

visit **MONACO**

A destination constantly reinventing
itself while preserving its core
DNA elements

2022 Destination Presentation

- Monaco -



Monaco Safe

- To continue to welcome visitors from all over the world in the best conditions
- The Prince's Government has created the **Monaco Safe certification**, a real pledge of health safety and confidence for customers and visitors to the various establishments that are open to the public
- Visitors will thus be able to discover the Principality while enjoying both security and peace of mind
- At the heart of a period where attention to the traveler is more than essential and where resilience is key, Monaco wants to be responsive
- For more information click on the links below:
 - Official Monaco Government link: www.covid19.mc/en/
 - Link to Monaco Safe video: <https://www.youtube.com/watch?v=AFyFPyO2lrg>

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Overview

- I. An ideal location in the heart of Europe
- II. Key Facts about Monaco
- III. History of Monaco - Legacy and Heritage
- IV. Top 5 reasons to (re)visit Monaco
 - 1. A rich historic and cultural Principality
 - 2. Year-round events with a global reach
 - 3. A gourmet destination
 - 4. A sustainable feel-good destination
 - 5. Unexpected Monaco
- V. Hotels in Monaco
- VI. Venues for MICE events
- VII. Best activities in Monaco
- VIII. Monaco, a leisure and MICE destination
- IX. Monaco is FOR YOU



An ideal location in the heart of Europe

- Between France and Italy
- 2nd smallest country in the world
- Easy access to Monaco
 - 7-min helicopter flight between Monaco and Nice
 - 35 minutes away by ground transportation from Nice Côte d'Azur International Airport
 - 40 minutes away by ground transportation from Italy



