

MONACO MEETINGS & INCENTIVES - **2014 Winter Newsletter**

Hotel Updates

Port Palace Hotel Opens La Marée Restaurant

La Marée restaurant has opened at the Port Palace hotel, replacing the former La Mandarine eatery. Featuring a menu of the freshest fish and seafood, La Marée is part of a chain of seafood restaurants which began in Saint Petersburg and Moscow. The owner is one of the most important suppliers of live, fresh fish and seafood in Russia. Surrounded by aquariums and a seafood bar, clients will feast on an exquisite selection of "live" caught fish and seafood. For more information, please contact Angela Ricci at reservation@portpalace.com or visit www.portpalace.com



A New Diamond Suite at the Hotel Hermitage Monte-Carlo



Perfect for top VIPs, the exceptional new 3,885 sq. ft. Diamond Suite Penthouse includes three bedrooms and beautiful terraces overlooking the harbor. Designed by renowned interior designer Pierre-Yves Rochon, who transformed the Belle Epoque property with exquisite attention to detail in 2011, the hotel combines refined elegance with modern charm. With thirteen meeting and banqueting rooms and access to all of the F&B venues of the SBM resort, including exclusive venues only available to SBM guests, the Hôtel Hermitage is more than ever the ideal place to stay for meetings and incentive programs up to 200 rooms.

For further information, please contact Cathleen Kelley at cathleen@sbmny.com or Meghann Hussey at meghann@sbmny.com or visit www.montecarlomeeting.com

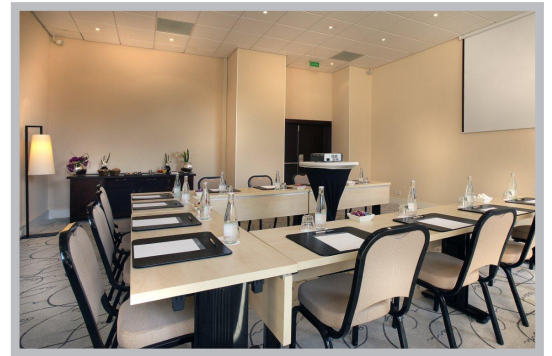
Nobu Settles Down in the Fairmont Monte Carlo

Nobuyuki “Nobu” Matsuhisa, the acclaimed and influential celebrity chef and owner of Nobu restaurants, opened one of his famous eatery in the Principality at the Fairmont Monte Carlo in December. Nobu Fairmont Monte Carlo serves dinner daily in an elegant and cozy atmosphere, featuring two private lounges and a new terrace overlooking the Mediterranean Sea with beautiful views of France, Italy and Monaco. Born and raised in Japan, Nobu apprenticed in a respected sushi bar in Tokyo, before opening a sushi bar in Peru where he mixed traditional Japanese dishes with South American ingredients, using subtle spices and aroma combinations. In 1987, he opened Matsuhisa in Beverly Hills. This was followed in 1993, in partnership with Robert de Niro, by the opening of Nobu in New York City. Today Nobu has 26 restaurants in 21 different cities around the world, spanning four continents. Among their acclaimed signature dishes are black cod yuzu miso, wagyu gyoza, and the king crab leg with shiso salsa. For further information, please contact Marc Violi at marc.violi@fairmont.com or visit www.fairmont.com/montecarlo



A New Meeting Room at the Columbus Monte-Carlo

The Columbus Monte-Carlo has extended its meeting and banqueting area by integrating a space previously used as a fitness center. This bright 645 sq. ft. room features spectacular windows shaded by ceiling-high wooden blinds, and is particularly welcoming. As with the other rooms named after the gardens in Monaco, this room, called “Jardin St Martin”, is named after the park situated near the Prince’s Palace. The floor, including the foyer, can be fully customized to give events an exclusive feel. The fitness area has been relocated to the same floor in a cozy and quiet space to provide guests with privacy during their workout. For more information, please contact Bastien Anouil at banouil@columbus.mc or visit www.columbusmonaco.com



