

**SUMMARY OF THE XIV EDITION OF
MITM EUROMED IN LLORET DE MAR, SPAIN.
JUNE 9th , 10th & 11th , 2010**



INDEX

- 1. PARTICIPANTS EVALUATION (Page 3)**
- 2. TESTIMONIALS (Pages 4-5)**
- 3. PROGRAM (Pages 5-6)**
- 4. POST TOURS (Pages 6-8)**

1. PARTICIPANTS EVALUATION

MITM EUROMED 2010, held in Lloret de Mar, Spain, was visited by an 92.3% of European buyers and a 7.7% of hosted buyers from the rest of the world specialized in meetings, incentives, congresses, conventions and events from the following countries: Austria, Belgium, Bulgaria, Denmark, Egypt, France, Germany, Greece, Hungary, India, Italy, Latvia, Netherlands, Philippines, Poland, Romania, Russia, Spain, Sweden, Ukraine, United Kingdom and USA.

There were a total of 50 exhibitors from 11 countries: Albania, Andorra, Croatia, Finland, Jordan, Malta, Poland, Russia, Spain, Sweden and Switzerland.

During MITM Euromed, a total of 2.709 one-to-one meetings between exhibitors and hosted buyers were completed.

The overall business to be obtained due to those meetings has been estimated in 126 million euros.

EVALUATION OF MITM 2010 IN LLORET DE MAR BY THE EXHIBITORS

Traditionally, MITM, *Meetings and Incentive Travel Market*, asks exhibitors present in MITM to evaluate the travel trade show after its completion. This year's post evaluation of the 14th edition in Lloret de Mar, Spain, requested from **MITM exhibitors** gave the following results:

	POOR	FAIR	GOOD	EXCELLENT
Trade Fair Format		4%	60%	36%
Trade Fair Organization		4%	53%	43%
Quality of Buyers		16%	64%	20%
Business Opportunities	1%	36%	45%	18%
Overall Rating		2%	66%	32%

Asking if they would exhibit in MITM next year, the exhibitors said: 87.8%, yes; 10.6%, didn't know yet; and 1.6%, no.

There were only 2 buyers no-shows and a total of 809 extra non-scheduled meetings were done.

EVALUATION OF MITM 2010 IN LLORET DE MAR BY THE HOSTED BUYERS

Asked to rate MITM "VENUE" by the **MICE hosted buyers'** answers were:

ABOUT THE VENUE	POOR	FAIR	GOOD	EXCELLENT
Hotel Rating	2%	16%	45%	37%
Social Functions		2%	43%	55%
Logistics	4%	16%	37%	43%
Overall Rating		4%	49%	47%

Asked to rate "MITM" by the **MICE hosted buyers'** answers were:

ABOUT MITM	POOR	FAIR	GOOD	EXCELLENT
Trade Fair Format	1%	6%	46%	47%
Trade Fair Organization			34%	66%
Business Opportunities		8%	44%	48%
Overall Rating			46%	54%

Asked if they would attend, if invited, MITM next year, the reply was: 90.2% yes, 2% said no and 7.8% did not know at this time.

2. TESTIMONIALS

EXHIBITORS' COMMENTS

- Very professional, well organised, several good leads and definitely good value for Money. I hope that some serious business will come out from the buyers I have met with. I wish to congratulate MITM for the efforts and hard work in making this fair a successful one.
Events Club Malta, Malta
- Much better this system of travel market with meetings.
Evenia Hotels & Palacio de Congresos, Spain
- Very good organization. Good opportunity and really a business place.
Albtours D, Albania
- Good organization and good program's development. 44 meetings with buyers.
Hotel Guitart Monterrey, Spain
- Very satisfied for being the first time we participate in MITM.
Hotel Playa Golf, Spain
- In broad terms, it's been a success for Lloret de Mar.
Lloret Convention Bureau, Spain
- Thank you so much, superb!
Ultramar Event Management, Spain
- It's a good organization, as you come to achieve many appointments and that's very productive.
World Trade Center Zaragoza, Spain
- Just tell you that everything went very well. We are very grateful for your efforts.
Castilla y León, Spain