Key facts about Monaco



38 300

inhabitants

2,02

km²



French 25%



Monegasque 22.5%



Italian 22%



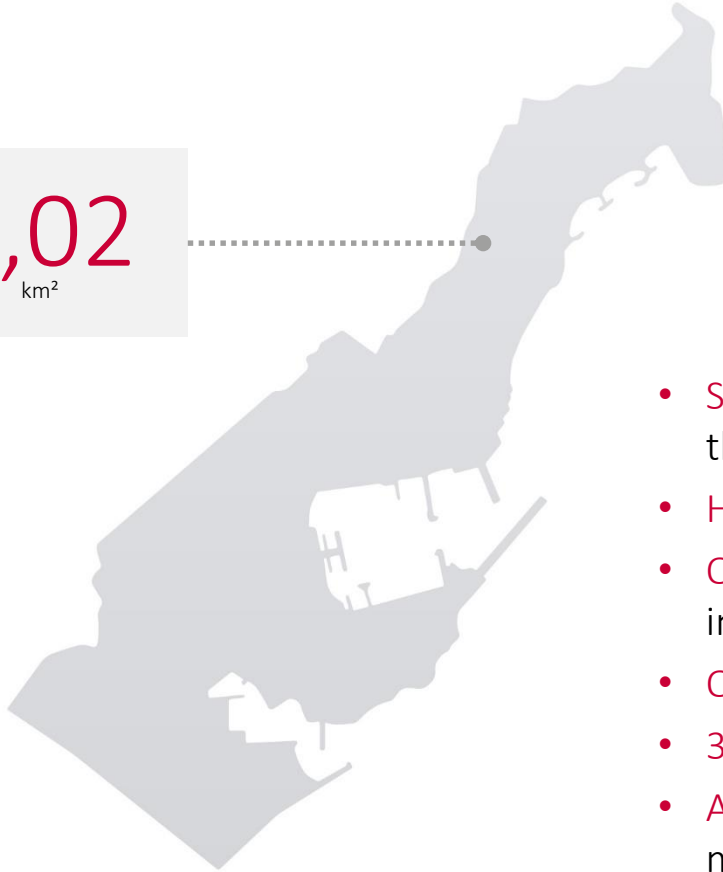
British 7.5%



Swiss 3%



Belgian 3%

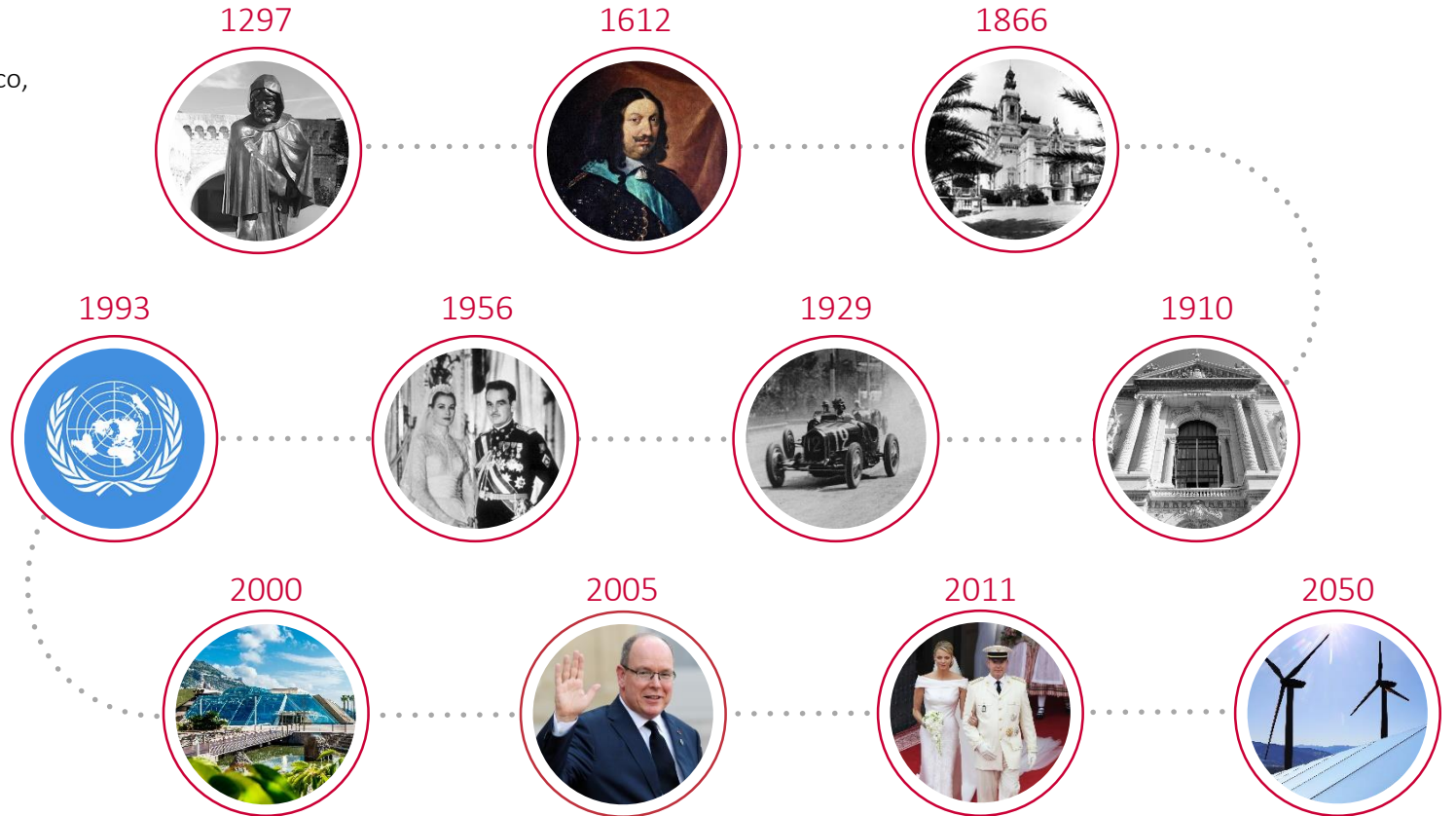


- **Sovereign City State** under the Grimaldi family
- **Head of State:** HSH Prince Albert II
- **One of the most cosmopolitan** state in the world with 139 nationalities
- **One of the safest** destination on earth
- **300 days** of sunshine per year
- **An international aura:** Member of more than 70 Intergovernmental and Non-Governmental organizations including the United Nations, the Council of Europe, the OECD, the UNESCO, INTERPOL

History of Monaco – Legacy and Heritage

A CHRONOLOGY OF KEY EVENTS IN THE HISTORY OF MONACO

- **1297:** Francesco Grimaldi (“La Malizia”) takes over Monaco, thus beginning the Grimaldi dynasty
- **1612:** 1st Prince of Monaco (Prince Honoré II)
- **1866:** Creation of Monte-Carlo
- **1910:** Inauguration of the Oceanographic Museum by Prince Albert I
- **1929:** 1st Grand Prix of Monaco
- **1956:** Wedding of Prince Rainier III and Grace Kelly
- **1993:** Monaco becomes the 183rd Member State of the United Nations
- **2000:** Opening of Grimaldi Forum Monaco convention center
- **2005:** Prince Albert II sworn in as head of state
- **2011:** Wedding of Prince Albert II and Charlene Wittstock
- **2050:** Commitment to carbon neutrality





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Top 5 reasons to (re)visit Monaco



1) A historical and cultural destination

WHAT THE COUNTRY LACKS IN SIZE, IT MAKES UP FOR IN HISTORY,
CULTURE AND CHARACTER



700+ years under
the Grimaldi Family
dynasty



The Palace



The Casino



The Cathedral



A wide array
of museums

2) Year-round events with a global reach

MORE THAN 500 EVENTS A YEAR



The Monte-Carlo
International Circus Festival

January



Monte-Carlo
Rolex Masters

April



Monaco Grand Prix
(F1, Formula E, Historic Grand Prix)

May



Monaco Yacht
Show

September



Cultural Events

e.g. Symphonic concerts at the Prince's Palace,
Ballets, Opera, Philharmonic Orchestra,
Monte Carlo Summer Sporting Festival