Three New Conference Rooms Designed by Karl Lagerfeld at the Hôtel Métropole Monte-Carlo



Hôtel Métropole Monte-Carlo is a unique boutique-style luxury hotel that combines classic elegance and contemporary glamour ideally located just steps from the Casino Square in an entrancing setting with Tuscan-style gardens. A true gastronomic destination in itself, the hotel is home to the recipient of the most Michelin stars, acclaimed Chef Joël Robuchon, and his Executive Chef Christophe Cussac. The recently opened ODYSSEY is a multi-conceptual venue which includes a newly-designed pool, a restaurant led by Joël Robuchon, and lush gardens, all conceived by

famous designer Karl Lagerfeld. A stunning al fresco installation made up of 18 impressive glass panels portraying Ulysses’ journey offers a unique backdrop to this exclusive area that can be used for private functions for up to 60 guests. During the winter season, Odyssey is covered by a tent of amassed silky white fabrics, which makes it functional year-round. The Salon Méditerranée, the Theater room, and three new conference rooms, also designed by Lagerfeld, are located on the second floor and are ideal for board meeting or breakout use. They offer avant-garde style, amenities and natural light. The total meeting space available is 4,046 sq. ft. For more information, please contact Caroline Zambrano at c.zambrano@metropole.com and visit www.metropole.com

Venue Updates

Jimmy'z Relocates to Place du Casino for the Winter

If you've always dreamed of having your whole team dance to the same tune, they will...at Jimmy'z! A sophisticated and glamorous nightclub, Jimmy'z Place du Casino venue reopened in October and offers a unique experience for the third consecutive year. Spacious yet intimate, it's the ideal place to gather around after a hard day's work. On Monday and Tuesday evenings, it can host up to 260 guests (up to 150 guests reception-style) from 6.00pm until the break of dawn; and it can also be privatized from 6:00pm to 11:00pm during the rest of the week, for up to 100 guests. Come finish your day in this stunning décor right in the heart of Monte-Carlo... Open until March 22, 2014, Jimmy'z Place du Casino can be privatized from April through October. For further information, please contact Cathleen Kelley at cathleen@sbmny.com or Meghann Hussey at meghann@sbmny.com or visit www.montecarlomeeting.com



DMC Updates

Welcome Travel Team Provides Guests with a Personal Experience

Incentive programs with a large number of participants are just one of WTT/Welcome Travel Team's specialties. Just recently, WTT managed a corporate incentive group of 900 people, offering guests the opportunity to design their own program by choosing from 20 different options of cultural, sport, culinary activities and excursions. Choices included a macaroon cooking class, a coastal walk along Cap Martin, a mountain hike to the ancient village of Gorbio, a perfume factory visit in Eze, a trip to the Picasso museum in Antibes, a wine tour around Nice, a mini-cruise to the fishing village of Villefranche, a golf tournament at the exclusive Monte-Carlo Golf Club or a relaxing day at the spas of Monaco. Every attendee was given the chance to make a personal selection and experience the French Riviera in a unique way, while still being able to bond with colleagues and partners and share unforgettable moments. One of WTT's signature experiences is a special dine-around involving 30 restaurants in Monaco, offering a wide selection of cuisines and a full *à la carte* dinner. For more information, please contact Mario Damiani at wtt.mario@wtt.mc or visit www.wtt.mc



Laget & Partners Transforms the Oceanographic Museum for Two Nights

Monaco DMC Laget & Partners organized two magical nights at Monaco's famed Oceanographic Museum for 600 guests last October for their VIP North American clients. The marine theme featured decoration and entertainment of the sea-going variety, including sea life projections, jelly fish lamps, wave sounds and blue lights. Private visits to the spectacular aquarium and special cocktail receptions spread over several floors featured stilt walkers in sea life costumes, including mermaids! Guests were even able to touch sharks...a once-in-a-lifetime experience! For more information, please contact Daniela Menzel at daniela.menzel@laget-partners.com or visit www.laget-partners.com



