meridional events

Meridional Events
Your DMC in
Andalusia / South of Spain

Malaga
Seville
Marbella
Costa del Sol
Granada
& more





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Welcome



Patricia Ruiz
Director of Sales

Thank you for giving us the chance of introducing our MICE & Corporate services. We hope you will find them as fresh and inspiring as we do.

Meridional Events was born in Spain in 2018 after moving from abroad and working for over a decade in European DMCs. Today, we offer an **integrated European vision for the MICE market** for those events in the unrivalled destination we consider Spain.

Spain ranks as the **best country in the world to welcome tourists since 2015**, according to the *Travel & Tourism Competitiveness Report* published by the World Economic Forum (WEF). Spain has never been out of the top 10 most travel-ready nations in the history of this rank.

Within the Business Tourism, **Spain ranks 3rd for international congress organisation worldwide** according to the International Congress and Convention Association (ICCA).

The **three pillars** for this leadership are **climate**, **infrastructure** and **connectivity**. Spain, and particularly the South of Spain is well-known for its warm climate all year round, in line with the character of the Andalusians. Spain benefits from a leading infrastructure not just in terms of highways, airports or high-speed trains, but also for hotels, conference centres and tourism-related assets.

With regards to connectivity, Andalusia is linked with Europe and other parts of the world by air mainly through Malaga (100+ destinations, 19.0 M pax), followed by Seville (6.4 M). Other airports include Jerez de la Frontera, Granada and Almeria, as well as Faro (Portugal) and Gibraltar.

Andalusia is a welcoming land with a large and diverse ex-pat settled community: British, Italian, German, Dutch, French, Swedish or the largest Finnish community outside Scandinavia.

With almost 900km of coast and tens of marinas, from subtropical to subalpine climates, from deserts to golf courses, **Andalusia has it all to make your event an unforgettable experience** that we will gladly help to organise. Don't hesitate to contact us for further information.

Have a **MICE** day,

Patricia Ruiz

Meridional Events. Who we are

The company

Meridional Events is a **Destination Management Company** whose aim is to promote and attract corporate and MICE travellers to Andalusia and the South of Spain.

The team at Meridional Events are experts in **Andalusia**, with first-hand knowledge and international background and experience, always ready to impress our customers.

Board of Directors

Patricia Ruiz, Director of Sales



After her **Tourism degree**, she has worked in different tourism sectors until she found what she really loves -organising corporate events in her native Andalusia.

She is in charge of our clients, by building a strong and lasting relationship with them and our suppliers, who play an important role in Meridional Events' success.

When not in the office, Patricia loves cooking, reading, cross-stitch, eating out and shoe shopping.

www.linkedin.com/in/patriciarl

Rubén M.Cenzano, Director of Operations



A civil engineer by trade, late reconverted in a MICE expert thanks to a **Masters' in MICE and Protocol**, still uses his structured mind to run Meridional Events like clockwork.

He is in charge of the smooth running of the company, even when you don't see him, he's there, making sure everything works perfectly fine.

What Ruben enjoys the most is creating spreadsheets, trekking, dance music and is an avid Spanish omelette eater.

www.linkedin.com/in/rubenmcenzano

Services we offer

We **plan**, **manage and succeed** in organising Corporate and MICE events. Our services include:

Meetings



Would you like to surprise your team with a meeting next to the sea? or maybe in the middle of the countryside in a completely renovated country farm?

We can arrange all sorts of meetings in the most unusual places to **avoid routine and encourage creativity**.

Let us know the details and we will take care of the rest.

Incentives



A whole programme designed to make the most of your stay, **combining business and leisure** (aka **bleisure**). It is the best way to bring together your team and have them work to reach a common goal. A great experience for team bonding.

Andalusia is ideal for incentives -there are countless open-air activities that can be enjoyed all year long and will for sure leave a mark on your colleagues and employees.

Conferences



Regardless of the subject, Andalusia is the perfect place to organise your conference. There are 19 modern Conference Centres, with capacities up to 2,000 delegates -**ideal for organising any kind of large event**.

The choice of 4* and 5* hotels will impress you, too. Its infrastructure is second to none, with main international airports that link Andalusia with the rest of the world.