Year round

3) A gourmet destination

MONACO OFFERS UNLIMITED VARIETY
AND QUALITY OF DINING OPTIONS
FOR EVERY TASTE AND BUDGET

- From Michelin-starred restaurants to trendy or traditional brasserie-like cafes, offering tastes of French, Italian, Mediterranean, fusion and Asian fares
- Country with the most Michelin-starred restaurants per square meter in the world
- Variety of new organic, casual and local restaurants
- From farm to table options



4) A sustainable feel good destination



- Sustainable destination with a proactive development policy, led by H.S.H. Prince Albert II of Monaco

E.g. Prince Albert II Foundation, The Mission for Energy Transition



- Hotel industry - a committed sector:

88% of the rooms are certified (Green Key, Green Globe, Planet 21)

97% of the rooms have signed the National Energy Transition Pact



- Green energy:

E.g. Grimaldi Forum Monaco and Monte-Carlo Bay Hotel & Resort with photovoltaic panels



- Green transportation:

E.g. e-shuttle boat, e-bikes, e-car sharing / Mobee, hybrid buses



- Green food / Organic products

E.g. ELSA : 100% organic gastronomic restaurant



- Parks and gardens:

Green spaces = 20 % (total area)/ 11 886 trees / 933 Patrimonial trees

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5) Unexpected Monaco

LOCAL EXPERIENCES

- Local specialities at the **Condamine Market**
- **Fontvieille** (2nd port of Monaco, business, residential and shopping district)
- **Gardens** (Japanese Garden, Princess Grace Rose Garden, Saint Martin...)
- Streets of the **Old Town**
- **Pedestrian walks** (e.g. coastal path up to Mala beach, hilltop walks, *promenade Le Corbusier*...)
- Local companies “**Made in Monaco**”
 - Brasserie de Monaco
 - Chocolaterie de Monaco
 - Manufacture de Monaco
 - L'Orangerie
 - Perles de Monte-Carlo
 - Terrae
 - Maison du Limoncello



5) Unexpected Monaco – 3 countries in 1 day

One can have breakfast in Monaco, lunch in Italy, dinner in France and come back to Monaco for after dinner drinks



Examples of itineraries in Monaco :

<https://www.visitmonaco.com/en/routes-and-walks/7498/trails-and-walks>

Monaco constantly reinventing itself

NEW RESTAURANT OPENINGS

PAVYLLON ALLENO



EM SHERIF



OTHER NEW OPENINGS

- SEXY TACOS
- TRINITY
- THE NIWAKI
- LA MÔME
- BIG MAMMA

NEW LOCATIONS IN 2022

- CAFÉ DE PARIS
- COVA

Monaco constantly reinventing itself

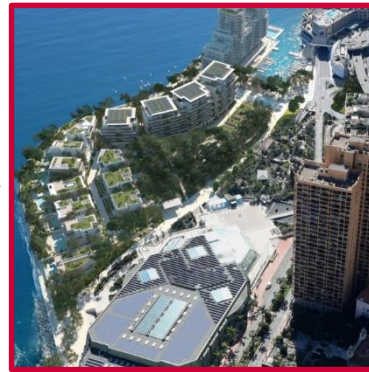
THE FUTURE FACE OF MONACO



New Larvotto Beach
(2022)



New Café de Paris
(2023)



Portier Cove land
extension
(2025)



New Fontvieille
shopping center
(2027)



The new Princess Grace
Hospital
(2030)



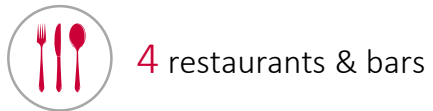
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Hotels in Monaco

2 500 rooms with 80% in 4 or 5-star hotels



Hôtel de Paris Monte-Carlo



- **Iconic** and internationally renowned luxury palace
- Ideally located on **the Casino square**, with a service of the highest international standard since 1864
- Fully-reopened in 2019 after 4 years of **a complete transformation and refurbishment** (including a renovation of all interior spaces and bedrooms, the creation of the Patio and two exceptional Suites and the launch of the restaurant Em Sherif)
- **Diamond Suite Princess Grace and Diamond Suite Prince Rainier III** : the Riviera's most extraordinary suites
- The world's largest hotel **wine cellars**
- Wellness & Wellbeing : **Wellness Sky Club** on the rooftop of the hotel
- Michelin starred restaurants: **Le Louis XV-Alain Ducasse à l'Hôtel de Paris** 🍴🍴🍴 and **Le Grill** 🍴



Hôtel Hermitage Monte-Carlo



HÔTEL HERMITAGE

MONTE-CARLO



5

stars

277

rooms



3 restaurants & bars



14 meeting spaces

- Overlooking the Mediterranean Sea, the **Belle Epoque-style hotel** opened in 1910
- Located next to the Casino Square, ideal hotel for experiencing **comfort and serenity**
- **Winter Garden**, designed by Gustave Eiffel (310m²), dedicated to private group check-in
- Wellness & Wellbeing: Direct access to its 6,600 sq. m. wellbeing and preventive health center, **Thermes Marins Monte-Carlo**
- Michelin starred restaurant: **Pavillon Alléno Monte-Carlo** 🍴

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MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



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TRAVEL NETWORK


THE LEADING HOTELS
OF THE WORLD®

 VIRTUOSO.



