



# MICE TRAVEL SPECIALIST



**FRANCE**  
**HIGHLIGHTING**  
**NICE**

**&**

**MONACO**  
**SHOWCASING**  
**SBM HOTELS**



Promenade du Paillon - Nice



Casino Square by night – SBM Monaco



Helicopter Ride over the Chateau de Chambord



Monaco



## Module 3

# Visit Monaco



monaco. 

[visitmonaco.com](https://visitmonaco.com)







# Monaco - Larger Than Life

- Monaco, situated between Nice & Menton. One of the world's most desirable destinations with over 300 days of sunshine a year.
- This charming destination adds that magnificence experience to your holiday which everyone dreams for.
- Monaco has developed a large range of expertise in different sectors: Pharmacy, cosmetics, automotive engineering, financial services, new technologies, international business, tourism...

# **Your Event Needs Monaco**

- India is an emerging market for Monaco and has been recording a steady increase in the MICE movements since past few years.
- Monaco as a MICE destination has the capability and expertise that a destination needs to make every event a success.

# Why Monaco for your MICE Event

- An ideal location in the heart of Europe and less than two hours flight from the main European capitals
- Easy access to French & Italian Riviera's, Provence, and the Southern Alps
- Close to Nice Côte d'Azur International Airport; easy access by taxi, helicopter, bus or train
- A Mediterranean climate all year round

# Why Monaco for your MICE Event

- Hotels with a real tradition of customer service: 2,500 rooms within striking distance of the Grimaldi Forum.
- A High Tech, Eco-certified convention centre internationally awarded by professionals
- A whole range of activities and venues to compliment your events
- Because of its Uniqueness
- Compact size for easy organization



# Why Monaco for your MICE Event

- The safest and most cosmopolitan State in the world
- Harmonised prices and attractive value for money
- The vitality and the diversity of the artistic events it hosts have forged Monaco's international identity as a MICE destination
- Official government support with a single coordinator to streamline communications during your whole event – Convention Bureau

# Convention Bureau

- A department of the Monaco's Tourist and Convention Authority
- Central representation body for all MICE related queries
- Acting free of service
- Friendly English speaking people
- Incentives offered depending upon the size of the group Travelling

# Convention Bureau

- Offering an appropriate framework for hosting events
- Providing with total support throughout the event
- Composed of a team of professionals offering expert advice
- Willing to meet demands and respond to all types of requests



# Convention Bureau

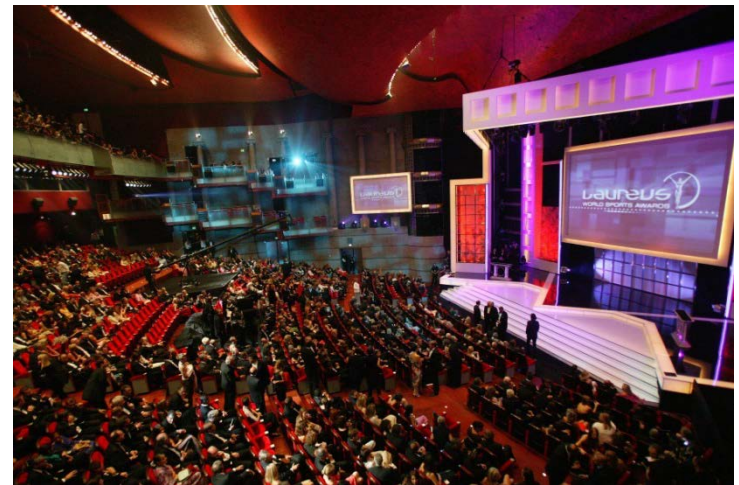
- Managing major Business Tourism projects
- Caters to different group size
- Offering a customized itinerary
- Offering surprising rates



# **Places for MICE**

# Grimaldi Forum

- Gained international recognition from the Industry for the quality and adaptability of its infrastructures and the professionalism of its staff.
- 35,000m<sup>2</sup> / 376,737 sq ft of usable floor space
- Can host up to 3,000 people
- Located at a few minutes walk from the finest hotels in the Principality





# Oceanographic Museum

- One of the famous museum's situated in Monaco Ville
- Museum dedicated to Marine Sciences
- Detailed architecture and impressive facade above the sea
- Customize according to the needs of the MICE group
- Exceptional service and ambience



# Monaco Car Museum

- Famous tourist attraction of Monaco
- Offers customized area for MICE
- A unique place to have an event



# Monaco Hotels

- State of the art equipments and technology
- Friendly Staffs
- Exceptional services
- Lovely ambience
- Makes every event a success



# Hotels For MICE

## HÔTEL HERMITAGE MONTE-CARLO

- 13 meeting and banquet rooms
- 278 rooms and suites



## HÔTEL DE PARIS MONTE-CARLO

- 11 meeting and banquet rooms
- 182 rooms and suites

## Hôtel Metropole

- 3 Meeting Rooms
- 133 Rooms and Suites



## FAIRMONT MONTE-CARLO

- 18 meeting rooms
- 602 rooms and suites

## **LE MÉRIDIEN BEACH PLAZA**

- 10 meeting rooms
- 403 rooms and junior suites



## **Monte Carlo Bay Hôtel & Resort**

- 15 meeting and banquet rooms
- 334 rooms and suites



## **Columbus Monte - Carlo**

- 4 meeting rooms
- 181 rooms and suites



## **Novotel Monte – Carlo**

- 12 meeting rooms
- 218 rooms and junior suites



## Monte Carlo Beach

- 2 meeting and banquet rooms
- 40 rooms and suites



## Port Palace

- 1 restaurant for 140
- Terrace for 90 seated and 150 in cocktail
- 50 Deluxe Rooms and Suites



