



## Press release

10 January 2013

# [Hôtel Hermitage Monte-Carlo](#) named "Event Hotel of the year" at Eventia Awards 2012

At the annual Eventia Awards ceremony in London at the end of November 2012, attended by more than 700 events sector specialists, the [Hôtel Hermitage](#) won the Gold Award in the "Event Hotel of the Year" category. It was the first time the Hôtel Hermitage had participated in the event.

The Eventia Awards (Events Industry Association) are among the most prestigious prizes in the "Meeting & Incentive" industry in Europe. Winners are chosen by a jury (composed of event agency managers, heads of event organisation for companies and associations, sales and marketing managers of hotel chains) that examines a submission based essentially on a series of case studies and client testimonials that guarantee the objectivity of the award

This is a true mark of recognition for the Hôtel Hermitage. Founded 110 years ago, it flourished throughout the last century thanks to the delicate charms of its Belle Epoque decor and a continuing policy of renovation to become an internationally-renowned hotel. The enormous rehabilitation programme launched in 2004 enabled the hotel to adapt specifically to the needs of the Meeting & Incentive sector: addition of two storeys to one part of the building, highlighting of its main features through a new spatial organisation, and also development of its sales and reception departments and consideration for environmental issues. The programme was completed in 2011 by the creation of a new 310 sq. m. meeting space equipped with the most up-to-date technologies.

With its 280 rooms and suites, its 8 meeting rooms and its 2 gala halls, the Hôtel Hermitage today confirms its leading position in the business tourism market, while maintaining its strong appeal for individual leisure clients.

The very recent launch of [www.montecarlomeeting.com](http://www.montecarlomeeting.com), a new web site dedicated to company events and celebrations, puts the finishing touches to this approach and bears witness to the determination of the Monte-Carlo SBM group to maintain its establishment at a pinnacle of excellence.

This recent award crowns a year marked by a rich harvest of prizes, since the [Hôtel Hermitage](#) had already won the Villégiature 2012 prize for the "Best hotel atmosphere in Europe", and appeared in the Top 15 of the *World's Best Awards* ranking drawn up by readers of the magazine *Travel and Leisure* (a reference in the luxury travel sector), in the *Large City Hotels* category for European hotels.



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*Pascal Camia, General Manager of the [Hôtel Hermitage](#), with representatives of the sales team and*

*operating staff.*

<http://www.hotelhermitagemontecarlo.com>

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