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**CENTRAL & EASTERN EUROPE**



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[www.holidayinn.sk](http://www.holidayinn.sk)  
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# Ladies and Gentlemen,



It is with the utmost pleasure that I invite you to Slovakia, a picturesque country located right in the heart of Europe, through the pages of this magazine.

Over the course of the last 15 years of its independence, the Slovak Republic has achieved a remarkable success that has exceeded the expectations at the times of its inception. As the leader of this country, I can proudly say that Slovakia is a respected democratic state, a member of the European Union, the North Atlantic Treaty Organization (NATO) and several other international institutions. Thanks to the rapid growth of the Slovak economy, the country ranks among the fastest developing states within the EU. This has paved the way for several measures, including the country's entrance into the Schengen area last year, which subsequently removed all border checks with EU member states, and the introduction of the EURO from January 2009. Joining the Eurozone will also bring forth new possibilities in the area of the travel industry, whose development is one of the government's priorities.

I am honoured to invite you to our beautiful Slovakia. A country that is both young, dynamic and modern, as well as possessing a rich history and cultural heritage dating back several centuries. This is the Slovakia I would like to invite you to.

Slovakia is perfect for those looking for active relaxation in the mountains, combining their stay with wellness and a visit to one of the local spas that are equipped with geothermal springs. Our mountains and our national symbol, the High Tatras, brim with magnificent colours throughout the year. Visitors can enjoy both winter and summer sports and also visit our fascinating historical gems, which are included in the UNESCO world heritage list. Slovakia's most treasured gems, however, are the people living here, who are renowned for their hospitality and warm-heartedness. Slovakia is a country with a rich cultural heritage that encompasses folk music, traditional arts and unique customs that are admired all around the world for their diversity.

Ladies and Gentlemen,

Slovak people are proud of their country nestling in the heart of Europe and I hope you will experience some of its beauty and uniqueness for yourselves. TRY SLOVAKIA, an extraordinary country that is well worth visiting!

**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,

**A**nother year has passed and we have entered the second year of production of our MICE CENTRAL & EASTERN EUROPE magazine with the annual issue focused on Slovakia, the best known of the CEE countries.

Things have been gradually changing, however, as is clear from the statistics. The number of foreign visitors to Slovakia increased by 4.5 per cent compared to 2006, and these visitors spent 10 per cent more than in 2006. Another positive influence on spending will be the introduction of the EURO in 2009, and Slovakia will thus grow even closer to other countries within the EU.

And what will you find in this issue? Apart from the capital Bratislava, we also feature the mountain area of the Tatras, which is perfect for various teambuilding activities, as well as the world famous spa town Piešťany where you can combine congress or conference with spa procedures, relaxation or golf. You can find information on this in our CITIES & REGIONS section.

We believe that we can inspire you to plan and organize an event in a country that is 30 per cent forested and which has 1,300 thermal springs. This natural wealth is a strong advantage of this small country, located right in the heart of Europe. Come and explore it for yourselves...

Sincerely,

**Zuzana Adamson PhD.**

Publisher

[zuzana.adamson@mice-cee.com](mailto:zuzana.adamson@mice-cee.com)

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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 habitants. 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**

EURO from January 2009

**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), Sliač 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 habitants. 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](http://www.zsr.sk)

**RIVER TRANSPORT**

The Danube – international connections  
Vienna – Bratislava – Budapest

**ROAD TRANSPORT**

BUS: [www.eurolines.sk](http://www.eurolines.sk)  
RENT A CAR: [www.hertz.sk](http://www.hertz.sk), [www.avis.sk](http://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

# THE EURO IN SLOVAKIA IN 2009



In May 2008, Brussels ratified the introduction of the EURO in Slovakia. The Convergence Report of the European Commission and the European Central Bank affirmed this, which in practice means that Slovakia will introduce the EURO on January 1, 2009. In order to qualify for the approval of the European authorities, the country had to meet the so-called Maastricht criteria. The

most difficult of these criteria is the inflation criterion that specifies that the inflation rate in a particular country cannot exceed 1.5 percent above the inflation average of the three countries with the smallest growth in consumer prices within the EU. In April, it was reaffirmed that Bratislava will continue to meet this criterion. In June, the meeting of finance ministers in Luxembourg will validate the entrance of Slovakia into the Eurozone, and also specify the exchange rate according to which all Slovak crowns, salaries, savings and loans will be calculated. Consequently, with Slovakia as its newest addition, the Eurozone will have 16 members. This will remove all the money exchange procedures for foreign visitors coming from states with the EURO currency and simplify trade transactions with Slovakia. All this can have a positive impact on the MICE travel industry ■

## THE ECONOMY

In terms of economic growth, Slovakia is still at the forefront in the European Union, retaining its reputation as the „Tatra Tiger“. In 2002, things couldn't have been more different – Hungary was regarded as the „Central European Tiger“ and Slovakia's position was problematic. But between 2002 and 2006 Slovakia adopted a number of economic reforms under the auspices of the Minister of Finance, Ivan Mikloš. During the last quarter of 2007, the Slovak economy grew by an astonishing 14.1 per cent; for the whole year of 2007, there was a

more than 10 per cent growth in GDP, according to the experts. Slovakia has improved its economic indicators when compared to 2006, when the growth in GDP was 8.3 per cent. These results significantly surpassed the expectations of analysts, who predicted a slowing-down of growth. The beginning of 2008 has brought deceleration and the estimates for 2008 are not so optimistic. Nevertheless, Slovakia remains at the forefront and is likely to remain so. Of the EU countries only Lithuania had a faster growth of GDP – 11.6 per cent, and Latvia – 11.1 per cent ■

## 2007: INTEREST IN SLOVAKIA IS SOARING

Foreign visitors have contributed almost 50 billion Slovak crowns (approx. 1.5 billion EUR) to the Slovak Treasury, according to the data provided by the National Bank of Slovakia. This is a 10.7 per cent growth when compared to 2006 and this favourable trend still continues. In the first two months of 2008, foreign spending increased by 18.8 per cent in comparison with the same period of the previous year. According to the data provided by the Statistical Office of the Slovak Republic, 3.8 million guests booked into Slovak hotels in 2007, of which 1.7 million were from abroad – the number of foreign visitors rose by 4.5 per cent. The number of over-night stays has, however, slightly

decreased. Slovakia is already a member of the Schengen zone. The most sought out regions are Bratislava and the Tatras. 70 to 80 per cent of hotel guests in Bratislava are businessmen. The majority of foreign visitors to Slovakia come from the Czech Republic, Poland, Germany, Hungary, Great Britain and Austria ■



# Why choose Slovakia?

We asked several professionals and personalities why Slovakia should be in your „Hot List“ of destinations when planning your next meeting, congress or conference, which hotels, venues and accompanying programmes are in demand, and what this interesting, as yet not really discovered, country could offer you. We hope their opinions and suggestions will inspire you in the planning of your own stay in Slovakia.

■ **By Jana Collins**



**Marek Farkas,**  
*Director of DMC  
agency Enjoy  
Slovakia*

Slovakia is an authentic destination untainted by mass tourism. The country has all the preconditions for successful MICE events that will leave the participants with memorable experiences. Slovakia is a very compact country, with numerous national parks and a rich cultural heritage. Together with excellent gastronomic services serving Slovak food, which is a real cosmopolitan Central European blend, and its first class hotels, Slovakia makes a wonderfully unique destination. Numerous hotels in Bratislava and the Tatras have been fully refurbished and several other hotel projects are under construction. An important requirement is good access to the country: Bratislava is served by two international airports, both comfortably connected to the city by a motorway. With excellent travel connections and nearby Vienna, Bratislava is an up and coming incentive tourism hub in Central Europe.

Clients of Enjoy Slovakia prefer two major areas in Slovakia: the capital Bratislava and the Slovak mountains, the Tatras. Bratislava has a fully pedestrian, painstakingly restored Old Town, with numerous Baroque palaces and lively outdoor cafes. While in Bratislava, they also enjoy rafting in Cunovo or relaxing during a Small Carpathian excursion, where they visit an impressive Renaissance fortress Cerveny Kamen, and sample delicious local wine. Another hit is an evening cruise on the Danube River with live music.

An additional popular MICE arrangement

is our exclusive Tatra-Break, a relaxing stay in the pristine Slovak mountains. This is much more than just a stay in the midst of the national park. The rich heritage of the Liptov and Spis regions, including the majestic Spis Castle, which is one of the largest castles on the continent, are real attractions. Gondolling on the Dunajec River in the Pieniny National Park is another successful magnet for visits to the Tatras.



**Lucia Arbetová,**  
*PR & Marketing  
Manager of Radisson  
SAS, Bratislava*

SLOVAKIA is fast becoming a desirable venue for conferences and congresses. The country has more and more appropriate facilities for events involving more than a few hundred people. The fact that a lot of hotels have been newly built or reconstructed gives a guarantee of modern technical equipment and reliable services that satisfy even the most demanding of clients. This in turn has led to more companies organizing their congresses and conferences in Slovakia. There is one more reason for Bratislava's congress boom - location.

Bratislava has an excellent location because it is a gateway to Eastern Europe and lies near large cities such as Budapest and Vienna. This gives the city good prospects for organizing international conferences. Financial reasons play an important role as well. Services in Slovakia are financially more advantageous compared with some Western destinations.

