

monacomeetings®

NEED A VENUE? WE OFFER YOU A COUNTRY\*

S A L E S M A N U A L



**MONACO**

[www.visitmonaco.com](http://www.visitmonaco.com)

# 10 REASONS TO CHOOSE M O N A C O

QUALITY OF LIFE, SECURITY, CLEANLINESS

HOTEL FACILITIES

GRIMALDI FORUM MONACO

EVERYTHING IS WITHIN WALKING DISTANCE

CULTURE

EVENTS

LOCATION AND CLIMATE

GOOD FOOD

FLAIR FOR HOSPITALITY

WIDE RANGE OF ACTIVITIES AND LEISURE PURSUITS

# **THE MONACO CONVENTION BUREAU OFFERS A STRONG, HIGHLY INNOVATIVE CONCEPT**

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## HIGH ADDED VALUE: EXTENSIVE RANGE OF SERVICES

### MONACO CONVENTION BUREAU (DTC) OFFER:

#### Financial support

- Welcome reception
- Bus transfers between hotels and the location of the gala evening in the Principality
- Customised communication plan on the different display media in the Principality

#### “The “Exclusive Privileges” booklet

- Preferential rates for museums and tourist attractions in the Principality (a discount of up to 20%)
- Preferential rates or 10% discount for cultural events
- 10% discount in 106 participating stores
- 10% discount in 42 participating restaurants
- 5% discount on the range of treatments on offer at Montecarlospa by Les Thermes Marins and Spa Cinq Mondes at the Monte-Carlo Bay & Resort
- A free body exfoliation for any reservation at the Métropole ESPA Monte-Carlo
- 15% rental discount for chauffeured luxury cars with participating rental agencies
- Fixed rates from 35 Euros for 4 hours car hire with Hertz

### GRIMALDI FORUM MONACO\*

- 10% discount on the cost of renting meeting rooms and areas: auditorium and committee rooms (not including catering facilities)
- Coffee break with free pastries
- Event advertised free of charge at the entrance to the Forum
- Backing for campaigns promoting the event in coordination with the Monaco Convention Bureau

\* (offer subject to availability & conditions p.19)

### HOTELS

- 1 free upgrade for every 30 rooms reserved
- 1 free room for every 50 rooms reserved
- 1 dedicated welcome desk
- 1 dedicated group coordinator
- Free luggage storage facility

### DMC MONACOME+INGS

- 5% discount on fees

# STANDARDISED TERMS AND EXCLUSIVE PRICES

## THREE PRICE CATEGORIES

The Monaco Convention Bureau has arranged exclusive highly competitive monacomee+ings rates\* with hotels.

Prices include VAT, B&B, 8% commission, single or double, and ROH.

Three different rates cover three hotel categories.

\*Prices subject to terms and conditions (see page 19)

## THREE HOTEL CATEGORIES

Partner hotels are rated as follows:

### 3-star:

- Hotel Columbus
- Hotel Novotel

### 4-star:

- Monte-Carlo Bay Hotel and Resort
- Monte-Carlo Beach Hotel  
(winter only)
- Hotel Méridien
- Hotel Fairmont Monte Carlo
- Hotel Port Palace
- Hotel Hermitage

### Luxury:

- Hotel de Paris
- Hotel Métropole Monte-Carlo

### Family:

*(excluding Monaco Meetings prices)*

- Hotel Ambassador
- Hotel Alexandra
- Hotel Miramar

Monaco has a range of family hotels but does not offer special prices

## A SINGLE CONTRACT

The offer is covered by a single, standardised monacomee+ings contract\*, which can be tailored to the needs of individual clients.

\*See page 19 for terms and conditions

# LOGISTICAL SUPPORT AND PERSONALISED SERVICES

## BEFORE YOUR EVENT

- One-stop shop: single point of contact through the Monaco Convention Bureau
- Helicopter shuttle service for 2 decision-makers during their inspection visit
- Two free nights with breakfast for two decision-makers during their inspection visit, in partnership with hotels

## AFTER YOUR EVENT

- Regular info updates
- Event debriefing

## DURING YOUR EVENT

- Personalised welcome at Nice Côte d'Azur airport (reception desk(s) available)
- Provision of tourist information in 4 languages
- Creation and distribution of a press release for the event in partnership with the Grimaldi Forum Monaco
- Event reported on the cable channel MC Info and creation of a free DVD for the organiser
- Event promoted on the DTC website

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MONACO IS UNIQUE IN ITS ABILITY TO OFFER A WIDE RANGE OF TIGHTLY PACKED FACILITIES, INCLUDING A CONFERENCE CENTRE, HIGH-QUALITY HOTELS AND MULTIPLE ATTRACTIONS THROUGHOUT THE PRINCIPALITY.