Hotel Metropole Monte-Carlo

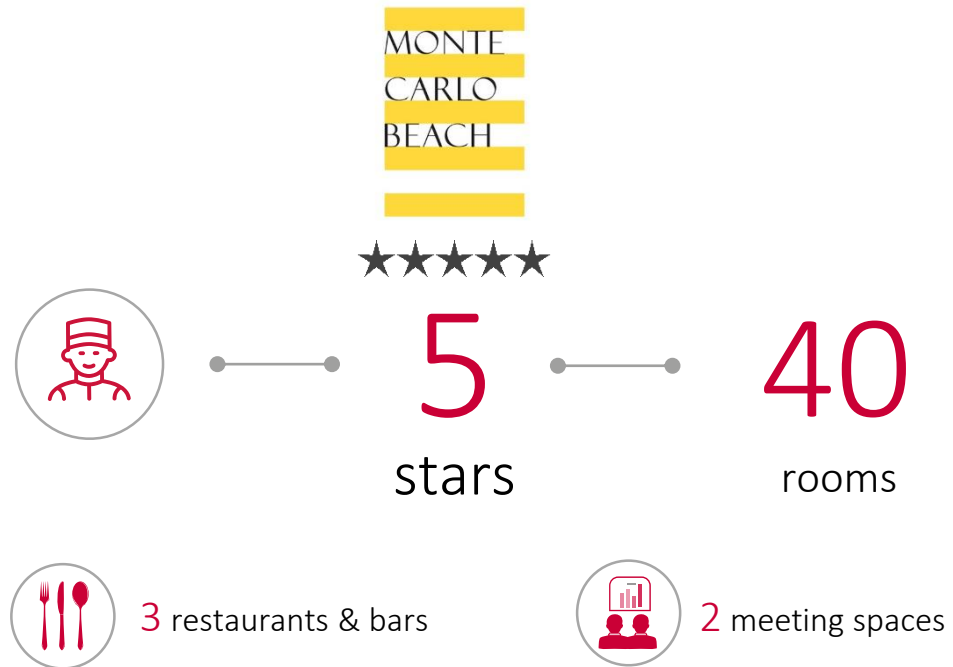


- Originally built in 1886, famous interior designer Jacques Garcia redesigned this beautiful five-star property
- With a unique location in the Carré d'Or, only a few steps away from the Casino square
- Open-air terrace and swimming pool, Odyssey, imagined and designed by Karl Lagerfeld in 2012
- 3 meeting rooms (out of a total of 6) designed by Karl Lagerfeld
- Wellness & Wellbeing: Spa Metropole by Givenchy
- Michelin starred restaurant: Yoshi

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Monte-Carlo Beach



- A chic and timeless hotel built in the 1930s, the epitome of glamour and “dolce vita”
- Renovated by architect designer India Mahdavi, and restored to all its former glory
- Open in season from April to October
- Private beach club and Olympic-sized pool, with a wide range of nautical activities
- All rooms with sea view
- Wellness and wellbeing: Le Spa Monte-Carlo Beach
- Elsa, the 100% organic gastronomic restaurant



Monte-Carlo Bay Hotel & Resort



4

stars

332

rooms



4 restaurants & bars



15 meeting spaces

- Largest sandy-bottom lagoon unique in Europe, with 4 hectares of gardens, indoor and outdoor swimming pools and a solarium. This resort has every facility you need for your stay whether on vacation or on business
- 75% sea view rooms
- Monte Carlo Bay Casino
- Wellness and wellbeing: Cinq Mondes Spa
- Michelin starred restaurant: Blue Bay 🍷



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LIFESTYLE[™]
Preferred
HOTELS & RESORTS



Le Meridien Beach Plaza

Le MERIDIEN
BEACH PLAZA



4

stars

397

rooms



4 restaurants & bars



14 meeting spaces

- Private sandy beach, gardens and terraces to enjoy the Mediterranean climate
- 50% rooms and suites with a sea view
- Sea Club Conference Centre with 3,000 m² of versatile space encompassing 14 meeting rooms on four levels
- Wellness and wellbeing: Health and Fitness center with indoor and outdoor swimming pools

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Fairmont Monte Carlo

Fairmont
MONTE CARLO

★★★★



4

stars

596

rooms



4 restaurants & bars



18 meeting spaces

- Located in the heart of Monaco, between the Mediterranean Sea and the legendary Monte-Carlo Casino
- Largest hotel on the French Riviera and one of the largest resorts in Europe
- During the Formula 1 Grand Prix in May, it provides one of the best views on the circuit and on the famous Fairmont Hairpin bend
- Wellness and wellbeing: Carol Joy Spa, Fitness Monte Carlo and rooftop year-round heated pool
- Worldwide famous Nobu restaurant and trendy club Nikki Beach creating a lively atmosphere around the pool on the rooftop