Bratislava also provides opportunities for

spending free time, such as museums, trips and sightseeing tours. Bratislava has already become quite famous for its wonderful and impressively reconstructed historical town. Lot of pubs, restaurants and cafes hidden in the narrow, romantic streets of the old town attract clients not just because of their atmosphere but also because of the famous Bratislava cuisine, which shows Slovak, Hungarian and Jewish influences.

Countryside with a famous wine-growing region just 20 km from Bratislava provides a lot of attractive possibilities for organizing free time programs for conference delegates. Golf courses or horse riding areas in the vicinity are additional bonuses making Bratislava a popular venue for conferences & congresses.

The combination of all these factors and the natural hospitality of the Slovak people can turn every business conference into an unforgettably pleasant experience.



**Igor Kuhn,**  
*Executive Manager,  
the Bratislava Hotels  
Association*

Don't ask a Slovak person how they see things through

Slovak eyes. As someone who was born and bred in Bratislava I cannot pass over my native city. One can still sense the old, cosmopolitan atmosphere in its magnificently renovated centre. In addition, there is something intangible, something that prompted Mr Feldek to claim that, "Bratislava is a seaside town without a sea". Good coffee and an excellent „café“ culture. My second love is Banská Štiavnica (UNESCO) and its surroundings. Once again, there is a pe-



cular and strong genius loci. Check it out before it is discovered by tourists.

Then there is the landscape, in most cases still untouched (with all the pros and cons this entails). And there are so many beautiful spots...Tichá dolina (Quiet Valley) in the Tatras is ideal for bike-riding, the entire High Tatras are perfect for hiking in the summer; then there are the Belian Tatras and caves, rafting on the Dunajec river up in the north by the Polish border, the thrilling ladders used for climbing in the Vrátná valley, the Slovak Paradise (Slovenský raj) in general and Janošík's Holes, the unique wooden churches in Vlkolinec in the east, the outdoor museum (skanzen) of a Kysuce village in Nová Bystrica, Zuberec in the Western Tatras....and thousands of others.

Last but not least are the great Slovak people – a truly unique, protected species of only 5 million. We wish you a wonderful summer and welcome in Slovakia!



**Katarina Sarafinová,**  
PR & Marketing  
Director Jasná

Slovakia is no longer only one of the former Eastern Bloc countries, nowadays it is above all a country with a rapidly developing economy. I am convinced that the Tatras in particular, and Slovakia in general, are excellent MICE destinations. Visitors will experience meetings they will never forget in the midst of an exquisite mountain landscape far from the hustle and bustle of city life. Our group offers 4-star hotels in two locations – the High and the Low Tatras: the Grandhotel in Starý Smokovec, the Grandhotel Praha in Tatranská Lomnica and the Grandhotel in Jasná, as well as mid-range hotels that are suitable for individual and all other clients.

Since our hotels are situated right in the heart of the mountain area, most activities can take place outdoors, utilizing the particular features of the landscape. Apart from traditional hiking trips and various competitions, visitors can also raise their adrenaline levels on one of the downhill bike routes. The chairlift ascends to a height of 1,500 m; the choice of the particular

downhill route depends on the physical capabilities of each visitor. Another adrenaline speciality is Tarzánia – a funicular that ascends in the middle of a forest. Slightly less adrenaline-charged attractions include, for example, the Nordic Walking guided tour that encompasses many tourist routes, the very enjoyable archery option and the popular paintball and airsoft activities, which can take place outdoors or also in the hotel basement. The High Tatras also offer so-called funtools. Visitors can learn how to ride a snowbike – a bicycle with skis instead of wheels, a skifox – an ideal combination of sleigh and skis, and a snowscoot – an unusual combination of snowboard and bicycle.



**Andrej Durkovský,**  
Mayor of Bratislava

Bratislava today has all the preconditions to make an incentive event a real success. Slovakia's capital city is experiencing what are probably its best years in terms of tourism. The once "best kept secret" gem in Europe is now one of the current stars of city tourism. On the other hand, if you organize a conference in Bratislava, it is fairly sure you'll be inviting your clients somewhere they have never been before. Though Bratislava is very conveniently located and accessed easily via two international airports, it has not yet become overcrowded or commercialized. On the contrary, it prides itself on its authenticity and open-hearted hospitality.

In 2004, Bratislava successfully organised the annual congress of the European Federation of Congress Towns (EFCT). The closely followed Bush-Putin summit in February 2005 also put the city more strongly on the map. Next year, Bratislava will host, e.g., the annual International Festivals & Events Association Conference, as well as the International Network for Contemporary Arts Spring Plenary Meeting. The strengths of Bratislava as a congress destination can now be summed up in three words: new, attractive and safe. Experience first-hand the high value that Bratislava now has to offer as your event host.

## DID YOU KNOW THAT...

- Slovakia is the second most forested country in Central Europe after Austria?

*Forests take up more than 35 per cent of Slovakia's territory (only 6 per cent less than Austria).*

- There are around 1,300 mineral springs with healing water in Slovakia?

*There are more than 20 spa resorts on the territory of Slovakia – the most famous resorts are Piešťany, Trenčianske Teplice, Turčianske Teplice, Bardejovské kúpele, and Bojnice, which features a dazzling chateau that was owned by the world-famous shoe manufacturer Ján Bača during the 1920's and 30's.*

- The proximity of Bratislava and Vienna is the greatest among European capitals?

*With a distance of approx. 50 km.*

- One of the most popular sports in Slovakia is ice hockey?

*In 2002, the Slovak team won the gold medal at the World Championships in Goeteborg, Sweden. You can find out more about the history and the present of this sport in Slovakia by visiting the "Hockey Hall of Fame" in Bratislava Castle.*

- The biggest Gothic wooden altar in the world is in Slovakia?

*Built by Master Paul of Levoča and situated in St. Jacob's Church in Levoča, one of the four cities in Slovakia that boasts the status of royal town.*

- The Romans reached as far as the city of Trenčín?

*The most northern city in Central Europe to encounter the Roman legions was the city of Langaricio, known today as Trenčín. Several inscriptions found at the rock below Trenčín Castle dating back to 179 AD testify to this. The city is located by the Czech border and Trenčín Castle is a romantic site that is ideal for the organization of various events.*

# Bratislava: Slovakia's Most Western City

Since the beginning of new millennium, Bratislava – the capital city of the Slovak Republic – has boomed and is attracting more and more visitors who are keen to see its amazing history and enjoy its “Little Big City” charm.



**T**o be in Bratislava and not see its historic center is simply unthinkable. You can enjoy the unique atmosphere of the Old Town with its glamorous, historical architecture and many picturesque nooks, which look as if they have been tailor-made for the best photos you will ever take.

**Visit one of the many extraordinary** museums and galleries, or just have a cup of coffee, tea or hot chocolate at one of the numerous charming cafes, brasseries or espresso bars. In good weather, the terraces of the many wonderful restaurants, bars and cafes situated around the Old Town overflow with revellers. Czech and Slovak draft beers are famous the world over for their fine taste and reasonable prices.

**Wine is also of the very highest standard in Bratislava.** The tradition of fine wines in the region dates back to the

days when this city supplied the royal wine cellars and exported their vintages throughout the world. It is thought that grapes have been cultivated on the Small Carpathian Mountains since 200-300 BC. A trip to one of the city's many wine bars is an oenophile's dream; the bartender is often able to tell you everything about the wine you are drinking.



**The food on offer throughout** Bratislava reflects the city's increasingly international character, with everything available, from fast food to sushi and vegetarian restaurants.

There is no need to worry about the noise of traffic in Bratislava because the historic center of the city is a pedestrian zone.

**Bratislava Castle, with its remarkable medieval exhibits** and amazing panoramic view of the city, is a “must see”. Also try to make time for the ruins of Devin Castle at the confluence of the Danube and Moravia Rivers.



**Bratislava is also just the place for a rich** nightlife. A night spent in the opera is one of the city's highlights. The opera of the National Theater has nurtured several classical opera stars who developed their stature here. **So, with its wealth of cultural attractions and gourmet** restaurants, as well as with its good flight connections and hotel facilities, Bratislava is now the perfect city to host a meeting or incentive event. Several big hotel projects are under way, making Bratislava a real tourist hub, not just a stopover that many people used to pass through on their way from Prague to Budapest. The constantly rising demand in the convention industry in Bratislava called for new facilities. This is reflected in the enormous interest of the real estate sector and especially developers specializing in hotel projects. At present, all planned or already established projects in Bratislava include luxury or business hotels offering conference facilities with the highest standard of services. By spring of 2010, at least 2 new five-star hotels – the Kempinski and Sheraton – are scheduled to open as part of the Danube riverfront development projects Eurovea and

Riverpark. Another 30 hotel facilities are expected to be built in the next two years, adding more than 2,000 new beds to Bratislava's accommodation capacity.

**Congress capacities are catered for by three major** facilities: INCHEBA Expo Arena, with a capacity of 2,500; the state-of-the-art National Tennis Centre, with an overall Central Hall capacity of 2,450 and an additional 1,300 places in the Training Hall; and the New National Theatre building on the Danube riverfront, which opened for the public last spring, with two main halls offering a space for more than 600 pax each.

