

2014-2018: A new Monte-Carlo for the MICE market

Monte-Carlo Société des Bains de Mer has constantly created and recreated the 'Monte-Carlo experience' over the past 150 years. This experience is not only for individuals to live but also for all participants in meetings, incentives, conventions and exhibitions, who will find in its properties and venues the wow factors, the excellence in service, the glamour and style that make MICE events truly successful and memorable.

Current Monte-Carlo Société des Bains de Mer projects include a metamorphosis of its Hotel de Paris flagship, as well as the remodeling of the Sporting d'Hiver, which will bring a new feel to the whole of the Monte-Carlo area and eventually improve its overall offering of residences, shopping spaces, gardens and venues for artistic events as well as meetings, when fully completed in 2018.

The **Hotel de Paris** will remain open throughout the renovation period, with a limited capacity of 53 rooms and suites. Its famous façade overlooking the Casino Square will remain untouched, as well as the historical spaces that have made the palace a legend worldwide: the lobby and its equestrian statue of Louis XIV, said to bring luck to those who touch it, the American Bar, the Louis XV-Alain Ducasse restaurant, the Empire Room. During this four year period, this latter will remain one of the key choices for memorable gala dinners in Monaco, up to 250 people, for any group staying with any of the three other Monte-Carlo Société des Bains de Mer properties.

Meanwhile, the MICE players will benefit from the heavy investments made over the past years by Monte-Carlo Société des Bains de Mer in its unique and diversified hotel and restaurant offering.

For large meetings, seminars and incentives, we had already prepared for the current transformation period by totally transforming the **Hotel Hermitage**, which has become 'the' hotel to book in Monte-Carlo for any type of business event: a perfect blend of classicism and modernity, the hotel had already been elevated with two new floors back in 2005. Its revised capacity to 280 rooms, all renovated, has been complemented with the recent addition of a new plenary room (Eiffel Room) and break-out rooms. With a total of 13 meeting rooms, the hotel can accommodate events up to 400 persons. Corporates and MICE agents can readily leverage the historic character of this exquisite property built in 1900. The 'Belle Epoque' Room is probably, together with the 'Empire' Room at the Hotel de Paris, one of the most impressive venues for any meeting or incentive involving a gala dinner in

Monaco. The just renovated Thermes Marins Monte-Carlo are directly connected to the Hotel Hermitage, thus allowing all guests willing to swim or take advantage of one of the health or beauty treatments to walk to the spa directly from their room. This renovation of the Thermes Marins Monte-Carlo adds a wellbeing touch to the Hermitage experience, including for groups (up to 140 persons per day). As a summary, given its size, completely renewed offering, unique history and location close to the Casino Square, rich meeting space including terraces overlooking the harbor and the palace, the Hotel Hermitage is the best suited response to any request willing to stay in the heart of Monte-Carlo.

For those who prefer the Mediterranean seaside as a location for their event, Monte-Carlo Société des Bains de Mer has two wonderful hotels to offer:

The **Monte-Carlo Bay Hotel & Resort**, which sits on a 4 acres peninsula and is surrounded by lush gardens. It offers 334 rooms with a balcony, 75% of them with a seaview, as well as large meeting facilities (15 modular function rooms allowing groups up to 400 guests too), a swimming pool, a SPA Cinq Mondes spa, and a unique sand-bottomed lagoon, not to mention a private helipad. The hotel is located a few meters away from the famed Salle des Etoiles (capacity up to 950 persons) and the Jimmy'z nightclub, thus offering the services and the positioning of an integrated resort a few steps away from historic Monte-Carlo.

The **Monte-Carlo Beach** is a signature boutique hotel Relais & Châteaux, right on the tip of the Mediterranean Sea, in one of the most beautiful natural sites on the Riviera. The hotel has been entirely transformed by the designer India Mahdavi in the style of a Mediterranean Villa. The hotel is famous for its 100% organic gastronomic restaurant Elsa, as well as for its olympic size heated seawater pool, its Deck restaurant and its large terrace with a capacity of 500 for gala dinners, 700 for cocktail parties. Ideal for smaller groups, this property can also be privatized. The site offers a perfect intimate and gorgeous setting for product launches, creative meetings, incentives, management meetings.

Altogether, as the hospitality leader in Monaco, Monte-Carlo Société des Bains de Mer not only invests and innovates constantly and shapes the future, but it presently offers the largest choice of hotels and venues already for all types of corporate events. Monte-Carlo Société des Bains de Mer may be the single entry point to consider when planning a truly memorable event on the Riviera.

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