## GRIMALDI FORUM MONACO

The Forum is a conference centre for the third millennium, providing 35,000 m<sup>2</sup> of available floor space. It offers a range of state-of-the-art communications facilities, and is designed to provide a flexible, cutting-edge response to any event needs. Highly modular, the Forum's technical facilities make it the perfect setting for any type of business event, such as conferences, conventions, product launches and trade shows.

### Meeting rooms:

- Salle des Princes - 1,800 seats
- Salle Camille Blanc - 402 seats
- Salle Prince Pierre - 802 seats
- 11 committee rooms, with a modular layout providing up to 22 separate rooms

### Exhibition areas:

- Espace Ravel - 4,180 m<sup>2</sup> including 2,500 without pillars
- Espace Diaghilev - 3,970 m<sup>2</sup>
- Esplanade Princesse Grace - 1,700 m<sup>2</sup> outdoors
- Grande Verrière - 2,000 m<sup>2</sup>
- Auditorium Camille Blanc, Prince Pierre and Salle des Princes foyers
- Committee room foyers - 1,500 m<sup>2</sup>

### Banqueting and reception areas:

- Karément - Tapas Bar
- Espace Diaghilev and Espace Ravel can accommodate over 2,000 people for banquets
- Le Guelfe (on the garden side) and Le Génois (on the coastal side) can each accommodate up to 450 people
- Le Zebra Square - contemporary brasserie

### Services:

- Catering services provided by recommended companies
- Shops & travel agents
- ATM
- Security service
- Outdoor advertising space
- Car park for 660 vehicles
- Indoor loading bay
- Outdoor loading bay

GRIMALDI FORUM MONACO  
10, avenue Princesse Grace  
98001 MONACO Cedex  
Tel. +377 99 99 21 00  
[www.grimaldiforum.mc](http://www.grimaldiforum.mc)

**EXCLUSIVE MONACOMEE+INGS  
OFFERS - SEE PAGE 3**



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## HOTELS

The Principality's hotel facilities have grown and adapted over several years in order to meet the expectations of an increasingly demanding clientele.

Since 2002, Monaco has recorded an increase of almost 23% in its accommodation capacity. The Principality of Monaco currently has 2,581 rooms, 2,039 of which are in 4 star and luxury 4 star hotels, 501 in 3 star hotels and 41 in 2 star establishments. In order to achieve this result several ambitious programs have been carried out, including raising the height of the Hotel Hermitage by two floors, the refurbishment of the Métropole Monte-Carlo, creation of the "Cristal Concept" towers at the Méri­dien Beach Plaza and the opening of the Monte-Carlo Bay Hotel and Resort and the Novotel. Quality family run hotels complete the full range of accommodation on offer in the Principality.

EXCLUSIVE MONACOME+INGS OFFERS - SEE PAGE 3

### THREE-STAR

#### COLUMBUS MONACO

10 min. by bus from the Grimaldi Forum Monaco

The jewel in the crown of the new Columbus hotel chain, the Columbus Monaco was designed by Ken McCulloch, the man behind Malmaison. The 'Riviera Chic' design weaves clean lines with fine materials such as dark wood, leather, marble, slate, sandstone and stucco, creating sophisticated, comfortable surroundings.

- 181 rooms, including 28 suites and junior suites
- Brasserie
- Cocktail bar
- Access to a seafront swimming pool and private beach
- Conference/seminar room

Tel. +377 92 05 90 00  
[www.columbushotels.com](http://www.columbushotels.com)

## **NOVOTEL MONTE-CARLO**

A 15 min. walk from the Grimaldi Forum Monaco

Designed in a modern style, the Novotel Monte-Carlo is an open space, where you can relax and recharge your batteries, or organise effective meetings such as product launches, motivational training or simply meetings between employees.

- 218 rooms, including 17 junior and executive suites, 6 rooms equipped for people of reduced mobility
- 1 restaurant
- 1 bar
- 1 outdoor pool at the heart of a landscaped garden
- 1 fitness area with Turkish bath
- Underground parking
- Wifi access throughout the hotel
- Suitable audiovisual and IT facilities
- 13 meeting rooms (capacities from approximately 10 to 100 people)
- 1 multipurpose room able to accommodate 150 people

Tel. +377 99 99 83 00

[www.novotel.com](http://www.novotel.com)

## **FOUR-STAR**

### **MONTE-CARLO BAY HOTEL AND RESORT**

#### **Monte-Carlo SBM**

15 min. walk from the Grimaldi Forum Monaco

Nestled on any idyllic peninsula, the Monte-Carlo Bay Hotel and Resort revives the legend and splendour of the 1930s with style and relaxed refinement.