**Bratislava today is Slovakia's most western** city – in more ways than one – serving as a bridge or gateway to the rest of the country and providing all the benefits a new destination needs to attract clients ■



[www.bratislavaturism.eu](http://www.bratislavaturism.eu)

## CASE STUDY

## A pharmaceutical company gets to know Bratislava

**TITLE** Professional conference

**TIME AND PLACE** 2008, Bratislava

**ORGANIZED BY** Conti Promotor, managed by Zdenka Buláková, based in Prague, the Czech Republic

**NUMBER OF PARTICIPANTS** 130

### VENUES AND LOCATION

Accommodation in the Hotel Crowne Plaza, Bratislava; Accompanying programme in Bratislava City; closing party in Hotel Matyšák



### A SHORT DESCRIPTION OF THE EVENT

„We were commissioned by a Czech pharmaceutical company to organize a conference in Bratislava. The conference had an accompanying programme – a teambuilding treasure hunting activity, In search of the Holy Grail, a special programme with a “Da Vinci Code” theme that took place in Bratislava”, said Zdena Buláková, owner of the Conti Promotor company. Participants arrived in the afternoon and evening at the Crowne Plaza hotel, which was selected because it best suited the conference requirements. They registered, had welcoming drinks and dinner at the hotel. On the morning of the second day, and partly in the afternoon, a conference was held in the main congress hall of the Crowne Plaza hotel, followed by two workshops in other premises. The accompanying programme, “In search of the Holy Grail”, was specially designed so that the participants got to know Bratislava in an entertaining way. “We worked on this programme for three months prior to the



event, with four of our staff being based in Bratislava. The culmination of the event took place at Bratislava Castle”. In the evening there was a party at the Matyšák Hotel with folk music and local specialities, including Slovak wine tasting.

### TEAMBUILDING PROGRAMME

“In search of the Holy Grail” was a complex educational programme that encompassed a quiz. Participants were divided into small groups, each group received an itinerary, including a map with individual tasks. At each point on the route, participants had to solve a puzzle and fulfill a special task. We included several monuments in Bratislava, such as the museum, the Pálffy Palace, and the church, so the route was entertaining and educational at the same time, and led the participants through the whole of Bratislava.

### COOPERATION WITH THE LOCAL DMC

“It is always good for us to have a local partner” said Zdena Buláková. “We have two partner companies that we cooperate with in Slovakia. The accommodation was provided through our partner, S-Tour, because local partners can negotiate better conditions as they know the location, local hotels and venues better. Thus, it is easier for us to utilize the services of local DMC’s.”

### BRATISLAVA

“Bratislava is a beautiful city. Because of its relatively small size, everything is concentrated in one place in a pedestrian

zone. Over the last few years, Bratislava has changed dramatically with the addition of many new restaurants, shops, and places of interest. The transformation of the city is almost palpable. The city centre and charming environs of the river Danube are unforgettable and you can take a boat cruise on the river all the way to Vienna. The city is suffused with a special atmosphere and has a vibrant outdoor life with excellent restaurants with favourable prices because of the exchange rate. The city has many places that are suitable for MICE purposes and, as regards prices, Bratislava scores better than, let’s say, Prague. Another advantage is that, because of its small size, it is not necessary to invest a lot in travel costs in the city, and the city’s environs also offer plenty of attractive places to visit.” concludes Zdenka Buláková. She is working on other events in Bratislava for her partners at the moment.

### FEEDBACK

Participants enjoyed in particular the evening with folk music, and appreciated the creativity of the programme that enabled them to get to know Bratislava in an entertaining and unusual way.



## 5 TOP VENUES in Bratislava

### 1 Incheba Expo Bratislava

The congress hall Expo Arena is the most extensive part of the congress and exhibition centre Incheba, accommodating up to 2,500 persons, with a Classroom set-up 1,500 persons. The congress hall and the high-standard adjoining facilities offer variable interior layout arrangements to suit all kinds of events. The Expo Club that caters for 200 persons is suitable for organizing press conferences, seminars, dinner parties and receptions. The annual ITF SlovakiaTour travel industry trade fair takes place in the Incheba premises.

[www.incheba.sk](http://www.incheba.sk)



### 2 Primatial Palace

The palace is the most outstanding Classicist palace in town, built in the 18th century and situated in the Primatial Square near the Old Town Hall. The palace is famous for its six English tapestries and the Mirror Hall, where the Pressburg Peace Treaty between France and Austria was

signed in 1805. The Primatial Palace is ideal for conferences, congresses, gala dinners and international meetings.

### 3 The new National Theatre

In the spring of 2007, the new National Theatre building located right on the Danube riverfront, opened for the public. Bratislava has thus gained another top venue that is available for congresses, conferences and cultural events on an international level. Its technical, audiovisual facilities will satisfy even the most demanding of participants. The two main halls – the Theatre Hall and the Opera Hall – can accommodate up to 600 persons each, while the three restaurants will guarantee a top quality gourmet experience. Each restaurant caters for up to 300 persons. [www.snd.sk](http://www.snd.sk)



### 4 Reduta

The history of Reduta, known as the building belonging to the Slovak Philharmonic, dates back to the fin-de-siecle period. Thanks to its excellent location right in the city centre and its representative character, Reduta is ideal for various gala meetings, congresses and conferences, gala evenings and dinners with its several halls. The large concert hall accommodates up to 708 persons with a theatre set-up. The small concert hall has a capacity of 170 seated persons, while the lobby, which is suitable for receptions, accommodates up to 350 persons. Reduta also has a restaurant for 80 persons with local and international cuisine and a café for 200 persons (seated), and 300-400 persons (reception).



### 5 Červený Kameň Castle

This Renaissance fortress, situated about 40 km from Bratislava, is the most popular venue in the area. It is suitable for luxury dinner parties and events that seek an atmosphere full of romanticism and mystique, offering a unique and inimitable experience.

## WOMEN *in* VOGUE

### DID YOU KNOW THAT...

...the famous actress **ANGELINA JOLIE** has Slovak ancestors? Her great-grandfather



on her father's side – the grandfather of the world-famous actor John Voight, was an emigree from Košice (now the second largest city in

Slovakia), who used to work as a coal miner in Pennsylvania. John Voight's father – Angelina's granddad – was the professional golf player Elmer Voytek, who later changed his name to Voight.

Slovakia's most famous beauty is **ADRIANA SKLENAŘÍKOVÁ-KAREMBEU**, the top model with the longest legs in the world – her 49 inch legs even got listed in the Guinness Book of World Records. She was the face of the Wonderbra campaign. It is a little known fact that she is also very intelligent and used to study at the medical school in Prague. She is married to the well-known footballer Christian Karembeu, who was a member of the French national team.

**BATHORY**, a film by contemporary Slovak director Juraj Jakubisko, hits the cinemas in July. The film's plot evolves around the sadistic activities of the Countess Báthory, better known as the Bloody Lady of



Čachtice, who lived in Slovakia in Čachtice fortress and bathed in the blood of virginal young girls, as the legend has it. She is considered to be the most famous female serial killer in history. Báthory is played by the British actress Anna Friel.

# "GREEN"

## OPTIONS FOR MEETING PLANNING



In recent years the tendency for the travel industry to be environmentally-friendly has been on the increase. According to World Tourism Organisation (WTO) estimates, the part of the travel industry that respects the environment – let's call it "green" – currently makes up 7 per cent of the overall travel industry; this percentage is likely to increase to 20 – 30 per cent. According to the German Traveller Analysis, 42 per cent of tourists prefer accommodation in facilities that operate on an environmentally-friendly basis. Around 46 per cent of customers seeks out destinations where they can actively support environmental protection, nearly 60 per cent of tourists are concerned about the issue of waste management and air pollution.

According to the Austria Traveller Survey, almost half of the people who participated in the survey stated that quality of the environment is the decisive factor when choosing a holiday destination. In the US, 42 per cent of tourists are concerned about environmental issues.

A positive factor is that an increasing number of companies are realizing their responsibility towards society and the environment and incorporate this into the planning of their MICE events. Currently, several organisations exist that can help you with the planning of an event that would least harm the environment and limit the consumption of energy and materials. If you're thinking of giving it a try, you can be inspired by some of these tips:



## What measures can be taken when planning a MICE event?

- 1** Situate accommodation and meetings, conferences and so on in a "green hotel". Several such hotels exist all around the world. The European Union introduced the eco-brand "The Flower" in 2004 for accommodation facilities aimed at tourists, and this is granted to entities that meet the environmentally-friendly criteria and specifically ask for the brand. It is good to check prior to booking whether the hotel or hotel chain you selected has this branding. By being branded as "green", the hotel testifies to having met several demanding conditions, the foremost relating to waste recycling, decreased energy consumption, eco-education and so on. Hotel entrepreneurs often find that their costs decrease by 25 per cent and product costs by 5 per cent, which enables higher profits. For instance, the Marriot International hotel chain has been applying "green programmes" for twenty years.
- 2** Recycle waste. Prepare your materials from recycled sources. Ask the participants of your event to recycle. Designated containers for paper, glass and plastics can be found in some cities.
- 3** Forge environmentally-conscious business partnerships. Through preparing MICE events with other organizations who share the same philosophy and protect the environment you will find a wealth of further "green" options.
- 4** If you're in a city, use a mini-bus or public transport instead of a taxi or a car with 1 person. Many green hotels are located in an area that can be accessed on foot from other places. When sightseeing, plan your trip ahead so you can find out if you can take a bus or walk.
- 5** If possible, make sure that, for instance, floral arrangements or other unused decorations can be re-used in schools, hospitals, etc after the end of the event.