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ACCOR HOTELS
Feel Welcome



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Port Palace



4

stars

50

rooms



1 restaurant & bar



1 meeting space

- In the heart of Monaco, steps away from the Yacht Club de Monaco, Casino de Monte-Carlo and shopping galleries
- 4-star boutique hotel, with an elegant and warm atmosphere, overlooking Hercules Port
- All rooms with sea and harbor view
- Wellness and wellbeing: on-site spa and fitness centre

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SMALL
LUXURY
HOTELS
OF THE WORLD



Novotel Monte-Carlo



3

stars

218

rooms



1 restaurant & bar



12 meeting spaces
+ 1 coworking space

- Located **in the heart of the city**, few steps away from Casino Square and the main Monaco train station
- Fully **renovated in a Riviera-minded spirit** in 2019-2020
- **Beautiful views** over Monaco's harbor and the Prince's Palace
- **Wellness and wellbeing**: Outdoor pool, fitness room with sauna and hammam

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Feel Welcome



Columbus Hotel Monte-Carlo



3

stars

181

rooms



1 restaurant & bar



1 meeting space

- Redesigned **boutique lifestyle hotel** located in Fontvieille, Monaco's liveliest neighbourhood
- **Entirely renovated in 2018**
- 2/3 rooms include a terrace and have **a view either on the Princess Grace rose garden, the sea or the old town**
- Heated outdoor pool with sea view open between **April and October**

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Hotel Miramar

HÔTEL
MIRAMAR



★★★

3

stars

14

rooms



0 restaurant & bar



0 meeting space

- Opened in August 2021
- **In the heart of Monaco**, steps away from the Port Hercules, Casino de Monte-Carlo, train station, shopping galleries and the Grand Prix circuit
- **Nautically inspired design** hotel
- **Panoramic rooftop terrace** for breakfast or private events
- All rooms with **sea and harbor view**

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Venues for MICE events

Aside from the meeting spaces located in all the hotels in Monaco, there are a few distinct venues developed for the sole purpose of breaching the creative limits of meeting space



Grimaldi Forum



35.000



300 to 3000
participants



30
meeting spaces



- An ideal location in the sunny Principality of Monaco, **within walking distance of the largest hotels** (1500 hotel rooms less than ten minutes away)
- **Flexible & top-class** infrastructures
- **ISO 14001** certified and committed Convention Centre with eco-friendly solutions
- **Tailored** proposal for each event
- **A full event management team in house** to help you deliver high-end level events
- A total surface area of **35,000 m²** for events **from 300 to 3000 participants**
 - **3 auditoria** of 400, 800 and 1800 seats
 - **22 breakout meeting rooms** from 20 up to 400 participants
 - **2 exhibition halls** of 4000 m² each
 - **3 catering areas** welcoming up to 500 participants each
- Since September 2019: The Grimaldi Forum became the **first producer of green energy** in the Principality with 2500 m² of solar panels on its roof
- September 2020: Opening of a new **600 m² terrace**, an ideal outdoor area located next to the major exhibition hall
- By 2025: New offshore extension project in Monaco will allow the Grimaldi Forum to increase its exhibition capacity by 50% with and **additional surface of nearly 6,000 m²**

