
TAO 欧洲之路。 *European Incoming.*

Newsletter May 2017

Dear Friends and Partners of TAO European Incoming,

Welcome to the May edition of the TAO Newsletter. This month we update you on the latest news from the TAO team, including a record-breaking event in Bavaria, an update on the German MICE market and a brand new hotel project in Munich. As usual, we also share some of the highlights of the European event calendar for this summer.

If there is any aspect of our newsletter you would like more information on, or if you'd just like to share some feedback, please send us a mail to: contact@tao-incoming.com.

News from TAO:



TAO welcomes partners to IMEX in Frankfurt

From 16th to 18th May, TAO welcomed partners from China and across Europe to the IMEX in Frankfurt, Germany's largest MICE trade fair. TAO exhibited on the German Convention Bureau stand; a huge eye-catcher located at the entrance of the exhibition hall.

The TAO team, headed by Managing Director, Thorsten Wilhelm, was delighted to meet so many old friends and new contacts during the three days of the fair. The turn-out at the exhibition was high from beginning to end, attracting a strong attendance from MICE specialists from across China, as well as far afield as Australia and South America.



TAO introduces 2700 Chinese guests to the delights of Bavaria

On 24th May, TAO had the honour to welcome 2700 guests from China to a unique, record-breaking event in Bavaria. At the famous Schloss Kaltenberg castle, home to the Prince of Bavaria, TAO organized a private Oktoberfest and Bavarian festival as part of a mega-incentive, on behalf of the cosmetic and health company, Jeunesse. The evening involved transporting all the guests with over 70 coaches from Munich to the location, where a Bavarian market and traditional celebration was held, complete with performers and musicians, Bavarian cuisine and, of course, free-flowing Bavarian beer!

The group represented not only a milestone for TAO, but also for the MICE industry in Germany, as the biggest ever Chinese MICE group in Germany. The significance of the project was felt far beyond just the MICE industry, however. News of the event and the group's presence in Germany even made it into the national and regional newspapers.



German Convention Bureau releases new statistics: Germany remains a strong MICE location

During the IMEX, the German Convention Bureau (GCB) released new statistics with good news for the MICE industry in Germany. According to the Meeting & Event Barometer study, supported by the GCB, the number of delegates attending MICE events in Germany in 2016 increased by 18% compared to the previous year, with over 3 million events taking place. In 2016, some 32.9 million international delegates travelled to Germany for events, meetings and congresses. The numbers of MICE venues accommodating over 100 participants also rose year-on-year by 1.5%, to 7313 registered locations.

Matthias Schulze, Managing Director of the GCB, noted that: “Increasingly planners and delegates from around the world want to meet, exchange knowledge and collaborate in Germany. The GCB is working closely with associations and organisations across the globe to help them deliver memorable meetings...”.

Activities & Locations:



Coming soon: Roomers Munich

Visitors to the Bavarian capital, Munich, can look forward to a new highlight this autumn. Due to open in the west of the city in the third quarter of 2017, Roomers Munich is the latest in the Roomers group of hotels, following on from hotels in Frankfurt and Baden-Baden.

The hotel will offer 281 rooms and suites, with the glamorous, elegant interiors Roomers has become known for. Alongside a wellness centre, a stylish bar and Japanese restaurant, “Izakaya”, the Roomers Munich will also feature eight conference rooms with space for up to 300 guests.

For further details on the newest and coolest MICE locations in Europe, contact your TAO team!



The Sky is the Limit! New Sky-World Event Location in Munich

The Sky-World in Munich is a unique event, incentive and meeting location, just two minutes from Munich’s main central station, and a 30-minute drive from the city’s international airport. The location offers world-class MICE space for up to 200 guests, 70m above the ground, with a 360-degree panoramic view of the Bavarian capital and the German Alps.

Floor to ceiling windows, elegant, sleek design and modern architecture make Sky-World a great choice for launch events, press conferences, or inspirational

meetings. A reception at ground level ensures that guests are welcomed as soon as they arrive, while Sky-World's state-of-the-art technical equipment guarantees that each event and meeting is as efficient and user-friendly as possible.

Please contact the TAO team for more details on Sky-World, or for other location ideas in Munich.

Festivals and Events around Europe:

Each month, we'll keep you updated on forthcoming events, festivals and exhibitions taking place around our continent. Here are three highlights to watch out. Contact TAO for more details of how to incorporate these events into your MICE planning.



The Championships, Wimbledon, UK – 3rd-16th July, 2017

The Championships at Wimbledon is perhaps the best-known international tennis tournament, worldwide. The first Championships at The All England Club were held in 1877, and since then the tournament has developed into one of the most prestigious dates in the UK's sporting calendar. Wimbledon, however, is not just a display of world-class tennis, but also an elegant society event, where the well-heeled and fashionable come to see and be seen. And the spectators love to tuck into the delicious food and drink on offer: In 2016, 29,000 bottles of champagne were consumed along with 28,000 kgs of English strawberries!

Sanfermines, Pamplona, Spain – 6th-14th July, 2017

Many cities in Spain hold festivals in summer to celebrate a saint, the harvest, wine or history, but none of these traditional festivals can be more famous than that of Sanfermines in Pamplona, the capital of the Navarra region. Held each summer since 1324, Sanfermines is a raucous festival of eating and drinking, as well as the notorious "encierro" – the running of the bulls – which takes place each morning of the festival. A once-in-a-lifetime experience, which attracts hundreds of thousands every year.

Spraio International Street Arts Festival, Waterford, Ireland – 4th-6th August, 2017

Waterford is a beautiful, medieval town on Ireland's rugged south-east coast. Each year, for three days in summer, the city's streets, squares, harbours and historic buildings become an atmospheric backdrop to the international street artists, performers and musicians who flock to this festival of performance. The whole event is free for spectators, and offers a wonderful chance to see how the Irish celebrate their love of art in all its forms.

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**

Copyright © 2015 TAO European Incoming GmbH, All rights reserved.

As a friend of TAO European Incoming you are receiving this monthly newsletter

Our mailing address is:

TAO European Incoming GmbH
Meyerbeerstr. 12
81247 Munich
Germany

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#)

MailChimp.