- 334 rooms and 22 suites
- 3 restaurants
- 2 bars
- Water-based activities
- Casino
- "5 mondes" spa with 12 treatment rooms
- Yoga studio, hammam, fitness club
- Beauty salon
- 10 meeting rooms
- Multipurpose room
- Banqueting room
- Business centre

Tel. +377 98 06 00 00

[www.montecarloresort.com](http://www.montecarloresort.com)

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## MONTE-CARLO BEACH HOTEL

### Monte-Carlo SBM

5 min. by bus from the Grimaldi Forum Monaco

Embodying the coastal comfort

of the 1920s and 30s, the Monte-Carlo

Beach is a luxury hotel that conveys

an atmosphere of real warmth and

charm. The hotel breathes refinement,

romance and seclusion, looking

onto the Mediterranean from verdant

surroundings.

- 47 rooms, including 3 junior suites and 3 suites
- 4 restaurants
- 1 Olympic-size swimming pool
- Full range of water sports
- Meeting room
- Shopping area
- Facilities for younger people
- Activity club for children
- Wifi throughout the site

Tel. +377 98 06 50 00

[www.montecarloresort.com](http://www.montecarloresort.com)

## MÉRIDIEN BEACH PLAZA

10 min. walk from the Grimaldi Forum Monaco

With a private beach and unique

two-part seawater swimming pool,

the four-star Méridien Beach Plaza offers

guests exquisite surroundings with views

of both the sea and the Principality.

Providing a full range of resort facilities,

the hotel lies just a few minutes' walk

from the Monte-Carlo Country Club.

Those with a passion for nature and the

outdoors will appreciate the many won-

derful walks starting from the doorstep

of the hotel.

- 403 rooms and suites, including 66 in the two glass columns overlooking the sea
- 2 restaurants
- Bar
- Business centre
- Conference centre
- Fitness centre
- Swimming pools

Tel. +377 93 30 98 80

[www.montecarlo.lemeridien.com](http://www.montecarlo.lemeridien.com)

## FAIRMONT MONTE CARLO

5 min. walk from the Grimaldi Forum Monaco

Anchored on the shores of the

Mediterranean, the Fairmont Monte

Carlo is the largest hotel complex on

the Côte d'Azur, and perfectly captures

the elegance and refinement found

throughout the Principality. With an

exceptional architectural design, the hotel

is ideally located between the sea and

the Casino.

- 602 rooms and suites
- Restaurants and bars
- Outdoor heated swimming pool open all year
- Fitness centre
- Shopping arcade and hair salon
- American-style casino
- Surface area of 3,000 m<sup>2</sup> split between 18 conference rooms
- Option to convert all or part of a floor into private function rooms
- On-hand assistance from a highly qualified multilingual conference team
- Communications centre with on-the-fly secretarial services
- Daily limousine service
- Private car park

Tel. +377 93 50 65 00

[www.fairmont.com](http://www.fairmont.com)

## PORT PALACE

**15 min. walk from the Grimaldi Forum Monaco**  
Looking onto Port Hercule, this new luxury hotel offers both refinement and modernity, with an unrestricted view of the Rock. Behind a façade filled with blue-tinted bow windows, the Port Palace hides a world of simplicity and refinement, offering generous space and clean lines both in its architecture and interior design.

- 50 rooms and suites
- Restaurant
- Two wine cellars with over 20,000 vintage wines
- Fitness centre, hammam and sauna
- Beauty salon

Tel. +377 97 97 90 00  
[www.portpalace.com](http://www.portpalace.com)

## HOTEL HERMITAGE Monte-Carlo SBM

**10 min. walk from the Grimaldi Forum Monaco**  
The Hotel Hermitage overlooks Port Hercule with its superb neoclassical façade, inspired by the Italian-style galleries of the Prince's Palace. A winter garden under a glass dome built by Gustave Eiffel lends this four-star luxury hotel a wonderful "Belle Epoque" feel.

- 280 rooms and suites
- The "Belle Epoque" for dinners and receptions

- "Le Vistamar" restaurant
- Two reception areas and concierge offices
- Direct access to the Thermes Marins de Monte-Carlo
- 8 meeting rooms

Tel. +377 98 06 40 00  
[www.montecarloresort.com](http://www.montecarloresort.com)

## LUXURY

### HOTEL DE PARIS Monte-Carlo SBM

**10 min. walk from the Grimaldi Forum Monaco**  
The Hotel de Paris is a legend in its own right. Opened in January 1864, this four-star luxury hotel comes close to perfection. Everything breathes luxury and refinement. The majestic lobby, the bar with its warm panelling, starred restaurants and the Salle Empire - a true architectural masterpiece.