Exhibitions



We help you organise your **product launch, trade show** or show in some of the most spectacular places in Andalusia to guarantee complete success.

You could choose from a wide range of options -from Conference Centres to tropical gardens, including endless beaches and open-air theatres. The sky's the limit!

Golf breaks



With almost 100 golf courses to choose from, Andalusia has always been considered as a golfers' paradise. There is a golf course to suit every player. We take care of booking the green fees, the hotel, the transfers and everything you could need from start to finish.

Do **enjoy our warm winter sun while you play your favourite sport**.

Team Building



A fantastic experience to improve **interpersonal relationships, relieve stress**, introduce or merge two teams while having fun.

These activities can be adapted to your company's mission, vision and ethos -a great way to implement them and achieve success while you and your team have fun.

Special Interest Groups

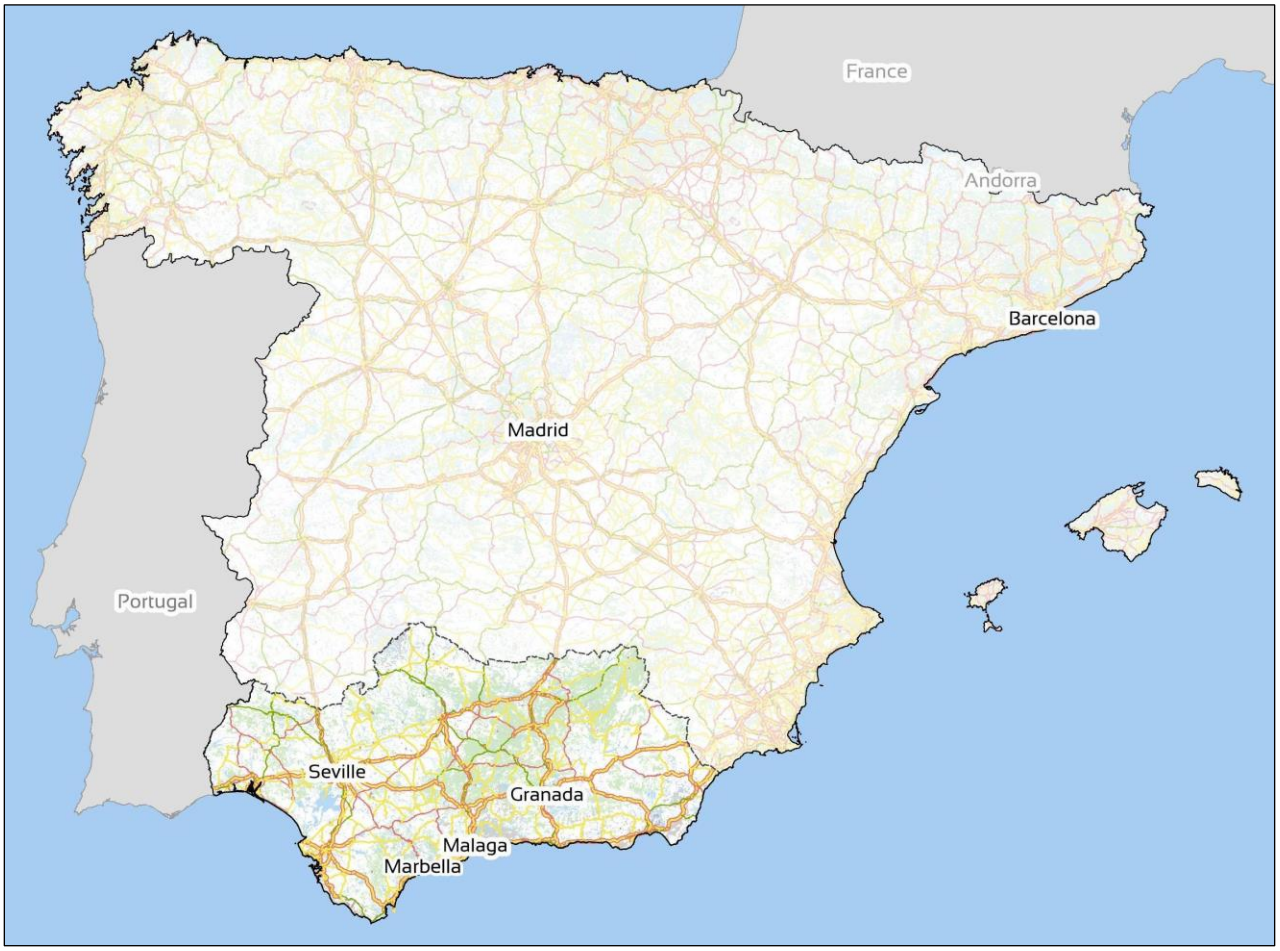


Whether you are interested in Mudejar / Baroque / Renaissance architecture, gastronomy, bird watching, flamenco or a yoga retreat to name but a few, we will create a **tailor-made itinerary to suit your needs**.



Our main destinations

Andalusia / The South of Spain



Andalusia, located in the South of Spain is a large region -almost as big as Portugal- known by its **tourism-focused** economy.

This approach is based on several pillars, including a long history in tourism and hospitality as a **safe tourism destination**, exceptional weather all year round, the best **Mediterranean gastronomy**, deep-rooted culture and folklore with a diverse ecosystem which includes beaches, deserts, plains, mountains, a world-class ski resort, UNESCO World Heritage Sites, and many more.

Outstanding infrastructures connect Andalusia both domestically and to the World. The largest airport in Andalusia is Malaga (19.0 M), followed by Seville (6.4 M), Jerez de la Frontera (1.1 M), Granada (1.1 M) and Almeria (1.0 M). Nearby airports include Faro (8.7 M) and Gibraltar (0.6 M).

Malaga



The city has experienced a 180° change over the last few years. It has become a **cultural hub**, with over 37 museums to choose from -including the Pompidou, Picasso, Thyssen or the Russian Museum- and **some of the most spectacular hotels** you could think of, with impressive meetings and events' facilities.







Malaga has a wide gastronomic offer, with award-winning restaurants that combine Mediterranean tradition with modern cuisine, as well as countless cafés, bars and trendy rooftops, perfect for after-work gatherings.

