

MAVERICK

Born 2b Unconventional

**TOURISM AND EVENTS:
EXPERIENCE AND
CUSTOMISATION WANTED**

&

**HOTEL EXCELSIOR,
ITALIAN HOSPITALITY
SETTING THE
STANDARD WORLDWIDE**

**MAVERICK,
A WELL OF IDEAS
FOR THE
HIGH-END MICE
COMMUNITY**

OCTOBER 2019



TOURISM AND EVENTS: EXPERIENCE AND CUSTOMISATION WANTED

The high-end events market has changed: whether for corporate, incentive, anniversary or private events, top-spending clients are no longer looking for material luxury in itself, but highly-customised, engaging and exclusive experiences. Buyer choices are determined not only by the beauty of a venue or its facilities, but also their capacity to offer an emotional and unique travel experience.

To conquer the international high-end events market operators must be able to offer clients tailored solutions that promote the destination by leveraging directly on its most authentic features, involving participants in experiences in which they take the lead.

The new competitive factor is therefore creativity, i.e. the ability to produce innovative solutions, new ideas and unconventional formats to satisfy increasingly sophisticated clients who do not respond to stereotyped and standard offers.

*Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun
(Mary Lou Cook)*

MAVERICK

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A WELL OF IDEAS FOR THE HIGH-END MICE COMMUNITY

Maverick is a well of ideas supporting creativity that Eureka Mice International provides to high-end MICE industry operators and buyers, incorporating a blog, a newsletter, a discussion forum, a series of training webinars and a magazine scheduled for launch in the next months.

A PLATFORM FOR CREATIVITY

At a time when the traditional standard dynamics that have shaped the tourism and events industry for decades are being superseded by new tailor-made and specialisation paradigms, Maverick is a platform on which the community can find fresh suggestions and original ideas to meet the new customers' demand and make their business thrive.

DIVERSE CONTENT WITH REAL SUGGESTIONS

Maverick offers diverse content, with features on destinations and the activities that can be organised there, articles on the best local products, recommendations on the experiences for clients and on the operators that manage them.

In addition, it has articles on emerging topics, market research, industry trends, international statistics and comments from experts.

Subscribe to the newsletter, read the blog and receive updates on content at www.eureka-mice.com/maverick

THE MAVERICK AWARDS FOR INNOVATION AND SUSTAINABILITY

The Maverick Awards recognise innovation in the tourism and events industry.

They are aimed at individuals, companies and regional entities that have been able to turn a vision into a business reality, and recognise:

- Those who have devised innovative solutions that promote their destination natural and cultural assets and event sustainability.
- Those who manage services that look for and enhance authenticity in their destination.
- Those who have partnered with other operators to produce an innovative and sustainable tourism product that enhances the destination's specific features.

The international jury that will assess the nominations (to be submitted by 31 March 2020) will be appointed during Med Market 2019.

The award ceremony will be held as part of the Med Market 2020 gala evening.

The regulations are available at www.eureka-mice.com.



*At Med Market
quality solutions meets high-level demand*

MED MARKET

mice emotions

Med Market is the B2B symposium for the high-end events market taking place from 16 to 18 October 2019 at the Excelsior Hotel Venice Lido that focuses on the themes of the event as an experience, authenticity as the key ingredient of travel and customised solutions as the new business imperative.



A PACKED PROGRAMME

Med Market is designed to bring together high-end MICE demand with quality solutions vendors through a tried and tested B2B formula that incorporates one-to-one meetings, presentations, professional education, networking opportunities and social events in typical local environments to foster and strengthen business relationships.

FOCUS ON THE EVENT'S EXPERIENTIAL ASPECTS

Med Market is the first symposium on the market to specifically cover the experiential themes that make an event unique and authentic. These themes relate to all segments of the high-end tourism market: food & wine, wellness, golf, art and culture, outdoor and sport.

BUYER AND SUPPLIER SELECTION

Buyers and suppliers are both selected to ensure the show's high standards.