- 182 rooms and suites
- 4 gourmet restaurants: the Salle Empire - for lunches, dinners and receptions - Le Grill, the Louis XV and the Côté Jardin.
- American-style bar
- Designer shops
- Direct access to the Thermes Marins de Monte-Carlo
- 9 meeting rooms

Tel. +377 98 06 30 00  
[www.montecarloresort.com](http://www.montecarloresort.com)

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## MÉTROPOLE MONTE-CARLO

10 min. walk from the Grimaldi Forum Monaco

Ideally situated in the heart of Monte-Carlo, near Place du Casino, the Métropole Monte-Carlo is one of the most beautiful luxury hotels on the Côte d'Azur. A traditional hotel opened in 1886, the Métropole underwent an extensive renovation and refurbishment programme in 2004. Its classical yet timeless style punctuated with touches of modernity reflects a luxury hotel in tune with the times.

- 141 rooms including 64 suites
- "Joël Robuchon, Monte-Carlo" restaurant
- Bar
- "Yoshi" restaurant
- Shopping arcade
- Métropole ESPA, 1,000m<sup>2</sup> with 10 treatment rooms including 2 private suites
- Relaxation area, sauna and hammam
- Fitness centre
- Outdoor heated seawater swimming pool
- Bar and restaurant around the pool
- Business centre with 2 rooms, open 8 am to 10 pm
- Multipurpose rooms with WiFi access
- State-of-the-art facilities

Tel. +377 93 15 15 15  
[www.metropole.com](http://www.metropole.com)

## FAMILY

### HOTEL AMBASSADOR MONACO

10 min. by bus from the Grimaldi Forum Monaco

Located in the Condamine district near one of the exits from the train station and La Colle car park, the Ambassador lies at the hub of a number of tourist attractions, all within just a few minutes' walk. The picturesque Rampe Major to the left of the hotel leads straight to the Prince's Palace via Place d'Armes.

- 35 rooms
- 1 restaurant

Tel. +377 97 97 96 96  
[www.ambassadormonaco.com](http://www.ambassadormonaco.com)

### **HOTEL ALEXANDRA**

10 min. walk from the Grimaldi Forum Monaco

This hotel breathes early 20<sup>th</sup> century charm and lies at the heart of Monte-Carlo, providing almost instant access to all the city's day-time and night-time attractions, including the herb market in the morning, surrounding shops, gardens and Place du Casino, cinemas, restaurants and animated terraces along Avenue des Spélugues.

- 56 rooms

Tel. +377 93 50 63 13

[www.monaco-hotel.com/montecarlo/alexandra](http://www.monaco-hotel.com/montecarlo/alexandra)

### **HOTEL MIRAMAR**

10 min. walk from the Grimaldi Forum Monaco

The Miramar offers warm, comfortable and convivial surroundings, perfectly located on Quai des Etats-Unis, offering immediate access to a range of year-round attractions in Port Hercule.

- 11 rooms
- Restaurant
- Roof-top lounge bar

Tel. +377 93 30 86 48

[www.hotel-miramar.mc](http://www.hotel-miramar.mc)

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# DESTINATION MANAGEMENT COMPANIES

Specialising in hosting groups and organising conferences, monacomee+ings Destination Management Companies (DMC) cover logistics and any issues related to business tourism events: from straightforward room bookings to arranging original shows or activity programmes and special excursions.

EXCLUSIVE MONACOMEE+INGS OFFERS - SEE PAGE 3

### ALLIED MONTE-CARLO

57, Rue Grimaldi  
98000 MONACO  
Tel: +377 97 97 64 64  
Fax: +377 97 97 64 65  
evelyne@allied-europe.com  
www.allied-europe.com  
Contact: **Ms Evelyne MANCINI**  
**Mrs Corinne DELLA ROCCA**  
**(Mr Jim HENSLEY)**

### CONFERENCE INTERNATIONAL

13, Bd Princesse Charlotte  
98000 MONACO  
Tel: +377 93 25 53 07  
Fax: +377 93 25 80 06  
merville@conferenceinternational.mc  
www.conferenceinternational.mc  
Contact: **Ms Rosemary KERR**  
**Ms Merville SPIERS**