The city is also known for its fantastic weather, its vibrant night scene, amazing shopping areas and also for its spectacular Christmas lights. Come and discover them all!

Key data:

- Hotels (4* & 5*):
  - 28 hotels within Malaga city
  - 44 hotels within 20 minutes from Malaga city centre
  - 10 new hotels due to open in the coming months
- Congress centres:
  - Trade Fairs and Congress Centre of Málaga
  - Torremolinos Congress Centre
  - 13 large international events held in Malaga in 2018
- Airport:
  - 19.0 million passengers in 2018
  - 31st busiest airport in Europe in 2018
  - Flights to/from Europe, USA, Canada, North of Africa, Middle East
  - 12 km from the city centre
- Other data:
  - 23.3 °C annual average high
  - 13.7 °C annual average low
  - 2,905 sunshine hours/year
  - 42 precipitation days (annual average)

For more information, contact us or visit our website: MeridionalEvents.com/en/Malaga





Seville



The capital of Andalusia is a true wonder. With all its **UNESCO World Heritage Sites**, its **impressive architecture**, the beauty and elegance of its streets, it is the perfect setting for any kind of event you could think of. The meetings and events' spaces available through the city range from modern rooms to 18th - century elegant assembly halls, so you will be spoilt for choice!







Seville was once the most important city in Europe, mainly thanks to the trade with the New World. Merchants from all over Europe came to the city to buy products from the American continent.

Seville will captivate you with its elegant avenues, the smell of orange blossom and the bustle of the Old Town, one of the prettiest in Europe.

Key data:

- Hotels (4* & 5*):
    - 65 hotels within Seville city
    - Including the luxurious Alfonso XIII
    - 15 new hotels due to open in the coming months
- Congress centres:
    - FIBES Conference and Exhibition Centre
    - 29 large international events held in Seville in 2018
    - 265 MICE events scheduled in 2018
- Airport:
    - 6.4 million passengers in 2018
    - 75th busiest airport in Europe in 2018
    - Flights to/from Europe, North of Africa
    - 3 km from the city centre
- Other data:
    - 25.4 °C annual average high
    - 13.0 °C annual average low
    - 2,916 sunshine hours/year
    - 66 precipitation days (annual average)

For more information, contact us or visit our website: MeridionalEvents.com/en/Seville





Marbella



One of the trendiest destinations in the world, but there is way more behind all the fashion and glam. Its historical old town is a delightful mix of alleys, squares, orange trees and plants, full of cafés and restaurants. The hotel offer is second to none and will impress even the most demanding visitor.







