE

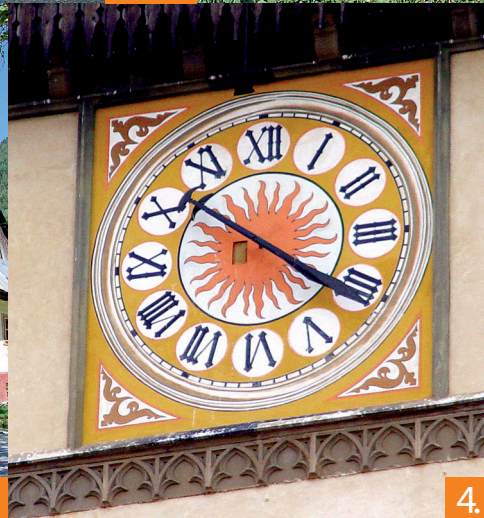




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Region Prešov

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Region Košice