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One Monte-Carlo

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1.450

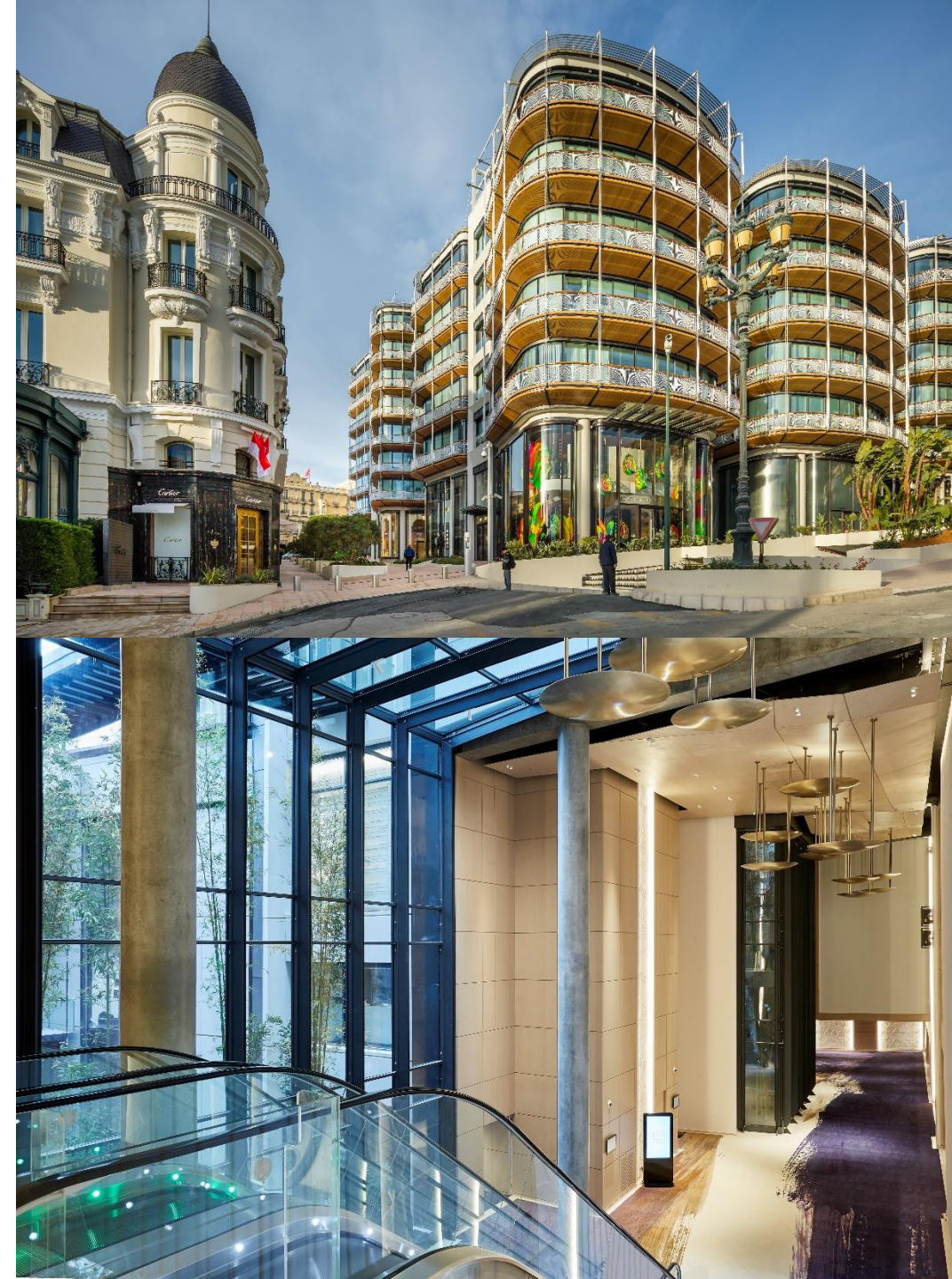


9 meeting spaces

- Brand new conference center opened in June 2019
- In the heart of Monte-Carlo, right on the Casino Square
- A new business tourism hub, together with Hôtel de Paris Monte-Carlo and Hôtel Hermitage Monte-Carlo, with endless possibilities for meetings, conventions, product launches and events etc. – all within easy reach
- Covering a total surface area of 1,450 m², with 9 meetings spaces including:
 - 1 Plenary room of 301 m²: with a capacity of 320 people
 - 1 multipurpose room of 178 m²
 - 1 Amphitheatre of 154 m²: with a capacity of 80 people
 - 3 modular rooms of 96 m² each (each can be subdivided into 2 smaller rooms)
 - And a large Foyer of 523 m²

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Sea Club Conference Center (Le Méridien)

Le MERIDIEN



3.000



14 meeting rooms

- **Versatile space** encompassing 14 meeting rooms on four levels with intoxicating private terrace views of the blue waters of the Mediterranean Sea
- Keep conversation fresh using the **interactive “thought boards”** and technology in all meeting rooms
- **Creative Meetings by Le Méridien :**
 - 3 rooms dedicated to creative meetings and promise to surprise the visitor with a personalised design (e.g. Formula 1 theme)
 - To encourage creativity and free imagination : team building sessions organised around art or local cuisine, in the hotel or in the surroundings

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Other exceptional venues - SBM

SALLE DES ETOILES



973



Up to
950 pax

- Most spectacular venue in Monaco with huge bay windows and sliding roof (with under the stars setting)
- Switch from an indoor to an outdoor venue within a second for a wow effect!
- Capacity:
 - 950 pax for dinner and cocktail setting

VILLA LA VIGIE



890



Up to
300 pax

- One of the most prestigious villas on the Côte d'Azur due to its history, architecture and unique location
- Home to famous fashion designer Karl Lagerfeld for over ten years
- Magnificent panoramic view of the Mediterranean Sea, the Principality of Monaco and Roquebrune-Cap-Martin Bay
- Capacity:
 - Cocktail reception setting: 300 pax
 - Dinner setting: 220 pax

BUDDHA BAR MONTE-CARLO



475



Up to
400 pax

- On the Casino Square
- Innovative cuisine combining subtle Asian and fine French flavors
- Live DJ every night until 2am
- Capacity:
 - Cocktail reception setting: 400 pax
 - Dinner setting: 226 pax



Other prestigious venues - SBM

TERRASSES DU CASINO

m²

883



Up to
1000 pax

- Located at the foot of the Casino de Monte Carlo and Opera Garnier, with panoramic views over the Mediterranean Sea
- Capacity:
 - Cocktail reception setting: 1000 pax
 - Dinner setting: 500 pax