The Marbella we know now was born around 1960, when it changed from small fishing town, with some blast furnaces and a population of just 12,000 people, to a modern and chic hub.

There are hundreds of activities Marbella has to offer, such as **golf**, hiking, beach sports, spas, high-end shopping, water activities or even cultural tourism –the choice is endless!

Key data:

- Hotels (4* & 5*):
    - 31 hotels within Marbella city
    - 57 hotels within 20 minutes from Marbella city centre
    - 6 new hotels due to open in the coming months
- Congress centres:
    - Marbella Congress, Fairs y Exhibitions
    - 5 large international events held in Marbella in 2018
- Airports:
    - Malaga airport (already stated) is the best option, being 40 minutes away
    - Jerez de la Frontera and Gibraltar are smaller airports located less than 2h away
- Golf:
    - 32 golf courses located within a 20km radius from Marbella
- Other data:
    - 23.0 °C annual average high
    - 13.6 °C annual average low
    - 2,924 sunshine hours/year
    - 49 precipitation days, annual average

For more information, contact us or visit our website: MeridionalEvents.com/en/Marbella





Granada



Granada has been **captivating visitors for centuries**, with its traditional neighbourhoods full of history, its wonderful sunsets and its elegant city centre full of Renaissance and Baroque buildings. Its eclectic mix is living proof of how different cultures can adapt to each other. Its impressive **Granada Conference Centre can accommodate up to 2,000 attendees**.







Once the capital of the Emirate of Granada, the city is home to the majestic **Alhambra**, a UNESCO World Heritage Site and the second most visited monument in Spain.

Granada is a charming city, with a rich past and a lively city centre, known for its **tapas** and many bars. It is also home to the Southernmost **ski resort** in Europe, Sierra Nevada, with over 130 slopes and more than 1 million visitors in the 18/19 season.

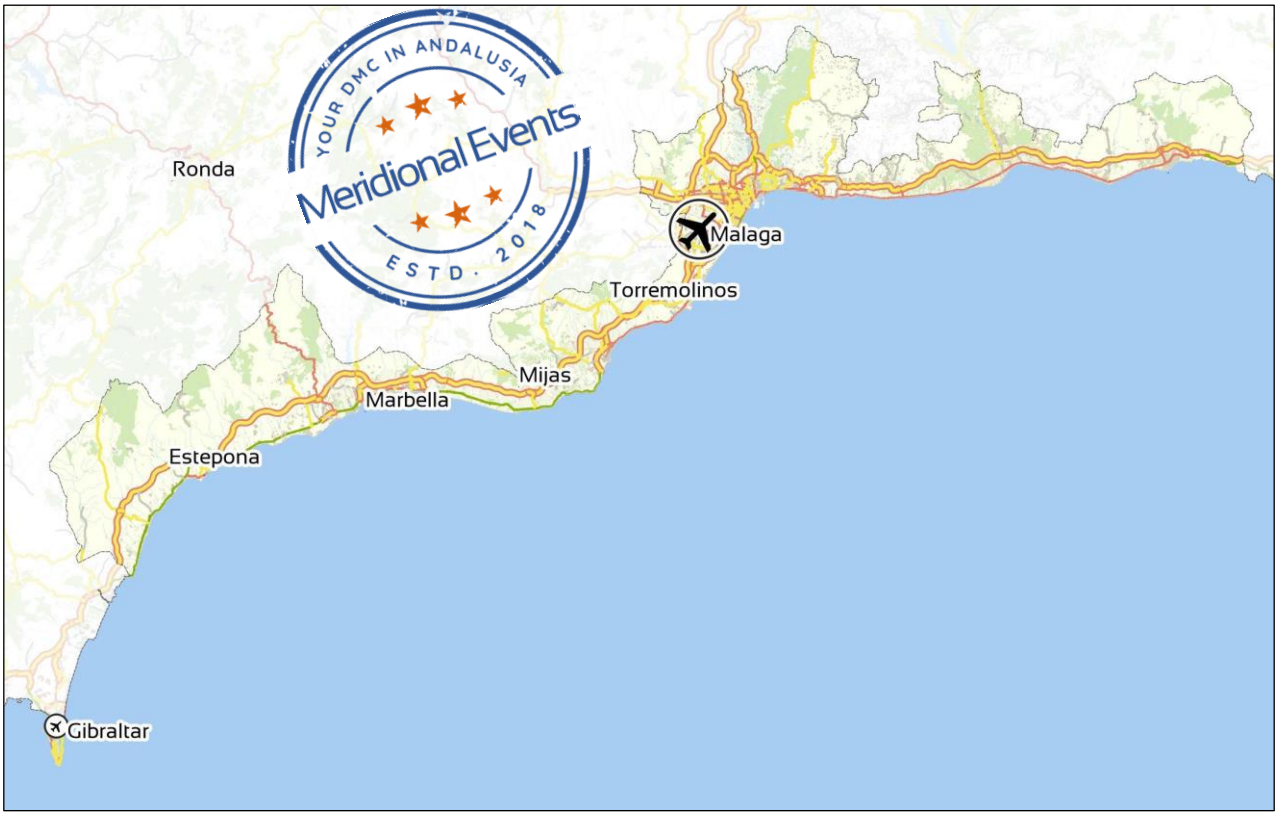
Key data:

- Hotels (4* & 5*):
    - 42 hotels within Granada city
- Congress centres:
    - Granada Conference Centre
    - 13 large international events held in Granada in 2018
- Airports:
    - Granada airport is 17km away from the city centre with flights to/from Europe
    - Malaga airport (already stated) is the best option, being 90 minutes away
- Other data:
    - 22.5 °C annual average high
    - 8.6 °C annual average low
    - 2,890 sunshine hours/year
    - 66 precipitation days, annual average
- Sierra Nevada Ski Resort:
    - 6 hotels (4* & 5*)
    - located 40min from city centre
    - just 50 minutes from Granada airport and 2h from Malaga airport

For more information, contact us or visit our website: MeridionalEvents.com/en/Granada



Costa del Sol / Costa del Golf



The Costa del Sol as we know it was born in the 50s and has, ever since, evolved into an international destination per se. The name of Costa del Sol (Sunny Coast) comes after the benevolent climate with **more than 300 sunny days per year** and the warmest winters in Europe.

Costa del Sol is also known as **Costa del Golf** (Golf Coast) due to the high number of golf courses scattered within the area, and particularly around Marbella.

With over 160 km of coastline, it stretches all through the coast of Malaga and includes the towns and cities of Malaga, Marbella, Estepona, Torremolinos and Mijas, to name but the most MICE-ready ones.

More than 12 million people visit the Costa del Sol every year, where some of its many highlights include **the safety of this destination**, the wide array of accommodation offered, including resorts and **high-quality hotels**, the **glorious weather all year round** and the choice of activities, such as golf, trekking, water sports, bird watching and cultural tourism, for instance.

But the Costa del Sol is not only for holidays and spare time. The choice of Conference Centres, meeting and events spaces and business hotels are second to none. The destination is on the **Top 5 of Meeting Industry** destinations in Spain. The perfect place for business, leisure and its new trendy combination: **bleisure**.

Other MICE-Ready Destinations



There are countless interesting locations in Andalusia that are suitable for any kind of corporate or MICE event and, **depending on your needs**, some locations will suit you better than others.

Please see the list below (or explore the map above), to discover these other **hidden gems** that will inspire you, which are alternative **MICE-ready destinations**.

We will organise your event or help to decide which is the most convenient location according to your requirements. Do not hesitate to contact us so we can advise what can work wonders for your next event.