HOSTED BUYERS' COMMENTS

- Very good, excellent and try to keep MITM Euromed small, as it is much more personal and not to become commercial like IMEX/WTM/ITB. I really enjoyed every event and benefited from it greatly.
American Express Travel, Egypt
- Efficient and friendly.
Good Morning Linea Service, Italy
- Excellent as always! Thank You!
Setra Lubricants LLC, Russia
- Becoming better and better each time!
Iwant2travel, Netherlands
- Good organization and good level of information and support.
Sirti S.P.A., Italy
- Pretty well organized. Perfect staff.
MSE Tours, Hungary
- Very well organized fair!.
Immens-Events, Germany

- MITM was very well organized. The staff are very sweet & helpful. Excellent.
Lavanya Travels, India
- Everything's right and specially well controlled.
Even Comunicaci3n, S.L., Spain

3. PROGRAM

Wednesday, June 9th

	Transfers from Girona or Barcelona airports to official hotels. For hosted buyers, press and those exhibitors who had requested it in advance.
12:00 – 05:00 pm	Exhibitors registration and stand decoration at Olympic Congress Center (buyers and press, registration at their hotels).
06:00 pm	Transfers from official hotels to Saint Clotilde Gardens, where there will be a guided visit and a welcome cocktail. Sponsored by Restaurant & Catering El Trull.
07:30 pm	Boat cruise from Fenals beach to Santa Cristina Beach for dinner. Offered by Dofi Jet Cruise.
08:30 pm	Welcome dinner sponsored by Santa Marta Hotel & Spa. Transfers back to official hotels.

Thursday, June 10th

07:30 am / 08:30 am	Transfers from official hotels to Olympic Congress Center, located at Evenia Olympic Palace Hotel.
08:00 am – 09:00 am	Participants registration and stand decoration at Olympic Congress Center.
09:00 am – 10:00 am	Presentation by Lloret de Mar Costa Brava Meeting Point. Opening by Mr. Xavier Crespo, Lloret de Mar's Mayor. Presentation by Maurici Carb3, Lloret Tourism Manager.
10:00 am – 12:00 pm	Morning business session. Up to 6 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
10:30 am	Press conference for international and local journalists at the Congress Palace's Auditorio.
11:00 am – 11:30 am	Coffee and refreshment service during working session.
12:00 pm – 02:00 pm	Sponsored lunch at Olympic Congress Center.
02:00 pm	Afternoon business session starts. Up to 8 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
03:00 pm – 03:30 pm	Coffee and refreshment service during working session.
04:40 pm	End of last pre-scheduled appointment.
04:40 pm – 05:30 pm	Free time for buyers to visit the stands. Exhibitors will be able to offer entertainment, free drinks and food at their stands.
05:30 pm	Transfers back to official hotels.
07:00 pm	Departure from official hotels for a city tour offered by Garden Open Tour-Transports Pujol.
08:00 pm	Gala Dinner sponsored by Guitart Monterrey Hotel.
10:30 pm	Transfers back to official hotels (different departure times to official hotels: 10:30 pm, 11:30 pm and 01:00 am).

Friday, June 11th

	Hotel check out for buyers and press taking post tours.
08:30 am	Transfers from official hotels to Olympic Congress Center (buyers and press taking post-tours must take their luggage with them).
09:00 am – 10:00 am	Seminar-Presentation by Olympic Congress Center.
10:00 am – 12:00 am	Business session. Up to 6 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
11:00 am – 11:30 pm	Coffee and refreshment service during working session.
12:00 pm – 12:30 pm	Time for exhibitors for decoration removal of stands.
12:00 pm – 12:30 pm	Time for hosted buyers to pick up their refund transportation voucher.
12:30 pm	End of MITM and commencement of buyers and press post MITM fam

tours from the Olympic Congress Center.

12:30 pm Transfers back to official hotels.

