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#REEVENT, the rallying cry to revive business tourism in the Principality in 2021

The health crisis provoked by the COVID-19 pandemic has hit the tourism industry hard. As we approach the end of 2020, while individual tourism is ticking over at a reduced pace, business tourism – characterised by gatherings of professionals from all backgrounds – has come to a complete halt.

With hopes of a recovery to come next year, stakeholders in the meetings, incentives, conferences, and exhibitions (MICE) industry, whether event organisers or host venues, are conscious of the need to rethink their model, while offering the security guarantees that everyone has a right to expect.

In the Principality, industry professionals linked through the Tourist and Convention Authority are working to make a success of this change, which is considered to be essential. It will require inventiveness and innovation, and must focus on intellectual capital, flexibility, and optimising transport and spaces, with an approach which is as environmentally friendly as possible.

“In this context, Monaco has all the advantages to establish itself as a pioneer of this transformation: its expertise, its acknowledged excellence in event organisation and its bespoke approach, not to mention its historical commitment to environmental conservation and ongoing search for sustainable innovation,” said Guy Antognelli, Head of the Tourist and Convention Authority.

More motivated than ever to lay the groundwork for the industry’s future, the Monaco Convention Bureau, a catalyst for the Principality’s MICE offering, will launch a new communications campaign with the slogan #REEVENT on 8 December, at the first virtual IBTM World event.

“Far more than a call to reinvent the business events sector, #REEVENT is a rallying cry and an invitation to industry professionals to come back and organise events in the Principality,” explains Guy Antognelli.

The campaign comprises six visual slogans which clearly emphasise the values that underpin Destination Monaco: security, service, unity of place and action, and commitment to the environment. It will be rolled out starting in 2021 via a print and digital media plan, with a particular focus on MICE professional media in Europe and the US.

For more information, see the website www.letsreevent.com and the Monaco Convention Bureau website.

The Convention Bureau is an arm of the Tourist and Convention Authority. Its aim is to promote the Principality of Monaco to all business group event organisers. It provides a central point for requests, and coordinates and facilitates communication between the various establishments to offer a bespoke solution for each organiser.

Website: www.visitmonaco.com – LinkedIn: Monaco Government Tourist Authority – Facebook: @VisitMonaco