# & CITIES & REGIONS



HERE WE INTRODUCE THE CITIES AND REGIONS OF SLOVAKIA, WHICH ARE INCREASINGLY POPULAR WITH VISITORS. THAT IS, IF YOU DON'T KNOW THEM ALREADY...

# THE TATRAS

## company meetings on a mountain top

It is well known that fresh mountain air inspires brilliant new ideas. So why not organize a company event, congress or a conference in the beautiful mountain area of the Tatras?

■ *By Zuzana Adamson*



The most popular MICE destination after Bratislava is the Tatras. This mountain area spreads over the northern part of Slovakia, on the Polish border, and is part of the Carpathian Mountains. The Tatras are divided into the High Tatras located to the north, and the Low Tatras, which lie further to the south and whose peaks are smaller. The highest mountain in the Tatras is the Gerlach Peak, which is 2,655m above sea level. The topography of the area was created by glaciers that formed glacial valleys resulting in picturesque mountain lakes. The largest is the Great Hincovo Mountain Lake extending over an area of 20 ha with a depth of 53 m. The mountain lake is cold even in

summer, so only the most hardened swimmers are able to swim there. The most popular resorts for winter sports are Tatranská Lomnica and Štrbské Pleso, both in the High Tatras.

The Tatras are accessible via air from the airport in Poprad, which has connections to Prague, London, and the Slovak city Sliač. It is also possible to use the railway or the newly built motorway alongside the river Váh. The area offers extensive infrastructure that is suitable for MICE purposes. On one hand there are the 4-star hotels built in an Art Nouveau style, such as the Grand Hotel Smokovec and the Grand Hotel Praha in Tatranská Lomnica that are more than 100 years old. On the other hand there are the new, modern buildings





that have been built recently, such as the Mountain View Hotel situated in the Aquacity Poprad resort. One of the biggest hotels in the area, the 4-star Hotel Permon Pribylina, that, with a theatre set-up, can accommodate up to 500 persons, is suitable for larger groups, congresses or conferences. Another

hotel suitable for larger gatherings is the recently refurbished 4-star Grandhotel Bellevue, which accommodates up to 600 persons with a theatre set-up.

Ideal for golfers is the International hotel in Veľká Lomnica, which is located in the grounds of the Black Stork Golf Club. Players can admire the grand outline of the High Tatras while enjoying their game. The hotel was awarded for being the best hotel in Slovakia in 2007, for offering top services and quality. Your guests will appreciate the flawless services of the hotel, which is not yet such a widely spread standard in this country.

The Tatras are very popular and their popularity continues to rise with local and international visitors alike. Therefore, the infrastructure is developing rapidly, older hotels are being renovated and new ones are being built. Established chains can also be found here. In October 2008, the first 5-star hotel Kempinski will open in Štrbské Pleso. Slovakia will thus have its third 5-star hotel alongside the Thermia Palace in the spa town Piešťany by the Danubius group, and the Arcadia in Bratislava owned by the Vienna Hotels group.

What are the main reasons to organize a MICE event in the Tatras? One of the advantages, compared to meetings in the capital, is that there are various adrenaline-charged activities, sports and trips at the guests disposal. Guests can try paragliding, rafting, hiking, explore mysterious caves, go horse riding, or take the chair lift to a peak and enjoy the magnificent view. In winter, they can ski or ride on a dog sleigh, or relax at a thermal spa resort. The popular Tarzania funicular park tests guests' stamina when overcoming obstacles, which is perfect for various company teambuilding events. There are several Tarzانياs in the area: in the Low Tatras in Jasná, or in Tále by the Gray Bear 18-hole golf course. Another is next to the aquapark Tatralandia near Liptovský Mikuláš.

The Tatras offer plenty of day or half-day trips. Some of the most picturesque areas that are ideal for trips, are in the Liptov environs, in the western area below the Tatras. The UNESCO listed village of Vlkolinec is located in this area and is worth visiting for its historical wooden chalets that show the folklore history of this region. Another UNESCO monument that is worth visiting is Spišský Castle, located in the eastern area below the Tatras ■

# Discover... PIEŠŤANY



Piešťany, as an internationally renowned spa town, is sought after mainly for its thermal waters and sulphurous mud. It is a picturesque town located about 85 km from Bratislava and its thermal waters and mud are highly effective for arthritis and other inflammatory conditions affecting the joints. This most famous of Slovak spa towns flourished thanks to the Winter family at the beginning of 20th century. Winter, a businessman, built luxurious Art Nouveau hotels which were complemented later, during the 1960's and 70's, by spa houses. Currently, there are 2,400 beds in the mid to high range. In the heart of the city is Spa Island, a green area with fountains and sculptures that lend it a distinctly picturesque character.



## WHERE TO STAY

**Hotel Thermia Palace** \*\*\*\*\*  
**Hotel Sergijo** \*\*\*\*  
**Balnea Esplanade** \*\*\*\*\*  
**Balnea Grand** \*\*\*  
**Hotel Sĺňava** \*\*\*  
**Satelit** \*\*\*



## WHERE TO HOLD A MEETING

The Congress Centre situated at the Spa Island is an ideal place for holding events, congresses and conferences for up to 400 persons. It is interconnected with two hotel complexes – the Balnea Esplanade Palace, the Balnea Grand Splendid and the Balnea Centre. It disposes of state-of-the-art presentation technology, and offers a Congress Hall accommodating up to 400 persons with a theatre set-up; a Small Hall, a lobby and several salons that can be utilized for smaller secluded meetings. The Balnea Esplanade Palace hotel encompasses the Palace Ballroom with

## WHAT TO VISIT

When in Piešťany you are ideally placed to visit nearby **Trenčín**, which borders the Czech Republic and boasts a fairy-tale-like castle. You can have lunch at the four-star hotel Tatra, which was built during the Art Nouveau period. Also worth visiting is the popular spa in **Trenčianske Teplice** that is considered to be one of the most picturesque spas in Slovakia and disposes of many procedures and hammam. Why not also explore the **Cachtice Castle** ruins and **Bojnice**, a spa and resplendent chateau?



several halls with a capacity of 350 persons for reception purposes; with a theatre set-up it can accommodate 100 persons, extending on an area of 978 square metres. Smaller groups with up to 45 persons can utilize 2 conference halls at the four-star Grand Hotel Sergijo which is built in a luxurious and sophisticated classical style and is perched on the left bank of the river Váh. The hotel is suffused with a comfortable club atmosphere and is thus perfect for smaller incentive groups.

## ACTIVITIES & HEALTH

The Napoleon Spa provides Balnea Esplanade Palace guests with water and sauna services including a rehabilitation pathway, pilates, tai-chi, yoga, aerobics and aqua aerobics, morass, paraffin, parango, and a salt cave among many others. The spa procedures include massages, dry sauna,

stream sauna, infra sauna, jacuzzi, oxygenotherapy, gas injections, acupuncture etc. Sometimes it is sufficient to walk between the lovely fountains surrounded by nature and drink the mighty healing water in order to reinvigorate oneself and gain new energy.

**DON'T MISS...**

## EVENTS & FESTIVALS

The 53<sup>rd</sup> **Piešťany Festival** takes place in the best known Slovak spa town, Piešťany, from June 12 to July 18, 2008. The city comes to life with ballet, music, such as opera arias, exhibitions and various other

arts and cultural events. The experience of listening to classical music in the charming environs of a spa town is very different to, for instance, attending a concert in a

theatre in a capital city. Events and performances take place in the House of Art at the Congress Hall in Piešťany. Throughout the whole month, the city

experiences an artistic feast featuring interpretations of works by Antonín Dvořák, Robert Schumann, Hector Berlioz and Professor Eugen Suchoň, an eminent Slovak composer who has an extensive exhibition dedicated to him as a part of the event.

Another celebration that regularly takes place in Piešťany on the first weekend of June is the **Opening of the Spa Season** – one of the most significant political and cultural events in the country with artists, politicians, foreign visitors and spa guests in attendance. The city centre is

transformed into an ad hoc festival venue with parties and celebrations everywhere, the Music Pavilion and the Spa Island being the festival hotspots. What awaits the visitor? A feast of music, exhibitions, theatre, children's programmes and refreshments.



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[www.piestany.sk](http://www.piestany.sk)

[www.pis.piestany.sk](http://www.pis.piestany.sk)



# 6 GREAT INCENTIVE IDEAS

## Encounter history

1

What do the Slovak cities of Bardejov, Kežmarok, Stará Ľubovňa and Levoča have in common? In the 14<sup>th</sup> century these four towns prospered tremendously and were awarded the status of “Royal



Town” and today each contains many treasures for visitors to discover.