THE SUPPLIERS

Operators that propose venues, services or products in amazing locations, with creative solutions that have a high emotional impact. They focus on quality and are mindful of environmental sustainability.

THE BUYERS

International high-end event organisers who have events planned and who are looking for innovative, customised solutions to offer their clients authentic and exclusive experiences.

MED MARKET IN FIGURES

12,000 International buyers involved in promotional and selection activities

100 International buyers attending the event

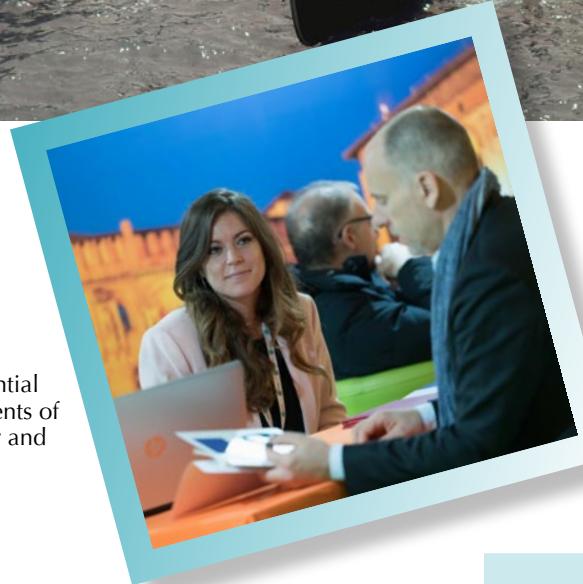
2:1 The buyer-supplier ratio

84% Buyers that have concluded business deals with suppliers they met at the event

70 Meetings guaranteed to each supplier with buyers interested in their type of product

15 Duration in minutes of one-to-one meetings

3 Social and networking evenings



MED MARKET SUPPORTS THE VENICE WOMEN'S FOOTBALL TEAM

Med Market is committed to leaving a positive legacy on the host destination by supporting the local community through CSR initiatives. In particular, it sponsors Net.Uno, Venice Lido's women's football team. With a squad of around 30 athletes, it is the only women's football club in the Venetian Lagoon. Med Market invites all participants to support it through the fund-raising points stationed around the event venue.



WHERE IT ALL BEGAN

Opened in 1908 and located on the Venice Lido beach, a few minutes by boat to Saint Mark's Square, the Excelsior was the first hotel opened by CIGA (Compagnia Italiana Grandi Alberghi), the historic Venetian hotel company founded in 1906. The company gave an international dimension to Italian luxury hospitality, setting the standard on five continents. With the Excelsior, CIGA transformed the Lido beach to one of the most exclusive in the world, attracting Vips and royalty; in 1932, the hotel took on an air of glamour when it welcomed the first Venice Film Festival, for which it has hosted celebrities and events ever since.



HOTEL EXCELSIOR

VENICE LIDO RESORT



HOTEL EXCELSIOR ITALIAN HOSPITALITY SETTING THE STANDARD WORLDWIDE

The venue for Med Market 2019 is the Hotel Excelsior Venice Lido Resort, an icon of luxury hospitality.

This was a strategic decision taken by Eureka Mice International, which wanted to organise an event focused on travel customisation and experience in the hotel that has unquestionably been a proponent of this philosophy since the beginning of the 20th century.

A BACK ON-TREND HOTEL PHILOSOPHY

The hospitality style adopted by CIGA and its flagship property Hotel Excelsior is now back on-trend, as the high-end market is seeing rising demand for customisation and for managers who look beyond the numbers to focus on creating unforgettable hotel experiences for their guests.

HIGH-END TO BE EXPERIENCED FIRST HAND

Med Market delegates can thus enjoy the best of luxury hospitality in the hotel's 196 rooms, all overlooking Venice and its lagoon, the sea or the internal courtyard with its garden and fountain, in the events areas, including the terrace by the sea, the space around the swimming pool and the private beach, and in the cuisine provided by Michelin-star chef Lionello Cera.

