

MEDIA RELEASE

IT&CMA Events 2016 / 02

Monaco Debuts Inaugural Presence at IT&CMA 2016 as Destination Exhibitor

Singapore, 8 July 2016 – Monaco, well known for its luxury travel offerings, and previously a visitor to IT&CMA, has confirmed their presence as a destination exhibitor this year as part of a campaign to promote MICE and Incentive Travel to the country.

Benoit Badufle, Managing Director of the Monaco Government Tourist & Convention Bureau Asia c/o Horus Development & Consulting, on their decision to exhibit, “We liked the atmosphere and the quality of the interactions and variety of hosted buyers. The ability to schedule targeted appointments was also an important criterion as we believe in their contribution to a more satisfactory return on investment.”

Since promoting Monaco in the entire Asia region, the country has seen an increase in companies and corporate travel organisers looking at Monaco as an incentive destination. Improved airline route options with direct flights from Asia and Europe, the emergence of Middle East carriers, easing of Visa regulations and a plethora of curated events are just some of the many factors contributing to the gaining popularity amongst buyers as a safe and approachable destination.

“In the last 5 years, countries like China, Thailand, Malaysia, Indonesia, and South Korea have emerged as new sources of revenue. Today, we welcome at least one incentive group from any of these countries each year. More and more companies and incentive travel organisers in Asia trust Monaco for their prestigious projects; that is what we wish to convey to those attending IT&CMA 2016 in Bangkok”

Functional meeting venues, world class sports and social events, exclusive luxury experiences, and a vast array of cuisines and street food make Monaco a global and cultural MICE destination offering some of the most concentrated luxury shopping selections in the World.

Apart from these events, Monaco’s strategic location at the centre of the French and Italian Riviera will allow guests to experience 3 different countries during their sojourn – a trademark of the uniqueness of such a small country with over 120 nationalities. Visitors to Monaco can explore the Mediterranean Sea and its exciting activities, the scenic medieval villages of Provence and Liguria as a backdrop plus the Alps, with alpine skiing available 5 months a year, taking home an unforgettable experience.

Buyers and hosted delegates of IT&CMA 2016 can look forward to being welcomed by experts on Monaco, and the Riviera’s, holding key contacts with suppliers, Destination Management Companies (DMCs), including cultural and F&B offerings in the country. Attendees can expect fun and engaging ideas and suggestions for their incentive projects, including a daily lucky draw to win an amazing familiarisation trip to Monaco with helicopter transfer up for grabs.

IT&CMA 2016 will be held from 27 – 29 September 2016 at the Bangkok Convention Centre at CentralWorld. It is co-located with the CTW Asia-Pacific – The Leading Corporate Travel Management Conference for the Asia-Pacific.

For more information, log on to www.itcma.com | www.corporatetravelworld.com/apac

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About IT&CMA 2016

27 to 29 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking. IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The show has been incorporating Luxury Travel since 2012, and is part of the IT&CM Events series.

Co-located with CTW Asia-Pacific, IT&CMA is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and CTW Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network.

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