SALLE EMPIRE (HOTEL DE PARIS MONTE-CARLO)

m²

494



Up to
464 pax

- A legendary room at the heart of the Hôtel de Paris which has been the setting of the most spectacular evenings for the past 150 years
- Large terrace overlooking the Casino square
- Capacity:
 - Cocktail reception setting: 464 pax
 - Dinner setting: 376 pax

SALLE BELLE EPOQUE (HOTEL HERMITAGE MONTE-CARLO)

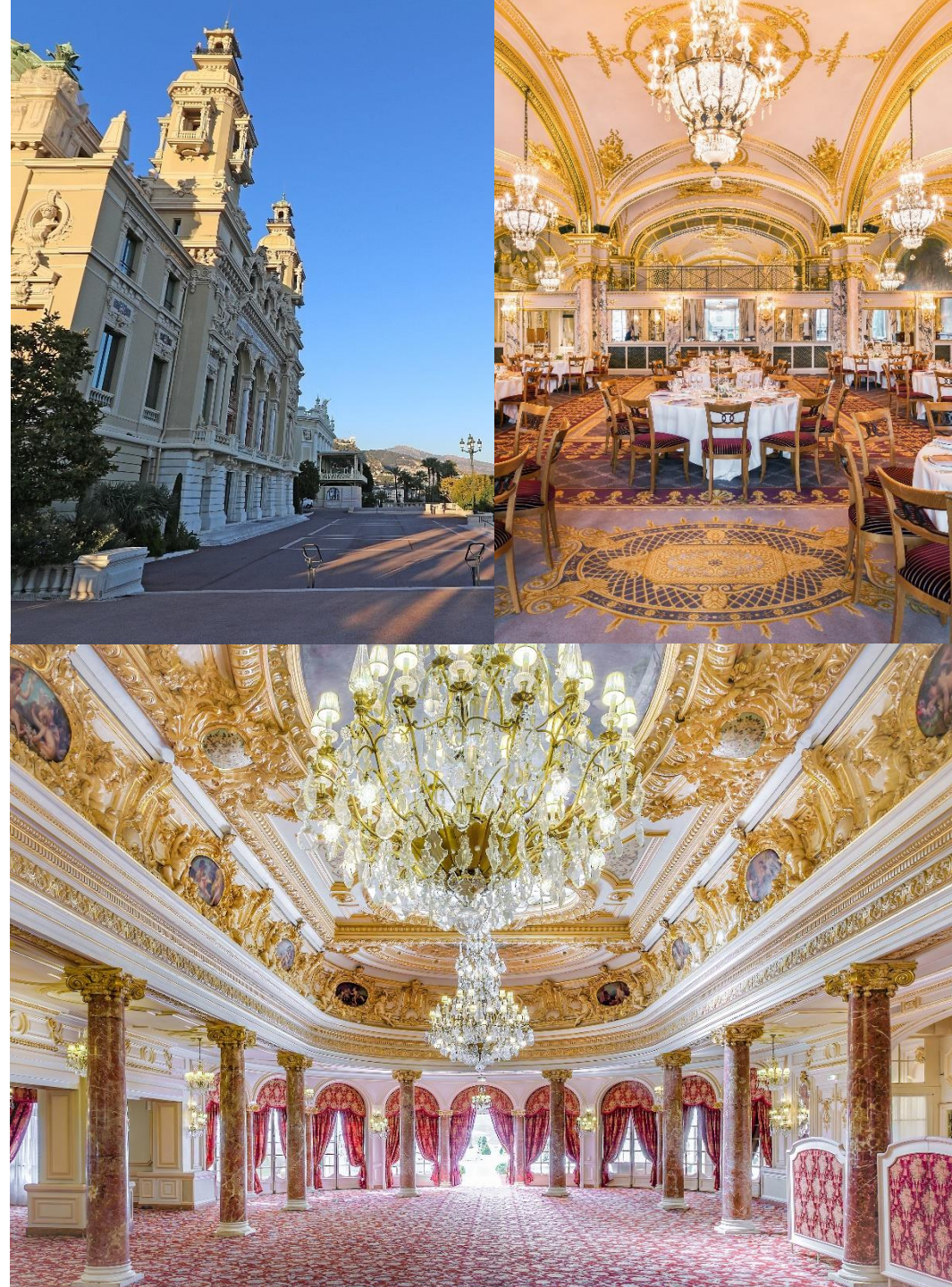
m²

282



Up to
270 pax

- Listed Monument with a panoramic view from its vast terrace encompassing the Port and Rock of Monaco
- Capacity:
 - Cocktail reception setting: 270 pax
 - Dinner setting: 200 pax



Other prestigious venues

YACHT CLUB MONACO



Up to
650 pax



3
venues

- One of the most exclusive private club of the Principality
- Designed by world-renowned architects Foster + Partners, it is today the symbolic centrepiece of Monaco's remodelled harbour front
- All rooms with unrivalled views over the harbour
- *This venue is a private club: access to private rooms is limited*
- Capacity:
 - Meeting room standing/seating: 250/150 pax
 - Ballroom cocktail reception/dinner: 650/370 pax
 - Observatory Deck cocktail reception/dinner: 650/450 pax