# Things to do

- Casino of Monte Carlo
- Prince's Palace
- Monaco's Oceanographic Museum
- Princess Grace Rose Garden
- Larvotto beaches
- Tennis and squash at the Monte-Carlo Country Club
- Monaco Classic Week (September)



# Things to do

- Spa - Les Thermes Marins Monte-Carlo (direct link with the Hôtel de Paris and the Hôtel Hermitage)
- Monaco Top Cars Collection
- Monte-Carlo Ballet Company
- Exhibitions at the Grimaldi Forum Monaco





# Things to do

- Monaco Yacht Club
- Racing – Helicopter v/s Speed Boat
- Vintage Car Ride
- Ferrari Ride on F1 Circuit





# Monaco hosts more than 700 events every year...

- International Circus Festival (January)
- Monte-Carlo Opera (March)
- Rolex Masters (April)
- Spring Art Festival (April)
- Monte Carlo Historic Grand Prix (May)
- Monaco F1 Grand Prix (May)
- Monaco Yacht Show (September)
- Monaco Dance Forum (December)

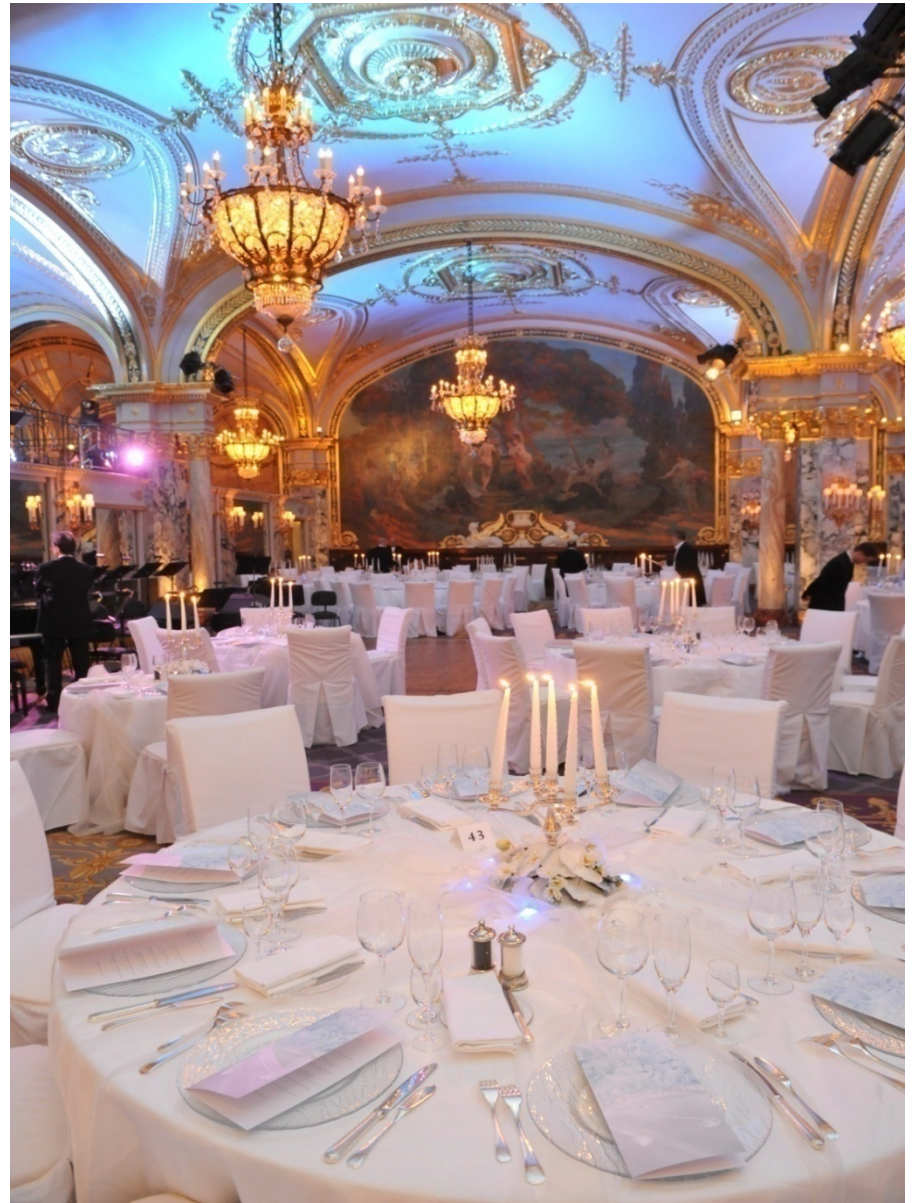


# Wedding in Monaco



# Weddings in Monaco

- Second smallest country makes it easier for the guest to fly down and travel around
- Friendly Wedding Planners
- Can choose the venue by simply visiting it



Empire Room, Hotel de Paris



# Venues for Wedding

- Yachts
- Hotels
- Fabulous Private Villas
- Old Churches
- Lush gardens
- Ancient castles



# Wedding in Monaco

- One of the biggest wedding's organised by Monaco
- Socialite Kajal Fabiani married Gaurav Assomull, CEO of luxury purveyor Marigold Group, in a glittering ceremony in 2011



You can download our MICE E-brochure from here:

<http://www.visitmonaco.com/en/Media2/Brochures>

**www.visitmonaco.com**

**Indulge In Extravagance and Opulence during MICE**

**Your Event Needs Monaco**

**Thank you**