Destination:	Main airport:
• Baeza	GRX
• Cabo de Gata	LEI
• Cadiz	XRY
• Cordoba	AGP
• Doñana (National Park)	SVQ
• Estepona	AGP

Destination:	Main airport:
• Islantilla	FAO
• Jerez de la Frontera	XRY
• Mijas	AGP
• Punta Umbria	SVQ / FAO
• Ronda	AGP
• Úbeda	GRX

Key strengths of Andalusia for the MICE Market

Infrastructure



Andalusia is **easily reachable by plane from all main European cities**, with Malaga airport as the main gateway.

There are 19 state-of-the-art Congress and Conference Centres that can accommodate up to 2,000 attendees, so space is not an issue!

To support this, the 4* and 5* hotel choice are unbeatable, most of them with additional meetings and events spaces – you will be spoilt for choice.

Gastronomy

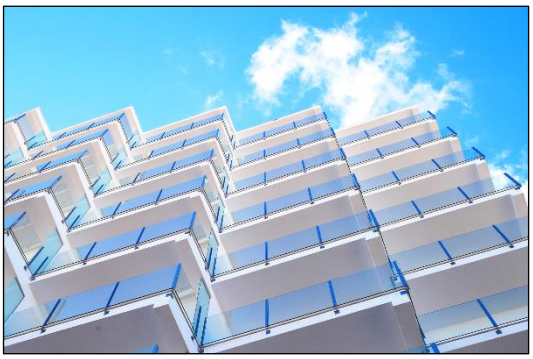


If you are interested in gastronomy, we have good news! The **Mediterranean diet** is part of the region's lifestyle –food plays an important role in everyday life.

Iberico Ham, wine and olive oil are produced in Andalusia, all of them subject to a protected origin denomination to guarantee its excellent quality.

Do not miss one of our **18 Michelin starred restaurants** while you are here!

Safety & hospitality legacy



Spain ranks among the **safest countries in the Word** for both residents and tourists alike.

Andalusia has a **long-standing hospitality tradition** that started back in 1950, when personalities like Brigitte Bardot, Grace Kelly and Frank Sinatra, to name but a few, started to enjoy their holidays in Torremolinos. That milestone was the beginning of Tourism in Spain as we know it today.

Weather



Andalusia has **privileged weather all year round**, with mild winters and hot summers, due to the influence of the Mediterranean Sea and the Atlantic Ocean.

There is a variety of climates that range from desertic, to subtropical, including subarctic in Sierra Nevada mountain range.

With an **annual average temperature of 18.9 °C**, Andalusia is perfect for all year events.

Sports & Nature: Golf, Water Sports, Ski & more



Golf is one of the most practised sports in Andalusia, with almost **100 golf courses playable all year round**.

Thanks to its varied biodiversity, water sports can be played throughout the coast, but also ski can be practised in some of the **130 ski slopes** of Sierra Nevada.

There are over 150 protected spaces, including National Parks and Natural Parks, perfect for outdoor activities.

Health & Wellness



Health tourism plays an important role in Andalusia. There are over **50 private hospitals** and more than **100 beauty clinics**. Some of the most common treatments are IVF, traumatology and cosmetic surgery.

If you need to unwind, relax or just take care of yourself, there are more than **25 luxury spas** and **7 thermal baths** in Andalusia that will take the stress away.

Culture & Traditions



The culture of Andalusia has some pillars, the foundations of its identity –these are **Flamenco**, **Horses**, **Easter festivities** and **Architecture**.

Important figures of cinema, arts and literature hail from Andalusia, such as **Picasso**, **Antonio Banderas**, Velázquez, Juan Ramón Jiménez, Rafael Alberti and **Federico García Lorca**, to name but a few.

Andalusia is a land of a rich past and heritage that has completely adapted to modern times.

Shopping & Nightlife



There is no place like Andalusia for shopping! From high-end shops in trendy Marbella to high street shopping in any of the Andalusian capitals, we have it all. Shopping centres, designer outlets or elegant boutiques –**you name it, we have it**.

With a nightlife that is second to none, your spare time will soon be filled with options. Discos, bars, rooftop terraces perfect for after-work events or elegant clubs, there is a leisure activity suitable for everyone.

The contents of this document have been produced by Meridional Events. You are free to adapt the contents to your needs and use them for commercial purposes by stating Meridional Events as the source.

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