Levoča, situated in the East of the Spiš Region, is a cultural and historical gem with a wealth of monuments and is thus one of the most visited cities in Slovakia. Some of its

most popular sights include the late Gothic wooden altar in St. Jacob's Church. With its 18.6 metres it is the highest altar in the world, and was created by Master Paul of Levoča in the 16th century from lime wood. The Marián Mountain, where every July pilgrims gather to worship the Virgin Mary, towers above the city.

Thanks to the burgeoning of crafts in the Middle Ages, Bardejov has been dubbed the „most Gothic“ city in Slovakia. In 2000 it was added to the UNESCO list and the renowned Bardejov Spa also lies in the vicinity. In the interior of the Basilica Minor of St. Egidius there are 11 Gothic wing altars from the 15<sup>th</sup> century, a manifestation of the apogee of woodcarving in Europe.

In summer in Kežmarok, at the end of July, the renowned European Folk Craft Festival takes place and offers a varied programme where blacksmiths, jewellers, metal-workers, potters, Easter egg painters, makers of gingerbread, fujaras (large Slovak flutes) and wooden clogs present their work. Visitors can taste local specialities and enjoy the music and dance performances of folk ensembles. Stará Ľubovňa has paper manufacturing workshops, diazo copying and a mint where visitors can make their own Ľubovňa coin.



## GET A TASTE OF SLOVAK SPECIALITIES

2

If you are looking for a programme that enables you to get a taste of Slovak specialities and without having to go too far from Bratislava, check out the Small Carpathian Wine Trails that start in Bratislava in the residential quarter of Rača. There are several enchanting small vineyards in the south eastern Small Carpathians that can be complemented by a visit to the Modra Ceramics pottery where visitors can learn about its longstanding tradition. Another site worth visiting is Červený Kameň Castle, a Renaissance fortress that is very popular with visitors. They can not only sample the delectable local wine, but also local specialities such as the mouthwatering roast goose prepared according to old recipes that have been passed down from generation to generation.



## Visit the Devín Castle, cross the borders to Austria

3

You cruise the river Danube for 12 km before the magnificent sight of Devín Castle, situated on the Austrian border, appears before your eyes. The cruise can be continued all the way to Vienna, Austria. The Danube river cruise is one of the most popular of activities: this mighty European river connects several capitals in Central and Eastern Europe – Budapest, the Hungarian capital, Bratislava and Vienna, which is only 50 km from Bratislava. For instance, if you arrive at Vienna airport, you can take one of the routes to Bratislava by water and enjoy the striking beauty of the Slovak countryside that surrounds the Slovak capital city. Another option is to take a cruise coupled with a sightseeing tour of the three capital cities.

# Give them **Fun&Adrenaline**

**4** The mountain areas of the Tatras offer excellent possibilities for outdoor teambuilding activities. The first mountain adrenaline park in Slovakia can be found in the Jasná resort in the Low Tatras. These parks are inspired by the Tarzan movie and are suitable for those who would like to challenge their adrenaline levels. Tarzania Jasná has two routes with 34 plateaux and 95 obstacles that are approximately 4 to 7 metres high. Participants are protected by mountaineering outfits while making their way past the obstacles. Apart from these activities, the Tatras are also ideal for paragliding, paintball, rafting and other sports. Another Tarzania is located in the Tále area, in the vicinity of the golf course and the Partizán Hotel. [www.partizan.sk](http://www.partizan.sk), [www.tarzania.sk](http://www.tarzania.sk)



## PARTY IN A BAT CAVE? WHY NOT?

**5** Caves are a specific Slovak attraction, and there are more than 5,350 of them on Slovakia's territory, most of them located in the Slovak Karst, the Low Tatras and the Slovak Paradise, of which 20 are open to public. It is possible to organize events in some of the caves. The Slovak Caves Administration offers 12 caves for public sightseeing. In Slovakia, you can find all four types of caves: ice, stalactic, karst and even aragonite. The Dobšinská Ice Cave, Domnica, Gombasecká Cave, Jasovská Cave, and the Ochtinia Aragonite Cave are all on the UNESCO list.

[www.ssj.sk](http://www.ssj.sk)

The Dead Bats Cave in the Low Tatras is very popular. The cave received its name after several hundred bats were found there. Small groups are permitted into the cave when accompanied by a guide.

## Thermal bathing: **Health and sun**

**6** Slovakia is renowned for its healing springs. It is said that almost every village possesses a mineral spring, amounting to more than 1,300 springs in the country! So there are many spas and spa resorts that harness these healing springs, be it for drinking or bathing. What is more, Slovakia also has numerous thermal parks and aquaparks that utilize the positive effects of the healing water (around 40). The Bešeňová resort is ideal for hosting congresses and conferences with its geothermal springs that rise

from a depth of 1,987 metres and reach temperatures of up to 61 °C. The springs are cooled down to 36-40 °C for bathing purposes. Because of its higher level of lithium, the water has positive effects on mental wellbeing too. The Bešeňová thermal park incorporates 5 pools of varying water temperature, massages, restaurants and accommodation. [www.besenovanet.sk](http://www.besenovanet.sk)



# Time for... Žilina



An interesting Slovak city situated near the Czech border known its expansion after the end of communism. In fact in 1990 s, the historic part of the town was restored and Žilina with its population of 85,655 habitants became one of the best reconstructed towns of Slovakia. Today it is the seat of many industries including chemical, paper, textile and food processing. In the city, you can also find an university.

## THE DETROIT OF EUROPE

Žilina is known 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 (about 300,000 vehicles per year). In 2007, KIA opened another plant, increasing its production to as manz as 600,000 vehicles a year. Along with North Moravia in the Czech republic, where the South-Korean Hyundai Motor Company opened car production plant as well, Žilina become the „Detroit“ of Europe.



## A CITY FULL OF HISTORY

The buildings in the historic centre are the parts of the Town Monument Reserve. One of the dominants of the town is the Baroque Church of St. Paul the Apostle with two towers and the Jesuit Monastery from the 18th century. The Castle of Budatin is the dominant of the northern part of Žilina. In the Castle you can find a gallery with an unique exposition of trinkers trade products. It is the only of this kind in the world.

### WHERE TO HOLD A MEETING

#### Holiday Inn Žilina ★★★★★

This relatively new, international 4-star city centre hotel offers about 133 high-quality room types, including 21 comfortable and elegant 2-room studios. All the guestrooms have air conditioning, LCD TV, voice mail, high speed broadband internet, a large work desk, complimentary coffee and tea making facilities. Holiday Inn Žilina is the newest and the biggest venue for congresses. It offers more than 900 square metres, with a capacity around 800 people. The number od meeting halls: 9. [www.zilina-holiday-inn.com](http://www.zilina-holiday-inn.com)



"Halusky" - a traditional Slovak meal.



#### Best Western Palace Hotel Polom ★★★★★

offers fully modernised accommodations, in a facility whose architecture and heritage place it among the most distinguished hotels in the Žilina area. The hotel dispose of two conference halls and one lounge. Capacity: Conference room for 35 persons, Conference room for 50 people, White Lounge for 14 persons.



Cheese "ostiepok" - another Slovak speciality

[www.palacehotelpolom.sk](http://www.palacehotelpolom.sk) ■

# & HOTELS VENUES



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# LIVING IN STYLE



## Hotel Marrol's

Hotel Marrol's is one of the finest four star hotels in Bratislava. Hotel is situated in the heart of the historic centre of Bratislava. We offer accommodation in 51 rooms and 3 luxury apartments. All the rooms are air conditioned, exquisitely furnished in retro style, equipped with latest technical equipment. Unlimited high-speed Internet Access, plasma TV with 200 satellite programmes, in room PC and free minibar are a must. Parking is provided in the under-ground garage. Hotel offers 2 conference rooms for important social and corporate gatherings - Congress hall and Green saloon.

*We invite you to enjoy the unparalleled level of luxury and hospitality with unique atmosphere of retro style.*



HOTEL  
MARROL'S

Tobrucká ul. 4  
811 02 Bratislava 1  
Slovensko

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fax: +421 2 577 84 601  
e-mail: [rec@hotelmarrrols.sk](mailto:rec@hotelmarrrols.sk)  
[www.hotelmarrrols.sk](http://www.hotelmarrrols.sk)



# HOTEL MARROL'S



## HOTEL MARROL'S

**ADDRESS:** TOBRUCKÁ 4  
811 02 BRATISLAVA

**TEL:** 00421 - 2 - 57784600

**FAX:** 00421 - 2 - 57784601

### E-MAIL RESERVATION:

rec@hotelmarrols.sk

### E-MAIL CONFERENCE SERVICES:

sipkova@hotelmarrols.sk ,

panyiova@hotelmarrols.sk

**WEB:** www.hotelmarrols.sk



## ACCOMMODATION FACILITIES

Total number of guestrooms	54
Single Rooms	13
Ladies Chambers-Single	3
Double Rooms	29
Twin Rooms	3
Executive Rooms	3
Garden Suite	1
Executive Suite	1
Grand Suite	1

**W**ander the winding streets of Bratislava and you'll have a sense of turning the pages of a history book. Situated in Bratislava's historic city centre, Hotel Marrol's combines old-time comfort with the very latest modern facilities.