Transfers to Girona or Barcelona airports for buyers and press not taking post-tours and for exhibitors who had requested it in advance.

4. PRE TOURS

1 – POST TOUR OF “GIRONA, COSTA BRAVA & PYRENEE, SPAIN”

Offered by Oviedo Convention Bureau

June 11th to 13th

Free of cost. € 50,00* of handling fee.

DAY 1. June 11th: GERONA – CALDES DE MALAVELLA.

- Depart from Lloret de Mar to Girona.
- Lunch in Restaurant Marangels.
- Visit the Auditori Palau de Congressos of Girona. *This is the biggest conference and convention centre in the province of Girona. Located in the heart of the city, it has a capacity for events of up to 1,800 people and features 3 auditoriums and 12 halls of different sizes, all with natural lighting. It also offers an exhibition area of 1,400 m² and the whole building is equipped with Wi-Fi and the most advanced audiovisual and simultaneous interpretation systems.*
- Depart direction to Punt de Benvinguda (meeting point).
- Guided Tour in the Old Town of Girona. *A guided tour along the most iconic places of the city: the Jewish quarter, the cathedral, Sant Feliu’s Church, the Arabian bath, the medieval walls, among others.*
- Cocktail and Visit the Hotel Carlemany 4*. *The hotel is located in the city center of Girona and it was renovate during 2007. The hotel has 89 rooms and is a good option for meetings, conventions and congresses.*
- Depart from Girona to Caldes de Malavella.
- Check-in at the Hotel Melià Golf Vichy Catalan 4* sup. *The hotel offers 149 elegant, large rooms. Its privileged location at the centre of Catalonia’s PGA Golf makes the hotel the ideal place for company meetings and incentives: peaceful surroundings, conference rooms filled with natural light and a wide range of recreational activities.*
- Dinner at Restaurant Quimera (Melià Golf Vichy Catalán).

DAY 2. June 12th: MOLLET DE PERALADA – PORT LLIGAT – LLORET DE MAR.

- Breakfast.
- Visit the meeting room of the hotel.
- Depart from Caldes de Malavella to Mollet de Peralada.
- Visit the celler La Vinyeta. *La Vinyeta is a winery in the middle of a vineyard and olive grove which offers wine tastings, guided tours and a variety of events: company meetings, product presentations, etc. and unforgettable experiences.*
- Depart from Mollet de Peralada to Port-Lligat.
- Lunch in Ses Vistes. *Luxury villa with fantastic views of the sea and Dalí’s house. Large gardens, infinity pool; 8 double bedrooms en-suite with climate control, pétanque, grand piano, jacuzzi, sauna, table tennis and cinema. Ideal for conferences, exhibitions, corporate meetings,...*
- Visit the Dalí Museum in Port-Lligat (Cadaqués). *The present Portlligat House-museum was Salvador Dalí’s only fixed abode from 1930, the place in which he normally lived and worked up till 1982 when, upon Gala’s death, he took up residence at Púbol Castle.*
- Check-in at Evenia Hotel in Lloret de Mar. *The Hotel is integrated within the Olympic complex with 813 rooms, 352 of which are suites. Located in a residential area of Lloret. A wide range of modular meeting-rooms which can be adapted to your requirements. Layout, capacity, advanced audiovisual technology, decoration... The best possible combination to make your presentation a real success.*
- Dinner in Evenia Hotel.

DAY 3. June 13th

- Breakfast at the hotel.
- Check-out and depart to Barcelona Airport

The tour does not include personal expenses.

***Non refundable, if cancelled**

2 – POST TOUR OF "ZARAGOZA, SPAIN"

Offered by Zaragoza Turismo

June 11th to 13th

Free of cost. € 50,00* of handling fee.