Lafayette Monaco Handles Monaco's Largest-Ever Insurance Incentive Program



Lafayette Monaco was recently appointed by a major North American insurance company to operate their 820 guest incentive program in Monaco. The Fairmont Monte Carlo and Hôtel Hermitage accommodated the guests whose program included a marine-themed pool party at Le Deck featuring beautiful hostesses in 'bubble' dresses, juggling barmen, dancers inside huge illuminated bubbles floating on the pool and a DJ performing on a spotlit podium. Following a coastline cocktail cruise to Villefranche aboard a mix of catamarans, vintage boats and yachts, the guests were divided into three purposely selected venues: a magnificent garden party at the Villa Rothschild, a mythic antique Mediterranean

evening at the Villa Kerylos, and an evening of pure magic on the panoramic Eden Terrace located 1,300 ft. above the sea. Working closely with the French train company SNCF, the program culminated with all the guests transferring to Paris on two chartered TGVs with full food and beverage on board throughout the journey. This was a first-ever 'happening', and Lafayette Monaco met the logistical challenge of a seamless departure and flawless luggage delivery to seven different Parisian hotels. For further information, please contact lucas.coenen@lafayette-travel.com or visit www.lafayette-travel.com

AlliedPRA Monaco Offers the “Bonjour Monaco” Experience

Creative, out-of-the-box and unique experiences in incentive travel programs within the Principality are AlliedPRA's specialty. For companies wishing to engage, motivate and reward, AlliedPRA's team has developed interesting sight-seeing adventure programs, sure to leave a lasting impression among guests. A sampling of some of the customizable packages include: Bonjour Monaco (tea with a Monégasque family), private visits and concerts, an afternoon on the Mediterranean, a tour of the architecture of Monaco, experiencing the food and wine of the local market in La Condamine or the musical splendors of the Principality, and a private visit to a historical wine



cellar with an expert sommelier. If you are looking for a motivational speaker for the opening ceremony of a conference, the AlliedPRA Monaco team will connect you with engaging and interesting speakers from the leading business sectors in Monaco including finance or banking, new technologies, healthcare, international trade, shipping, real estate, or CSR. AlliedPRA recently appointed Global Sales Directors in North America and Canada with a vast knowledge of Monaco. Margie Mc Cartney, Alice Cota, Scott Eames, Melanie Fletcher, Lynn Lee and Gabrielle Spanton will be happy to connect with you and share the latest hot new trends in the Principality.

To receive more information, please contact Miek Egberts at miek.egberts@alliedpra.com or visit www.AlliedPRA.com/destinations/monaco/

Monaco DMCs Engage in CSR Team Building Events



RAISING STONES EVENTS

Raising Stones Events (RSE) has an active policy of corporate social responsibility (CSR) and strives to always give back to its community. Seeing CSR as more than just compliance with policy or regulations, RSE integrates honesty, respect, fairness, and integrity into its daily business practices. RSE continually supports a local charity that serves the poor and homeless, it has coordinated fundraising incentives to support the Prince Albert II of Monaco Foundation, and participated in toy making team-building activities for a local children's foundation. RSE also promotes sustainable room gifts, as part of the "a tree for you, a tree for the world" program, and eco-friendly activities such as electric car rallies and non-motorized watersports. For more information, please contact Pierre Oudine at pierre@raising-stones-events.com or visit www.raising-stones-events.com



PACIFIC WORLD

Pacific World encourages clients and partners to give back to the local communities in the destinations where their meetings and events are taking place. Last April, it launched a CSR program called "Opening Eyes" which creates a platform for delegates and association members to become directly involved with local charities and NGOs. The program offers a wide range of activities, which are run as workshops or as team-building exercises, each tailored to contribute to the local community, while also creating a fun and memorable experience for participants. Turning one year old in February, Pacific World Monaco pioneered the program in conjunction with Fairmont Hotels and spent the day with children from local foundation Les Enfants de Frankie, building toys for them and painting tee shirts. For more information, please contact Evelyne Mancini de Boni at e.mancinideboni@pacificworld.com or visit www.pacificworld.com/monaco