Hotel Marrol's enjoys a retro theme that is stylishly expressed in all of the 51 air-conditioned rooms and three beautifully furnished suites: leather armchairs complement polished wooden floors. Yet beneath it all is a seriously modern hotel bristling with the latest technology. All the rooms are equipped with free amenities such as a minibar with alcoholic and nonalcoholic drinks, in-room safe, plasma TV, DVD player, personal computer with MS Office, direct dial telephone and high-speed internet access. Free access to the fitness centre is also assured.

For meetings, Marrol's, with its excellent facilities, offers a venue with a difference. The congress hall provides the perfect location for important social and corporate gatherings. It is exquisitely furnished in retro style with air-conditioning and the latest electronic and audio-visual equipment and can accommodate events of up to 55 people.

The stunning Green Saloon is one of a kind. It is ideal for very important negotiations of government officials, executives or diplomats and for the signing of momentous contracts and documents ■



HOTEL  
MARROL'S



## CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Congress Hall	40	55	28	70	70
Green Saloon	Round Table for 12 persons				40



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# PARK INN DANUBE BRATISLAVA



## PARK INN DANUBE BRATISLAVA

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**FAX:** +421 2 5441 4311

**E-MAIL:**

info.bratislava@rezidorparkinn.com

**WEB:** www.bratislava.parkinn.sk

### ACCOMMODATION FACILITIES

Total number of guestrooms	265
Standard Rooms	110
Superior Rooms	70
Panorama Rooms	72
Junior Suites	9
Apartments	4



**T**he Park Inn Danube offers a friendly and pleasant atmosphere to business & leisure guests. Hotel is conveniently located in the historic heart of Bratislava and offers beautiful views of both the Danube River and Bratislava Castle.

The Park Inn Danube, Bratislava has 4 dedicated meeting rooms perfect for small to large conferences and events. Spanning 210 m<sup>2</sup>, the Diamant Hall is our most attractive meeting space and can be divided into 3 separate rooms. All rooms come with high-tech equipment, high-speed Internet access and modern amenities. Key features:

- 4 modern and flexible meeting rooms
- Can accommodate up to 300 delegates
- Wireless High Speed Internet access
- Dedicated conference coordinator
- High-tech audiovisual equipment
- LCD information panels in conference foyer and outside conference rooms ■



### CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Diamant 1, 2 or 3	30	40	25	n/a	70
Diamant 1 +2 + 3	130	250	60	250	210
Topaze	n/a	n/a	n/a	n/a	24
Saphir	20	10	n/a	n/a	24
Emeraude	20	25	15	20	42
Saphir+Emeraude +Topaze	40	55	35	50	90

# HOLIDAY INN BRATISLAVA



## HOLIDAY INN BRATISLAVA

**ADDRESS:** BAJKALSKÁ 25/A  
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**TEL:** +421 2 482 45 111

**FAX:** +421 2 482 45 112

**E-MAIL:** reservation@holidayinn.sk

**WEB:** www.holidayinn.sk



ACCOMMODATION FACILITIES	
Total number of guestrooms/persons	163/315
Single Rooms	11
Double Rooms Twin	63
Double Rooms King	84
Suite Junior	1
Suites Standard	4



**G**reat hotel, guests love... That is a very true saying about hotel Holiday Inn Bratislava. Hotel is located in a business district of Bratislava, only a few minutes away from the airport. Hotel welcomes leisure, business and conference travellers. 163 guestrooms offer exclusive comfort such as complimentary wireless high-speed internet connection, parking directly in front of the hotel, relaxing indoor swimming pool, fitness, sauna and other services fit to rest your body after a day long conference or meeting. We offer you excellent location for business in one of the largest conference halls in Bratislava for 350 persons. Our friendly and well trained staff is looking forward to welcome you with excellent services and to contribute making your stay joyful and unforgettable one. ■



CAPACITY					
	Classroom	Theatre	Boardroom	Cocktail	Dimensions
Hall 1	60	70	40	80	7,3 x 19,3
Hall 2	130	150	70	180	11 x 19,3
Hall 3	60	70	40	80	7,3 x 19,3
Hall 1+2+3	250	300	120	350	25,6 x 19,3
Saloon 1	-	-	10	-	4,6 x 4,8
Saloon 2	-	-	10	-	4,6 x 4,8
Saloon 1+2			20		9,2 x 4,8
Gallery Room	35	50	20	80	8,05 x 16,6
Terrace					4,5 x 21

# APOLLO HOTEL



## APOLLO HOTEL

**ADDRESS:** DULOVO NAMESTIE 1  
821 08 BRATISLAVA

### RESERVATIONS:

**TEL:** +421 2 5596 8922, 5596 8933

**FAX:** +421 2 5596 9379

**E-MAIL:** hotel@apollohotel.sk

**WEB:** www.apollohotel.sk

### ACCOMMODATION FACILITIES

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



### 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



## HOTEL BARÓNKA

**ADDRESS:** MUDROCHOVA 2  
835 27 BRATISLAVA

**TEL:** + 421 2 44 87 23 24, 44 88 20 89,  
44 88 01 57, 44 88 52 80

**FAX:** + 421 2 44 88 54 00, 44 88 52 80

### RESERVATIONS:

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

**FAX:** + 421 2 44 88 54 00

**E-MAIL:** recepcia@hotelbaronka.sk

**WEB:** www.hotelbaronka.sk

### ACCOMMODATION FACILITIES

Total number of guestrooms/persons	125/232
Single rooms	23/1
Double rooms	93/2
Double rooms with an extra bed	5/2+1
Apartments	4

### 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
Meeting Room No. 3	30		30	30



# HOTEL KASKÁDY



## HOTEL KASKÁDY

**ADDRESS:** LETECKÁ 12

962 31 SLIAČ - SIELNICA

**TEL:** +421 45 544 11 22

+421 45 544 11 23-24

**FAX:** +421 45 544 28 83

**E-MAIL:** hotel@hotelkaskady.sk

**WEB:** www.hotelkaskady.sk

## RESERVATIONS:

**TEL:** +421 45 530 00 26

**E-MAIL:** rezervacie@hotelkaskady.sk

## ACCOMMODATION FACILITIES

Total number of guestrooms/persons	93/164 plus 16
Single Rooms	22
Double Rooms (incl. 2 Double Rooms for Disabled guests)	58
Apartments	10
Apartments de Luxe	3



**T**he Kongress & Wellness Hotel Kaskády is situated in the idyllic natural landscape of Central Slovakia, on the outskirts of Sielnica village, nestling between the cities Banská Bystrica and Zvolen. Its modern, air-conditioned hall accommodating 200 persons and its two conference salons with a capacity of 20 to 50 persons are ideal for conferences. At your disposal are tennis courts, minigolf, beach volleyball pitches, bicycle rentals, a specialist restaurant offering traditional Slovak cuisine, a restaurant with a summer terrace and a modern wellness centre, the Thermal Paradise, with a healing thermal spring that fills the indoor and outdoor swimming pools. What's more, guests can enjoy relaxing massages courtesy of masseuses from Bali and also luxury massages. The key priority of the hotel management is, above all, a personal approach to the client's individual requirements ■



## CAPACITY

	Classroom	Theatre	U-Shape	Area (sq.metres)
Congress Hall	150	200	40	274
Big Meeting Hall	30	30	20	59
Small Meeting Hall	20	20	15	39

# 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

### 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

### ACCOMMODATION FACILITIES

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



# SATELIT PIEŠŤANY



## HOTEL SATELIT

**ADDRESS:** NÁM. J. MURGAŠA 3  
921 01 PIEŠŤANY

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

+421-33-7725893

**FAX:** +421-33-7626777

**E-MAIL:** recepcia@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



### CAPACITY

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





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- INTERNET

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- CHIPPING GREEN
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- GOLF SHOP
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- ORGANIZATION OF TOURNAMENTS, COMPANY DAYS, etc

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Velka Lomnica

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+421 52 466 18 06

Fax: +421 52 466 11 12

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[www.international.sk](http://www.international.sk)

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# HOTEL INTERNATIONAL



## HOTEL INTERNATIONAL

**ADDRESS:** TATRANSKÁ 754

059 52 VEL'KÁ LOMNICA

**Tel:** +421 52 4661 111

**Fax:** +421 52 4661 112

**E-mail:** international@golfinter.sk

**Web:** www.international.sk



ACCOMMODATION FACILITIES	
Total number of guestrooms	29
Double Rooms	28
Apartment	1



**A** hotel with atmosphere – that's how to describe the cosy hotel located in the heart of the golf resort Black Stork in Velká Lomnica. It is one of the most charming hotels in Slovakia with a unique view of Lomnický Peak and part of the ridges of the High Tatras. The hotel offers services to golfers, families with children, weekend visitors, business travellers or holidaymakers alike, all of whom will value the proximity of the High and Low Tatras, the Slovak Paradise or the Pieniny National Park.

Hotel International provides a full range of services throughout the year and has 28 double rooms and one apartment, all with an emphasis on guests' comfort. The restaurant, the Lobby and Indoor bars and the conference premises are complemented by a well-equipped fitness centre, outdoor swimming pool, indoor swimming pool with vortex and anti-stream; dry and steam saunas and a golf simulator.

Guests can learn how to play golf or improve their existing skills in every weather and at any time of day. The FULL SWING golf simulator enables players to play golf courses that are otherwise difficult to access, be it because of distance or the required level of golfers. The players can choose from 55 golf courses, for instance the legendary St. Andrews Old Course.