### LSO INTERNATIONAL MONACO

2, Rue du Rocher  
98000 MONACO  
Tel: +377 97 97 69 50  
Fax: +377 97 97 69 55  
monaco@lso-intl.com  
www.lso-international.com  
Contact: **Ms Rosemarie MERLO**

### PUBLI-CREATIONS

74, Bd d'Italie  
98000 MONACO  
Tel: +377 97 97 35 55  
Fax: +377 97 97 35 50  
info@publiccreations.com  
www.publiccreations.com  
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### PUBLICIS EVENTS MONACO

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98000 MONACO  
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www.publicisevents.com  
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wtt@wtt.mc  
www.wtt.mc  
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## SERVICE AVAILABLE WORLDWIDE

### MONACO CONVENTION BUREAU

- a division of the TOURIST &  
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(French-speaking)

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### USA & Canada

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tliu@aviareps.com

### THE PRINCIPALITY OF MONACO IS AN INDEPENDENT SOVEREIGN STATE.

- Member of the Council of Europe
- 183<sup>rd</sup> Member State of the United Nations

#### **A few figures:**

- 195 hectares
- Population: 32,000
- 112 nationalities
- 41,000 jobs
- 4,000 companies

Sales tax accounts for 51.81% of the total income.

The tertiary sector, particularly well developed in the area of finance, accounts for 15.99% of the total income. Light and non-polluting manufacturing, essentially processing and high value added industry, in areas as varied as chemistry, cosmetics, electrical and electronics, textiles, plastics, etc., accounts for 8.61% of the total income.

State-granted monopolies such as the Casino and Monaco Telecom represent just 6.15% of state income. The number of business tourism events in 2007 was 635 with 76,667 participants representing 229,471 nights.

#### **Monaco is a member of:**

- Maison de la France
- Comité Régional du Tourisme Côte d'Azur
- Meeting Planners International
- European Travel Commission

- World Tourism Organisation
- European Federation of  
Conference Towns
- International Congress and  
Convention Association
- Union of International Associations





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# CENTRALISED REQUESTS & A SIMPLIFIED APPROACH

The monacomee+ings package is subject to specific application terms and conditions, and is only available through the Monaco Convention Bureau

### CENTRALISED REQUESTS

The Monaco Convention Bureau co-ordinates the client's project with respect to contact with the relevant partners, including the Grimaldi Forum Monaco, hotels, and the monacomee+ings DMC. Its services are provided free of charge.

### SIMPLIFIED APPROACH

#### Prices

Special hotel rates granted exclusively as part of the monacomee+ings package through the Monaco Convention Bureau are confidential and may not be published. These rates apply only to new events taking place for the first time in the Principality and are not renewable.

#### Three criteria

The following criteria must be met to qualify for the monacomee+ings package:

- significant use of the Grimaldi Forum Monaco
- use of two or more hotels
- guarantee of at least 1,200 rooms booked during a stay of two consecutive nights.

### Standardised contracts

The offer is covered by a single, stand-ardised contract type approved by participating hotels, based on the aforementioned criteria. A special contract is also available for the Grimaldi Forum Monaco.

### PROCEDURE

Following receipt of the monacomee+ings proposal, the client has:

- 15 days, for business events taking place within the next 6 months to one year,
- 1 month. For business events taking place within a period exceeding one year,

### Make decisions

To:

- either extend the option date directly with partners, renewable no more than twice,
- or arrange an inspection visit to Monaco, during which contractual terms will be discussed with each of the relevant partners.

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At the end of the inspection visit, clients have 15 days to approve or close the project and inform the Monaco Convention Bureau.

Following receipt of this information, the relevant partners will send their contract to the client by express post within 7 days.

The client then has 15 days following receipt of said delivery to return the signed contract to the relevant partners.

### **General conditions**

Although the monacomee+ings offer is based on the three aforementioned criteria and the ability to meet the terms and conditions for the application process outlined above, a special reduction of up to 20% on the required occupancy rate per hotel may be granted exceptionally, in which case the customer would need to guarantee a total room reservation of 1,000 nights.

Below this limit, the Monaco Convention Bureau reserves the right to cancel, modify or maintain its involvement in the monacomee+ings offer.

Monacomee+ings terms and conditions apply for a limited period only and are subject to change.

The Monaco Convention Bureau, a division of the official Monaco Government Tourist & Convention Authority, is responsible for promotional matters only, and may not be held liable for any disputes related to contracts between partners (hotels, Grimaldi Forum Monaco, DMCs) and the client.

TELL US ABOUT YOUR  
PROJECT AND DISCOVER  
THE INCREDIBLE POTENTIAL  
OF MONACOMEETINGS.  
[www.visitmonaco.com](http://www.visitmonaco.com)

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