

# TAO 欧洲之路。 *European Incoming.*

## Newsletter May 2014

### NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the May edition of the TAO European Incoming newsletter. From the latest luxury property in Amsterdam, to the beaches of the Baltic, our May newsletter takes you on another journey through what's new at TAO and what's new in Europe.

We hope you enjoy this month's TAO newsletter. Please do let us know which topics you'd like to read about in future editions!

### News from TAO:



Better City Life Through Tourism

### **TAO joins World Tourism Cities Federation**

TAO European Incoming is delighted to announce its membership of the World Tourism Cities Federation (WTCF); a non-profit NGO bringing together tourism cities and regions, associations and companies with an interest in global tourism. TAO joins an illustrious list of non-city members of the federation, alongside companies such as China UnionPay, Kempinski Hotels, Air China and China Daily.

The WTCF aims to promote the coordinated economic and social development of world tourism cities, enhance urban development and strengthen international exchange through tourism, providing an important platform for shared marketing and information sharing. The federation also seeks to provide valuable assistance

and data for policy-making for the tourism industry.

TAO's Managing Director, Thorsten Wilhelm, noted: *"It's an honour for TAO European Incoming to be part of the WTCF. The federation mirrors our international approach, and we hope to be able to play our part in helping the organization achieve its worthwhile goals"*.

## **The TAO Network: Our Expert in the Baltic Region**



In each newsletter, TAO introduces you to a member of our partner network. This month we meet Paulius Janciauskas in Riga, the capital of Latvia. From here, Paulius offers MICE services in the neighbouring Baltic countries of Estonia and Lithuania. We asked Paulius to tell us a little about how these unknown by diverse and fascinating nations should be on the MICE map for Chinese clients.

- What makes the Baltic countries a good MICE destination for Chinese clients?
- The three Baltic countries are a yet undiscovered part of Europe, which have lots to offer its visitors – historical sites, beautiful landscapes, high service levels and many incentive opportunities at excellent prices. Estonia, Latvia and Lithuania, in spite of many national differences, share a common creativity and flexibility in accommodating foreign guests. Visitors from China love our clean air, even in our major cities, the open spaces, our friendly and professional service and the diverse activities we offer.
- Which are some of your most memorable recent projects?

We have held all manner of memorable events. We ran a 1000-person gathering in Riga for a company anniversary, where we celebrated dinner in the city's antique market halls. That was a brand new concept. We've also created high-end adventure incentives for smaller groups of 30 or 40, including off-road jeep driving, bob-sleigh on Latvia's Olympic track and free fall simulation in Aerodium, a vertical wind tunnel.

We also recently ran a fam-trip with 10 Chinese representatives from leading MICE companies, showing them Tallinn, Riga and Vilnius in six days. I'm pleased to say that they were impressed, not only by the hidden gems we showed them, but also by the professionalism of our Mandarin-speaking guides.

- Why are you part of the TAO network?

It would not make much sense to market the Baltic countries as a separate destination detached from the rest of Europe. Cooperation with TAO makes it possible for us to be part of bigger travel and incentive packages to Europe, in which the Baltic countries fit perfectly. We believe, as TAO does, that Europe must be presented and offered as a whole to Chinese travelers. We share TAO's philosophy and approach.

### **Activities & Locations:**



#### **Waldorf Astoria arrives in Amsterdam**

The latest property in the exquisite Waldorf Astoria portfolio opened its doors in Amsterdam this month, in the UNESCO world heritage site of Herengracht. The canalside five-star has been constructed from six historic town houses, which were once the homes of some of the wealthiest and most influential of the city's businessmen.

The hotel's 93-rooms are elegantly decorated with touches of lapis lazuli and ochre tones, as well as historical elements such as beamed ceilings, sash windows and spacious bathrooms with freestanding baths.

The hotel's MICE facilities include the Hooft room (155m<sup>2</sup> with a 4m high ceiling), which is ideal for high-end receptions or workshops, and overlooks the Herengracht canal. A further four function rooms, sized between 29m<sup>2</sup> and 84m<sup>2</sup>,

offer a range of options for conferences and meetings. The hotel also boasts a private dining room, and a Guerlain Spa with indoor swimming pool; an ideal retreat for delegates at the end of a busy working day.

## **MICE & Travel News:**

### **China Travel Academy Announces New Outbound Figures**

The China Travel Academy has recently announced its latest outbound figures for the first quarter of 2014. An estimated 26.4 million mainland Chinese tourists travelled overseas in the first quarter of the year, up by an incredible 17 percent on 2013, according to the CTA's poll.

European destinations also featured strongly in the most popular destinations for Chinese tourists. The CTA study found that Italy, the UK and France all featured in the top ten most popular destinations.

### **Czech Republic Reveals EXPO 2015 Pavilion**

At a press conference in Milan this month, the Czech Republic revealed its futuristic pavilion for the EXPO 2015. The 1500m<sup>2</sup> high-tech construction covers three floors and has been conceived along the principles of low environmental impact and sustainability. Located at the eastern entrance of the EXPO, it is expected that the building will be seen and visited by over 14 million people.

The pavilion will feature three main areas: a sensory introduction to the country as a "Fantasy and Fairy Tale Land". A second area is dedicated to the "Laboratory of Life", a real laboratory of the sub-molecular world with Czech researchers and scientists, which will be open to the public. The third section is called "Ideal Land", featuring Czech arts and performances.

TAO has recently launched a broad portfolio of **EXPO travel products**, including a package for the Czech Republic. The packages include a range of special extra services, such as VIP entry to the EXPO and special access to pavilions. Please contact us for more details!

## **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 21 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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