The direct interconnectedness of the restaurant with the café is ideal for organizing dinner parties, gala dinners, high school leaving parties, weddings and other family and company parties.

The conference room can be utilized for press conferences, workshops and seminars, as well as a base for organizers of golf tournaments.

The wide selection of international cuisine at the hotel's restaurant will be especially appreciated after demanding tourist hikes, pleasant games of golf, or winter skiing trips. The menu includes meals reflecting the latest trends and features various gourmet specialities and artistically embellished desserts ■



CAPACITY					
	Theatre	U-Shape	I-Shape	T-Shape	Banquet
Winter Garden	60	40	30	35	30-40
VIP Saloon					10



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- excellent location in the town centre
- 75 rooms, 144 beds, 5 conference rooms
- Capacity of the biggest room up to 188 pax

### Hotel Grand Jasná\*\*\*\*

- modern hotel located in the mountain resort
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- Capacity of the biggest room up to 200 pax

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Lúčnica: The Slovak National Folklore Ballet  
Photo by Peter Brenkus



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## IMEX 2008

Readers of our magazine

The publisher with ladies from the Polish Convention Bureau



Opening of the Exposition



Representatives of the Polish city of TORUN, the Wild Card Winner 2008



# IT&CM China 2008

Shanghai is a modern Chinese city that is currently experiencing rapid growth and is a much sought after, fashionable hotspot. The only Chinese trade fair specifically aimed at the MICE travel industry takes place here. It is a relatively new event; but even though this year was only its second, the fair attracted 211 exhibitors extending over an area of 6,200 square metres and more than 2,000 delegates from the MICE travel industry.

■ By **Zuzana Adamson**

**The project was masterminded by TTG ASIA Media together with MPI International.** Shanghai is a financial, business and economic hub; one of the leading Chinese cities that is often dubbed the "Asian New York". It has about 15 million inhabitants and, according to locals, Shanghai is not really China – it is a city of its own kind, "a city that never sleeps". Illuminated clusters of skyscrapers of all colours spread throughout a city brimming with an energy that keeps you awake for twenty-four hours a day.

**The city offers many opportunities for both business and leisure.** You can visit acrobatic performances, operas or theatres; throw amazing parties in hotels and restaurants, see sights, visit the Jade Buddha Temple, walk around the Bund - a renowned parade alongside the river which has a breathtaking view of the modern skyscrapers. Stop at the café at Orient Pearl, the most famous building in the city (468 m high) and, of course, you can go shopping and haggling. Trips to the environs of Shanghai reveal an intriguing view of China. During the transfer from the airport to the city centre, check out the MAGLEV, the fastest train in the world at 430 km per hour.

**The MICE trade fair takes place at the ShanghaiMart** Expo exhibition hall located in the Western part of the city where exhibitions and trade fairs are usually held. The venue is equipped with a modern infrastructure (5-star hotels, such as the top-of-the-range hotel Sheraton Grand). The facilities stimulate business opportunities, contact opportunities, the exchange of information and experience, and the formation and boosting of business and personal relations. The welcoming reception and the lunch organized by MasterCard and the hotel, were organized by the exhibition partners: The Regent Hotel Shanghai, the



Hotel Sheraton Grand Hongqiao and the Hotel Millenium Hongqiao. The gala evening was held at the Four Points, a venue selected by the Sheraton in cooperation with The Venetian Macao Resort Hotel.

**The Chinese market is one of the most promising markets of the future, for incoming as well as for outgoing travel business.** „The MICE travel industry is the fastest growing area of travel industry. When compared to last year, the exhibition has grown by 60 percent in terms of its size, number of visitors, buyers, exhibitors and visitors. Our marketing philosophy is: Promote China in the world and the world in China,“ Darren Ng, the Managing Director at TTG Asia told me.

**One of the most interesting guests at the trade fair** was Michael Tchung, a trends analyst and marketing guru who established the company Ubercool. According to Mr. Tchung, the 6 most important future trends, which he

described using the German word UBER (i.e. SUPER), are the following:

1. Time and time management,
2. Wireless: Wifi, accelerations of transactions, such as internet banking.
3. More experimentation and creativity.
4. The cult of youth; constant rejuvenation sought out by consumers.
5. So-called „Voyeurgasm“ – a desire to observe life. For instance, if a customer sends a package they want to know where exactly it is and what is happening to it; when they order food in a restaurant they wants to see how it is prepared.
6. Digital lifestyle. Holiday resorts will have to be equipped with wifi – not only for business clients, but also for holidaymakers. Hotels and agencies will have to take these trends into consideration if they want to be succesful. ■



M. Tchung



# Maximising Returns at Asia-Pacific's Doublebill Event

The region's premier tradeshows for the MICE and Corporate Travel industries – IT & CMA (Incentive Travel & Conventions, Meetings Asia) and CTW (Corporate Travel World) Asia – Pacific are gearing up for another exciting journey to the new frontiers as they turn 16 and 11 respectively.

The combined events, also popularly dubbed a „doublebill event“ (two shows at one location) will be

held at Bangkok Convention Centre at CentralWorld, Thailand, from 7 to 9 October 2008. Located in the heart of Bangkok's central business district, this is the

second year that the venue is hosting the event.

The 2008 doublebill event, themed „New Frontiers – Optimise Returns“, is expected to attract more than 2000 leading industry professionals from all over the world.

One of the new initiatives is the launch of the



Corporate Travel Network (CTN) virtual community on Facebook. It is a new concept to achieve better communications through new avenues and to stay abreast of the latest technological advancement. The CTN is an online community opened for corporate travel managers who are involved in the planning, purchasing and/or managing of business travel for their companies or organisations. This social community is a meeting place and a sharing place to instantaneously connect and interact with peers from anywhere in the world about the role and tasks they perform or other aspects of their professional activities and interests ■

## EIBTM 2008: HOSTED BUYER PROGRAMME



EIBTM 2008 have released details of its Hosted Buyer Programme available in Barcelona this year, which will see an increase with over 300 groups of Hosted Buyers, extended education programmes and 15 different Post Event Tours offered.

Increased numbers of Hosted Buyers from all the key European markets are expected with total attendance likely to be approximately 3,500 of the leading industry decision makers. EIBTM leads the way in independently auditing its Hosted Buyer and Trade Visitor numbers, providing a qualified approach to achieving the event's objectives in delivering a truly global audience.

Hosted Buyers from India, China, Brazil, Russia and Poland are already being recruited as well as additional groups from the US, Canada and Middle East.

Increased numbers of multiple day rotations are being offered to maximise Hosted Buyers' time on the exhibition floor and Reed Travel Exhibitions are expecting that over 43,000 Pre-Scheduled Appointments will be organised between Hosted Buyers and Exhibitors.

Benefits for Hosted Buyers at EIBTM 2008, which will take place from 2nd – 4th December at the Fira Gran Via include dedicated Association, Corporate and Agency educational programmes, increased networking opportunities and once again use of the three Hosted Buyer Lounges on-site. For the second year in a row, a complimentary buffet lunch will be available for all buyers every day in the third Hosted Buyer lounge provided by GastroFira, the in-house catering department of Fira de Barcelona.

UK and French Hosted Buyers can take advantage of the exclusive charter flight service, providing VIP flights to and from the show with champagne breakfast and dedicated check in.

The strength and quality of the EIBTM Hosted Buyer programme has also led to 15 destinations offering to host the Post Event Tours. New tours include Alcala de Henares, Costa del Sol/Malaga, Gran Canaria, Leon and Tarragona. European cities including London, Madrid, Amsterdam, Lisbon, Venice, Bilbao, Costa Daurada, Sitges, San Sebastian and Valencia are also available.

More details could be found at: [www.eibtm.com](http://www.eibtm.com) ■



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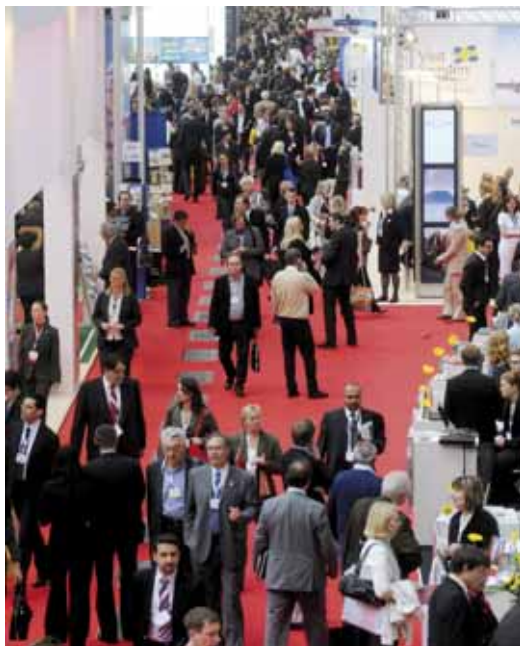
# MICE EXPOSITIONS 2008/2009