DAY1. June 11th: BARCELONA - ZARAGOZA

- Departure from Olympic Congress Center for Zaragoza with bus transfer to Barcelona's Sants train station (60 min. trip).
- Lunch in Barcelona.
- Departure by AVE (high speed train) to Zaragoza and transfer to the hotel.
- Meeting with Zaragoza Turismo's representative at the hotel's front desk.
- "Under mudejar's moon" theatrical visit. *We will learn the small and big stories that will take us from the mudejars towers' shining to the inquisition bonfires, following the trace that centuries of exchange and connivance left. But we will do it in the least recommended way, since no traveller of those times ever walked the city at night, unless looking for hard emotions.*
- Meeting with Zaragoza Turismo's representative and transfer to the restaurant.

DAY 2. June 12th: ZARAGOZA

- Breakfast in the hotel.
- Meeting with Zaragoza Turismo's representative at the hotel's front desk.
- Visit the Auditorium-Congress Palace.
- Visit Zaragoza's World Trade Center.
- Guided visit to Luis Buñuel Metropolitan Water Park.
- Incentive activities to choose: rafting, golf, multi-adventure circuit.
- Transfer to a restaurant for lunch.
- Visit to Zaragoza's Fluvial Aquarium. *It is Europe's biggest sweet water aquarium, and the third in the world.*
- Visit Alfajerías Palace. *Amazing Muslim monument, the most important in XI century. Known as "Happiness Palace" it was the recreational space of the Muslim kings. World heritage because of its mudejar constructions, it is nowadays the venue of the Aragonese high courts.*
- End of the visit and transfer to the hotel.
- Meeting with Zaragoza Turismo's representative at hotel's front desk and transfer to a restaurant for dinner.

DAY 3. June 13th: ZARAGOZA

- Breakfast in the hotel.
- Meeting with Zaragoza Turismo's representative at hotel's front desk for a guided visit.
- Visit La Seo Cathedral, *the oldest church of the city and unique because of its exoticism, where it joins all the artistic styles from XII century to XIX, it was declared world heritage by UNESCO.*
- Visit to Ibercaja Camón Aznar museum. *The museum has different works of the Aragon painter Goya.*
- Visit to the Pilar's Basilic. *Astonishing baroque temple, city's emblem and sign of the Mariana pilgrimage in Spain.*

- Visit to Pablo Gargallo's Museum. *End of century XVI building, the most visited museum and dedicated to the Aragonese sculptor Pablo Gargallo.*
- Transfer to a restaurant.
- Meeting with Zaragoza Turismo's representative at hotel's front desk and transfer to Delicias' train station, to return to Barcelona by fast train.

The tour does not include personal expenses.

***Non refundable, if cancelled.**

3 – POST TOUR "HUESCA, SPAIN"

Offered by "Fundación Huesca Congresos"

June 11th to 13th

Free of cost. € 50,00* of handling fee.

DAY 1. June 11th: BARCELONA – ZARAGOZA - HUESCA

- Meeting with a Huesca Congress Foundation representative at the Olympia Congress Center and transfer to Barcelona's Sants station.
- Lunch in Barcelona.
- Departure by AVE (high speed train) to Zaragoza.
- Bus transfer from Zaragoza to the hotel in Huesca.
- Meeting with HCF representative and guided visit to the city.
- Welcome cocktail/dinner at the atrium of the Huesca Museum. Tasting of typical products of the region.

DAY 2. June 12th: HUESCA – SIERRA DE LOARRE

- Breakfast in the hotel.
- Pick-up at the hotel for an incentive activity at an outstanding location, La Hoya de Huesca (Rafting, canyoning, mountain orientation course...).
- Transfer to wine cellar. Wine and gastronomic tasting of selected products of Aragon.
- Visit of the Loarre Castle, the best preserved Romanesque monument of the world. Surrounded by a 200m wall and eight watchtowers, it is located at a spectacular location, over the Loarre mountain range.
- Return to Huesca and visit of the Congress Palace.
- Transfer back to hotel. Free time.
- Transfer to dinner at an emblematic restaurant of the city.

DAY 3. June 13th

- Breakfast and check out.
- Departure to Zaragoza, Barcelona or Madrid.

The tour does not include personal expenses.

***Non refundable, if cancelled.**