Newly Appointed

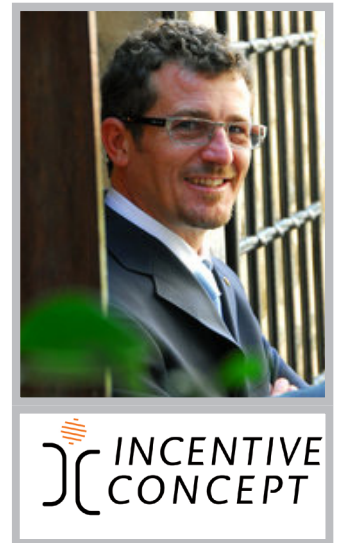
Mario Damiani Appointed WTT's Director of Sales

Mr. Mario Damiani was recently appointed Director of Sales, in charge of the management of the coordination of the sales activities of WTT and its network of sales. Ms. Marzia Folegani will focus on developing new strategies and synergies between their two sister companies, WTT et Publi Créations. Now in its 38th year, WTT has launched their new website www.wtt.mc (coming soon in various languages) together with their new Facebook and LinkedIn pages. For more information, please contact Mario Damiani at +33 629 912 483 or at wtt.mario@wtt.mc



New Director of Operations at Incentive Concept

Incentive Concept welcomes Domenico Biamonti to its team as Director of Operations. Domenico has worked for over 20 years in the hotel industry, in sales and management positions. His experience in Monaco started as Sales Manager at the Hôtel Métropole and then as Director of Sales at the Port Palace. During the last four years he was the General Manager of Le Saint Paul hotel (a Relais & Château property in Saint Paul de Vence) before being transferred to the Villa Cordevigo on the Lake Garda. Incentive Concept continuously develops imaginative designs and concepts for events and activities. They customize team-building projects and seek out new ideas for exciting venues. Incentive Concept also specializes in motorsport events, such as the Monte-Carlo Rally and Monaco Grand Prix, with a wide range of exclusive offers. For further information, please contact Domenico Biamonti at dbiamonti@incentiveconcept.com or visit www.incentiveconcept.com



Lafayette Monaco Expands



Lafayette Monaco welcomes Sabrina Caputo, originally from Nice, to its team as Director of Sales & Marketing for North America. Sabrina previously worked with an international DMC on the French Riviera for four years. In 1998 she moved to Paris to join Lafayette Travel, first as a senior project manager then as Director of Sales for North and South America. She is already well known in the MICE market and is highly motivated with her new challenge of developing and selling Monaco, a destination she recently described as 'one the most exciting and magical destinations on earth.' Please contact Sabrina at sabrina.caputo@lafayette-travel.com

Stéphanie Gavarry joins its team as a Project Manager. Stéphanie previously worked with a local DMC and a large Monaco-based port handler before moving to Marseilles as Head of Operations. With a proven ten year track record, she has extensive first-hand local, cultural, and operational knowledge of southern France. Please contact Stéphanie at stephanie.gavarry@lafayette-travel.com



Did you Know?

"Monaco Carbon Offsetting" (MCO2), set up by the Prince Albert II of Monaco Foundation, offers you the opportunity to offset greenhouse gas emissions arising from your activities and travel. MCO2 is a voluntary non-profit-making program to reduce and offset greenhouse gas emissions. It is designed for individuals, companies, organizations, and authorities.

Awards and Distinctions

The Monte-Carlo SBM Group Receives Several Awards

The group has seen all four of its hotels, Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Bay Hotel & Resort and Monte-Carlo Beach, receive the TripAdvisor Certificate of Excellence in 2013. The Thermes Marins Monte-Carlo, Le Louis XV – Alain Ducasse, Le Vistamar, La Trattoria and the Buddha-Bar Monte-Carlo were also rewarded the Certificate this year. The Hôtel de Paris Monte-Carlo and the Hôtel Hermitage Monte-Carlo have been selected by readers of Travel & Leisure magazine as among the 500 best hotels in the world.