## 2008

9 – 12 <sup>th</sup> AUGUST	MPI's World Education Congress (WTC) Las Vegas, USA ..... <a href="http://www.mpiweb.org">www.mpiweb.org</a>
19 & 20 AUGUST	INCENTIVE WORKS Toronto, CANADA ..... <a href="http://www.meetingscanada.com">www.meetingscanada.com</a>
23 – 25 <sup>th</sup> SEPTEMBER	MOTIVATION SHOW Chicago, USA ..... <a href="http://www.motivationshow.com">www.motivationshow.com</a>
6 & 7 OCTOBER	ACCESS Congresses, Meetings and Incentives Vienna, AUSTRIA ..... <a href="http://www.access-austria.at">www.access-austria.at</a>
7 – 9 <sup>th</sup> OCTOBER	 IT & CMA – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World Bangkok, THAILAND ..... <a href="http://www.itcma.com.sg">www.itcma.com.sg</a> ..... <a href="http://www.corporatetravelworld.com">www.corporatetravelworld.com</a>
1 – 5 <sup>th</sup> NOVEMBER	47 <sup>th</sup> ICCA Congress & Exhibition Victoria, CANADA ..... <a href="http://www.iccaworld.com">www.iccaworld.com</a>
6 & 7 NOVEMBER	BTC International Roma, ITALY ..... <a href="http://www.btc.it">www.btc.it</a>
10 – 13 <sup>th</sup> NOVEMBER	WTM London, UK ..... <a href="http://www.wtmlondon.com">www.wtmlondon.com</a>
17 – 19 <sup>th</sup> NOVEMBER	MICE EUROPE Congress MONACO ..... <a href="http://www.miceeurope.com">www.miceeurope.com</a>
19 & 20 NOVEMBER	BTF Central & Eastern European Business Tourism Fair Warsaw, POLAND ..... <a href="http://www.btf.waw.pl">www.btf.waw.pl</a>
2 – 4 <sup>th</sup> DECEMBER	 EIBTM The Global Meetings and Incentives Exhibition Barcelona, SPAIN ..... <a href="http://www.eibtm.com">www.eibtm.com</a>
5 – 8 <sup>th</sup> DECEMBER	SITE Conference Montreux, SWITZERLAND ..... <a href="http://www.site-intl.org">www.site-intl.org</a>
8 – 11 <sup>th</sup> DECEMBER	ILTM International Luxury Travel Market Cannes, FRANCE ..... <a href="http://www.iltm.net">www.iltm.net</a>

# 2009

15 <sup>th</sup> – 18 <sup>th</sup> JANUARY	<b>MICE CEE</b> is Media Partner	<b>GO and REGIONTOUR</b> Brno, CZECH REPUBLIC ..... <a href="http://www.bvv.cz/go">www.bvv.cz/go</a> ..... <a href="http://www.bvv.cz/regiontour">www.bvv.cz/regiontour</a>
22 – 25 <sup>th</sup> JANUARY	<b>MICE CEE</b> is Media Partner	<b>ITF Slovakia</b> Bratislava, SLOVAKIA ..... <a href="http://www.incheba.sk">www.incheba.sk</a>
24 – 26 <sup>th</sup> FEBRUARY		<b>CONFEX</b> London, ENGLAND ..... <a href="http://www.international-confex.com">www.international-confex.com</a>
17 & 18 FEBRUARY		<b>AIME The Asia Pacific Incentives &amp; Meetings Expo</b> Melbourne, AUSTRALIA ..... <a href="http://www.aime.com.au">www.aime.com.au</a>
11 – 15 <sup>th</sup> MARCH		<b>ITB</b> Berlin, GERMANY ..... <a href="http://www.itb-berlin.com">www.itb-berlin.com</a>
17 <sup>th</sup> MARCH		<b>MICE FORUM</b> Moscow, RUSSIA ..... <a href="http://www.miceforum.ru">www.miceforum.ru</a>
18 – 21 <sup>st</sup> MARCH		<b>MITT</b> Moscow, RUSSIA ..... <a href="http://www.mitt.ru">www.mitt.ru</a>
18 & 19 MARCH		<b>EMIF The European Meeting Industry Fair</b> Brussels, BELGIUM ..... <a href="http://www.aboutemif.com">www.aboutemif.com</a>
24 – 26 <sup>th</sup> MARCH		<b>GIBTM Gulf Incentive Business Travel &amp; Meeting</b> Abu Dhabi, UEA ..... <a href="http://www.gibtm.travel">www.gibtm.travel</a>
15 – 17 <sup>th</sup> APRIL	<b>MICE CEE</b> is Hosted Media	<b>IT&amp;CM CHINA Incentive Travel and Conventions, Meetings</b> Shanghai, CHINA ..... <a href="http://www.itcmchina.com">www.itcmchina.com</a>
26 – 28 <sup>th</sup> MAI	<b>MICE CEE</b> is Media Partner	<b>IMEX The Worldwide Exposition for Incentive Travel, Meetings &amp; Events</b> Frankfurt am Main, GERMANY ..... <a href="http://www.imex-frankfurt.com">www.imex-frankfurt.com</a>



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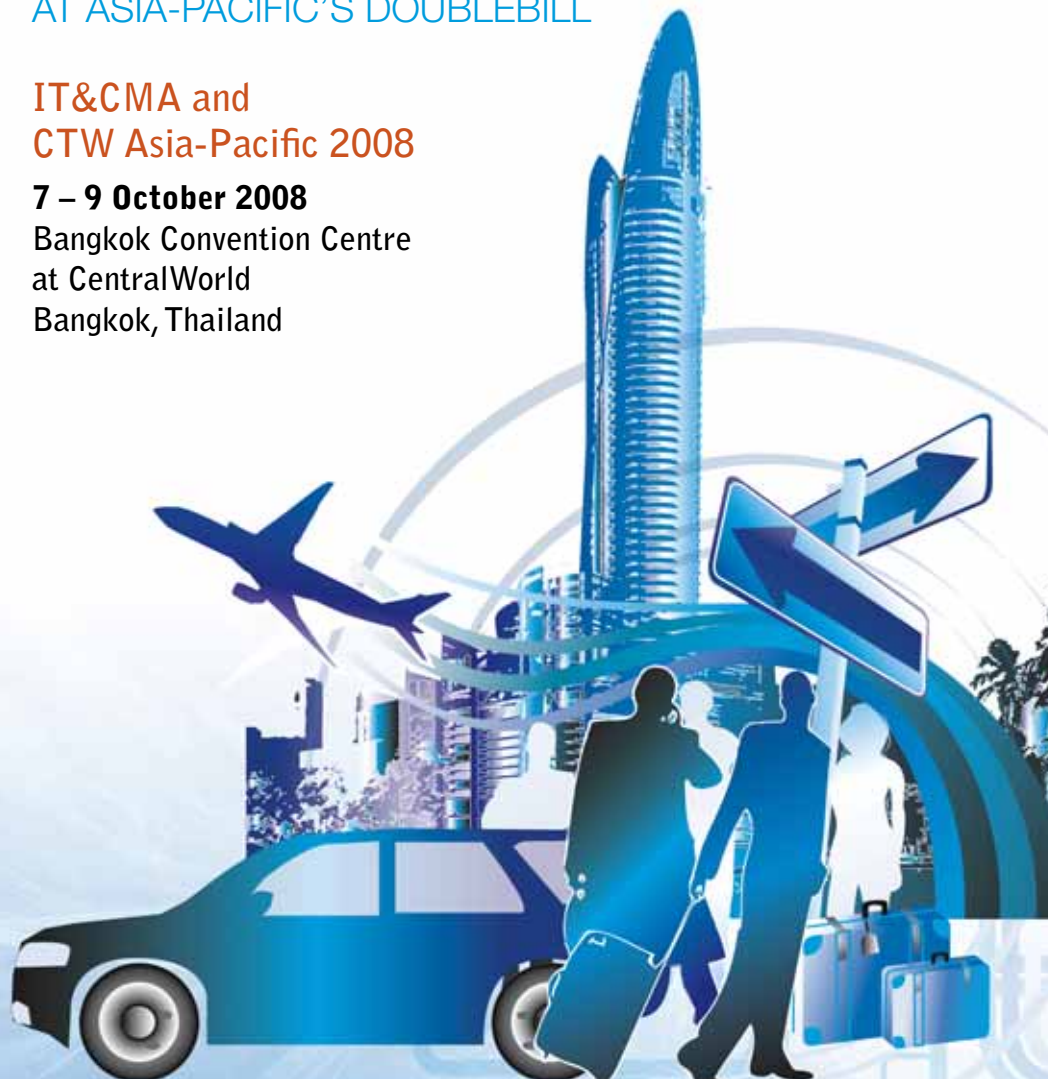
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[www.corporatetravelworld.com](http://www.corporatetravelworld.com)

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- Attend the conference & seminar sessions
- Visit the exhibition

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1. 2.



3.

4. 5.



6. 7.



## You can admire 6 UNESCO Monuments in Slovakia:

**1. Historic Town of Banská Štiavnica and the Technical Monuments in its Vicinity**  
Region of Banská Bystrica

**2. Castle Spišský Hrad and its Associated Cultural Monuments**  
Region Prešov

**3. Vlkolínec**  
Region Žilina

**4+5. Bardejov Town Conservation Reserve**  
Region Prešov

**6. Caves of Aggtelek Karst and Slovak Karst**  
Region Košice

**7. The Carpathian primeval beech forest of the Bukovske Vrchy and Vihorlatske vrchy Mountains**  
Region Prešov