



TAO 欧洲之路。
European Incoming.

Newsletter March 2015

Dear Friends and Partners of TAO European Incoming,

Welcome TAO European Incoming's March newsletter. This month we look at one of TAO's most recent projects in Switzerland, offer some inspiration from Ireland and Spain, introduce a unique, traffic-free location in the beautiful Adriatic Sea, and even invite you to take a bike ride into the sky!

As always, if there is anything you would like to read about in our newsletter, just let us know. We look forward to your feedback!

News from TAO:





First Class Switzerland

In February, in conjunction with our Swiss partners and the Chinese MICE specialists, Diadema, TAO had the pleasure to power an exclusive incentive trip to Switzerland on behalf of Jaguar China. Over eight days, an exclusive group of Jaguar China clients enjoyed the finest that this pristine Alpine state has to offer, including breathtaking views of Switzerland's lakes and mountains.

The project included a range of unique and very special activities such as a chocolate workshop at the world-famous Lindt chocolate atelier; snow shoe walking through untouched mountain countryside and an insight into the construction and creation of the well-known Victorinox Swiss Army knife.

The absolute highlight of the trip, and an activity exclusive to TAO, was a Jaguar workshop, hosted by the Vice President of Switzerland's Jaguar Drivers Club, Mr. Georg Dönni. The private tour allowed the participants a behind-the-scenes look at Mr. Dönni's incredible garage, and his collection of 180 Jaguars from the past and present. Alongside delicious refreshments, Mr. Dönni was on hand to personally guide TAO's guests through his showroom, and answer all their questions about his unique collection.

The response from the participants, and from our partners at Diadema, was exceptional. Diadema's tour leader, Ms. Tao, noted:

"I have been very glad to be working with TAO and their local partner in Switzerland... They have been caring and meticulous to make sure all arrangements are flawless and smooth. The guests were very happy during the trip and the hands on experiences were unique and unforgettable. Thank you again for the attentive and detailed organization."

TAO Incoming says thank you for a fantastic, fun-filled and unforgettable project!

News and views from the TAO Network

With its Europe-wide network of MICE experts, TAO offers a unique spectrum of activities, MICE products and services from across the entire continent. This month, we look at two activity ideas from Ireland and Spain:



Whiskey Galore!

Ireland is currently undergoing a whiskey renaissance. Throughout the country many new distilleries opening up, drawing on the country's tradition of "Uisce Beatha" or "The water of Life". Ireland is well-known for whiskey brands such as 'Jameson', 'Paddy' and 'Powers' but a range of new, young distillers are creating

new Irish tastes, which are quickly becoming renowned among whiskey-lovers worldwide. In Dublin, one of the most exciting new whiskey developments is “Teeling’s”. This brand is currently creating a new distillery in the Liberties area of Dublin, an area which was previously recognised as the epicentre of Irish whiskey making.

TAO offers a range of whiskey-related programmes and activities throughout Ireland, from individual workshops and tours, to three and five day themed travel packages.



Football Crazy in Barcelona

For football fans, and all those interested in the sport's celebrities, TAO's Camp Nou Experience in Barcelona is a huge highlight. At the home of FC Barcelona, one of the world's most evocative stadiums – and Europe's largest - learn the history of the club, enjoy the exclusive atmosphere of the VIP area and be one of the few lucky visitors to experience the private, off-limits zones, where only players and top management get to go.

For more information and ideas on what else to discover in Ireland and Spain, please contact TAO European Incoming.

Activities & Locations:



Croatia: New luxury island resort opening this spring

The new Valamar Isabella Island Resort in Croatia opens its doors this May, offering a unique and secluded MICE location in the Adriatic Sea. Located on a beautiful, traffic-free island, the resort will offer a special atmosphere for corporate or celebratory events in a relaxing, natural setting, just a five-minute boat drive from the old town of Poreč, and around 50km from Pula International Airport. The resort is perfect for large groups, with 334 rooms and suites available. The resort's "Momenti" conference hall accommodates up to 420 guests, and is ideal for larger events and corporate functions. Additional meeting rooms are available for smaller meetings and private receptions.

For further details, please contact the TAO team.



Vertibike – Cycle in the Sky!

Are you looking for an eye-catching, unusual highlight for your event in Europe? Or perhaps a team-building, outdoor activity for a corporate meeting? Then perhaps is “Vertibike” just what you’ve been looking for!

“Vertibike” is a one-of-a-kind cycle race into the sky. Rather than racing along the earth, two competitors pedal as fast as they can to be the first to reach the finish line, 25 metres above the ground.

For more information on “Vertibike” and other creative event highlights, please contact the TAO team.

MICE & Travel News:



Germany is MICE Champion of Europe!

Statistics just released by Germany's tourism authority for inbound travel, the "Deutsche Zentrale für Tourismus" (DZT), reveal that in 2014, Germany was Europe's most popular MICE destination among European business travelers. Last year some 12.4 million trips to Germany were carried out by travellers from other European markets. Of these journeys, around 6.9 million were to trade fairs, meetings, incentives, congresses and events.

Matthias Schultze, Managing Director of the GCB German Convention Bureau e.V. noted: "For the last five years, we have seen a continual growth in the number of business travellers coming to Germany for meetings and congresses – from 2.3 million in 2009 to 3.7 million in 2014. There are various reasons for this success. Alongside our excellent infrastructure and very good value-for-money, other important factors for event planners are the competency of many German regions and cities in key areas of business and science, as well as Germany's image as a leading location for sustainability and innovation."

And don't forget!

TAO European Incoming is your one-stop shop for all MICE projects in Europe.

Whether you're looking for assistance with incentives, trade fairs, congresses, meetings and workshops, kick-off, merger or motivational events, corporate hospitality or business travel, we've got it covered. With a network covering more than 28 European countries, TAO European Incoming can support and guide you through the whole continent.

To find out more, visit our website (in Mandarin and English) at:

www.tao-incoming.com

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