Hôtel de Paris Monte-Carlo also received a European Hotel Award for “Best Hotel Website” from the International Hotel Awards and the Thermes Marins Monte-Carlo have been awarded the “Best SPA Treatment” at the 5th “Spa clients competition”. All these recognitions once again demonstrate the client’s satisfaction and loyalty to the legendary Monte-Carlo SBM Resort. For further information, please contact Cathleen Kelley at cathleen@sbmny.com or Meghann Hussey at meghann@sbmny.com or visit www.montecarlomeeting.com



Hôtel Métropole Monte-Carlo Receives the 2013 Fodor’s Hotel Award for Culinary Gem

Hôtel Métropole receives the 2013 Fodor’s Hotel Award for Culinary Gem. Fodor’s Travel’s third annual list features a selection of 100 hotels across eight categories which represent 2013’s global hospitality trends. With 43 countries represented, the 2013 Fodor’s 100 cover every corner of the globe, from Amsterdam to Zambia. Hotspots like Myanmar and Colombia make their first appearances on the list alongside properties in perennially popular Monaco, London, New York City, and St. Lucia. Europe dominates the winners this year with 30 hotels, while the U.S. is a close second with 28 hotels on the list. Each year, Fodor’s Travel invites their roster of 500 global contributors to nominate the best hotels in the destinations where they live and write.

Hôtel Métropole has also recently been chosen for the following:

- 2013 Villegiature Awards for “Best floral decoration in a hotel in Europe” (“Miss Rose” by Perrine)
- 2013 Trip Advisor Awards, confirming Joel Robuchon Restaurant as a top-performing establishment on TripAdvisor.

For more information, please contact Jesus Scott at j.scott@metropole.com or visit www.metropole.com



Le Méridien Beach Plaza’s Head Concierge Receives Monaco Ambassador Award

The Monégasque Hotel Industry Association organized the first Monte-Carlo Hospitality Awards last October and awarded seven employees who made a significant contribution to the high reputation of the Principality. Le Méridien Beach Plaza’s team was proud to celebrate the Monaco Ambassador Award, received by Head Concierge Raymond Viano. Mr. Viano has worked at Le Méridien Beach Plaza hotel since its opening in 1972 and has become a true ambassador of Monaco with his passion for hospitality and daily expertise. For more information, please contact Eventhia Lagier at

eventhia.lagier@lemeridien.com or visit www.lemeridienmontecarlo.com



Special Events

Do Not Miss Torchbearers 2014 in Bermuda!

The Monaco Government Tourist Office will join forces with the tourist offices of Ireland, Switzerland and the United Kingdom for the second edition of Torchbearers, set to take place August 21-24, 2014 in Bermuda. Torchbearers is a unique educational marketplace where the attendee lives the incentive experience of the host destination. All selected participants are senior employees of North America's most qualified incentive and meeting planning companies as well as select corporate end users who have the ability to influence site selection with corporate clients. Torchbearers is organized like an actual incentive program, but the schedule also includes several marketplace sessions during which the supplier-partners & NTO's (National Tourist Organizations) can promote their products and services to the invited buyers. All appointments are scheduled in advance. Although attendance is by invitation only, you may apply online at www.torchbearers-info.com. All applicants are subject to acceptance by the Torchbearers committee.



Cindy Hoddeson
Director - Meeting & Incentive Sales
C.Hoddeson@visitmonaco.com

MONACO GOVERNMENT TOURIST OFFICE

565 Fifth Avenue, New York, NY 10017
www.visitMonaco.com/us



Lucie Bayonne
Manager - Meeting & Incentive Sales
L.Bayonne@visitmonaco.com