



**PALEXCO
HEADQUARTERS
OF THE
YEARLY
CONGRESS
OF THE AIPC**



Palexco Congress Centre in Coruña has been chosen as the headquarters for the 51st congress of the international Association of Congress Centres (AIPC) in 2009 which will gather representatives of more than fifty countries and cities as London, New York, Paris, Melbourne or Moscow. It is a yearly event that gathers the main actors and world experts on congress centres. The conferences will go over the main challenges and opportunities that congress tourism has today. This congress means the arrival of four hundred visitors amongst participants and companions in the high summer season which can bring important income to the city.

Also this congress centre in Coruña was awarded for being one of the three best congress centres in the world together with Québec and the Australian city of Brisbane.

In the last few months the Congress Centre in Coruña, is beginning to receive events of international character like the Transplant Medical Conference or the Occupational Risk Prevention Conference which in 2008 will gather experts on the field from all over the world. From the beginning of its activity Palexco has received more than 400 national and international events.

**INTERNATIONAL
SPECIALISED
TRAVEL AGENTS
FIND OUT ABOUT
INCENTIVE
SUPPLY IN
GRANADA
THROUGH AN
EXCITING
ADVENTURE**

A total of 45 travel agents from Germany, United Kingdom, Italy, U.S.A., France, Russia, Holland, Denmark, Norway, Poland, Belgium and Canada participated between the 22nd and the 25th of November, in the eighth International Conference of Active Tourist and Incentive Travelling organised by Granada Provincial Tourist Board. What is special about this promotion is that the agents participate in all the adventure and active tourist activities which they will afterwards suggest their clients, the big multisectorial companies (IBM; Porsche, Ericsson...). In order to do this, the Provincial Council of Granada prepares a complete programme round some of the tourist regions of the province. These areas are visited on light aircraft, four wheel drive vehicles, bicycle, and boat, on horse back and even in a kayak. They also do canyoning and enjoy the a look at the bottom of the sea during an initiation to scuba diving. The Vice-president of the provincial board, José López Gallardo, explains that this adventure event is a continuation of the initiative that happened in 2001 with great success to make the incentive supply of the province known to MICE international professionals. Granada, has always kept, through the years, the world image of Spanish cultural emblem for its very well known "Alhambra". Now incentive travelling represents a high volume in the peak demand in Andalusia province.

**B+
DESTINATION
MANAGEMENT
PARTNER
ENTERS THE
SCENE**



Barcelona is going to be the headquarters of a new association directed to the congress and incentive sector. Under the name of B+ Destination Management Partnership a group of companies like Cititravel, First Choice M&I, Iberitalia or ITB dmc have united to agglutinate the common interest of the members and together confront the challenges that affect them. The association is born with specific weight as the common invoice information of all the participants amounts to 150 million euros yearly and in the last twelve months they provide the logistics for 90.000 people. The presentation of the association took place in AB Skipper in Barcelona on the 5th of September and 200 people participated. Here, the president of the Association, Josep Aixut, explained the institution challenges which need an Ethical Code for all their members.

**SEVILLE CB IS
AWARDED WITH A
DISTINGUISHING
MARK GRANTED
BY SCTE**

Seville Tourist Group Convention Bureau was awarded with a distinguishing quality mark "Commitment to Tourist Quality" granted by SCTE (Spanish Tourist Quality System). The acknowledgement of this award goes for the qualitative level of tourist infrastructure and is financed by the General Tourist Secretariat and promoted by the Spanish Federation of Municipalities and Provinces.

Its limits cover all the localities of the Ruta de la Plata. There are five subsections for the award: hotels, tourist apartments, restaurants, bars-cafeterias, convention bureaus and other services.

In Seville 28 companies have been considered to receive the distinguishing mark "commitment to tourist quality". They are all in the area of Barrio de Cruz, which is an emblematic tourist area where the SCTE Destino was first introduced