CHAPITEAU ESPACE FONTVIEILLE



8665 m²
and its **2000** m²
big top tent



Up to
3790 pax

- Situated in the Fontvieille district of Monaco, overlooking the sea
- Venue where the acclaimed Monaco International Circus Festival takes place every year
- Ideal venue to host all kinds of events: Gala dinners, private evenings, performances, product launches, sporting events, and more
- Capacity:
 - Up to 3790 available seats for any kind of shows
 - Cocktail configuration: 1700 pax
 - Dinner: 1500 pax seated



Other prestigious and unexpected venues – Museums privatised

OCEANOGRAPHIC MUSEUM OF MONACO



1000
pax

- Built on the cliff 85 meters above the Mediterranean Sea
- Located on the Rock of Monaco
- Different venues available with the following capacities:
 - Dinner setting in the conference room: 250 pax
 - Cocktail reception in the whole museum (which has a whole floor dedicated to aquariums): 1000 pax
 - Cocktail reception on the rooftop (also possible for dinner setting): 200 pax

CARS COLLECTION OF H.S.H THE PRINCE OF MONACO



1300
pax

- Passionate about cars, Prince Rainier III built a large collection of vintage cars
- Located on the Terrasses de Fontvieille
- Capacity:
 - Lunch/Dinner: 650 pax
 - Cocktail party: 1,300 pax

EXOTIC GARDEN AND OBSERVATORY CAVE



1000
pax

- With gigantic plants with unusual shapes
- Exceptional panorama on the Hercules Port, the Rock of Monaco, the French and Italian Riviera
- Prestigious setting for organizing a cocktail reception in the middle of the gardens or on the terrace of the Cave of the Observatory (including private visit of the prehistoric cave 100 m underground)
- Capacity (outdoor):
 - Cocktail reception setting: 1,000 pax
 - Dinner setting: 250 pax



Other unexpected venues

CONDAMINE MARKET HALL



600

pax
(indoor)



1500

pax
(outdoor)

- Typical Mediterranean setting and an unusual atmosphere in Monaco
- Indoor and outdoor farmer's market with food stations from Monaco, France, and Italy along with other types of products such as seafood, local organic produce, French and Italian desserts
- Capacity in cocktail configuration:
 - Indoor lunch/dinner : 600 pax
 - Outdoor (summer only): 1,500 pax

DINE AROUND



- With more than 130 restaurants, Monaco is a drinking and dining scene
- With 3 main dine-around areas , group participants can enjoy a real journey of culinary discovery :
 - Hercules port with casual restaurant, lounge bars and clubs
 - New Portier district with pubs and restaurants enjoying large terraces on pedestrian avenue
 - Fontvieille harbor with wide range of cuisines on menus, from Italian, Japanese, Mexican as well as lively wine and cocktail bars





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Best activities in Monaco



Main activities in Monaco



Sport

- Tennis
- Golf
- Jogging paths
- Monamove
*outdoor connected
fitness stations*
- Swimming / Water sports
- Indoor electric kart (winter season)



Wellness

- Thermes Marins Monte-Carlo
- Le Spa Métropole by Givenchy
- Cinq Mondes Spa
- Carol Joy Spa
- Monte-Carlo Beach Spa



Shopping & Restaurants

- One Monte Carlo
- Metropole Shopping Monte-Carlo
- Larvotto area
- Fontvielle Shopping Center
- Commercial avenues: Rue Grimaldi, Boulevard des Moulins
- From the 3 Michelin star restaurant to the local Condamine market



Nightlife

- Jimmy'z
- Happy Hours on the Harbour
- Casino de Monte-Carlo
- Thursday live sessions at the Grimaldi Forum
- Concerts
- Elegant hotel bars and trendy outdoor lounge bars



Unexpected

- Mixology and cooking classes with the Chefs
- L'Orangerie tastings
- Terrae experiences
- Helicopter experiences
- Ni Box – bowling
- Electric bike tours



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Monaco, a **leisure** and **MICE** destination



Key figures – Tourism in Monaco



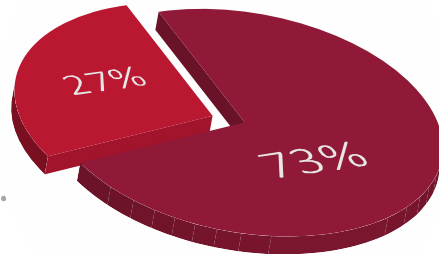
In 2019,
597 925
room nights
(+3,1% vs 2018)
in Monaco



Main source
markets:
France, the UK,
Italy, the USA,
Russia



9
promotion bureaux
all over the world



Leisure
represents **73%**
of the total room nights
and MICE: **27%**

Focus on Leisure:

145 operations organised by the DTC in 2019
all over the world to promote the destination

Focus on MICE:

136 MICE events organised by the DTC in 2019
(+9.7% vs 2018)

Top sectors: Medical / Pharmaceutical /
Cosmetics, IT, Sport, Luxury, Insurances /
Banks / Consulting

Added value packages for individuals and groups

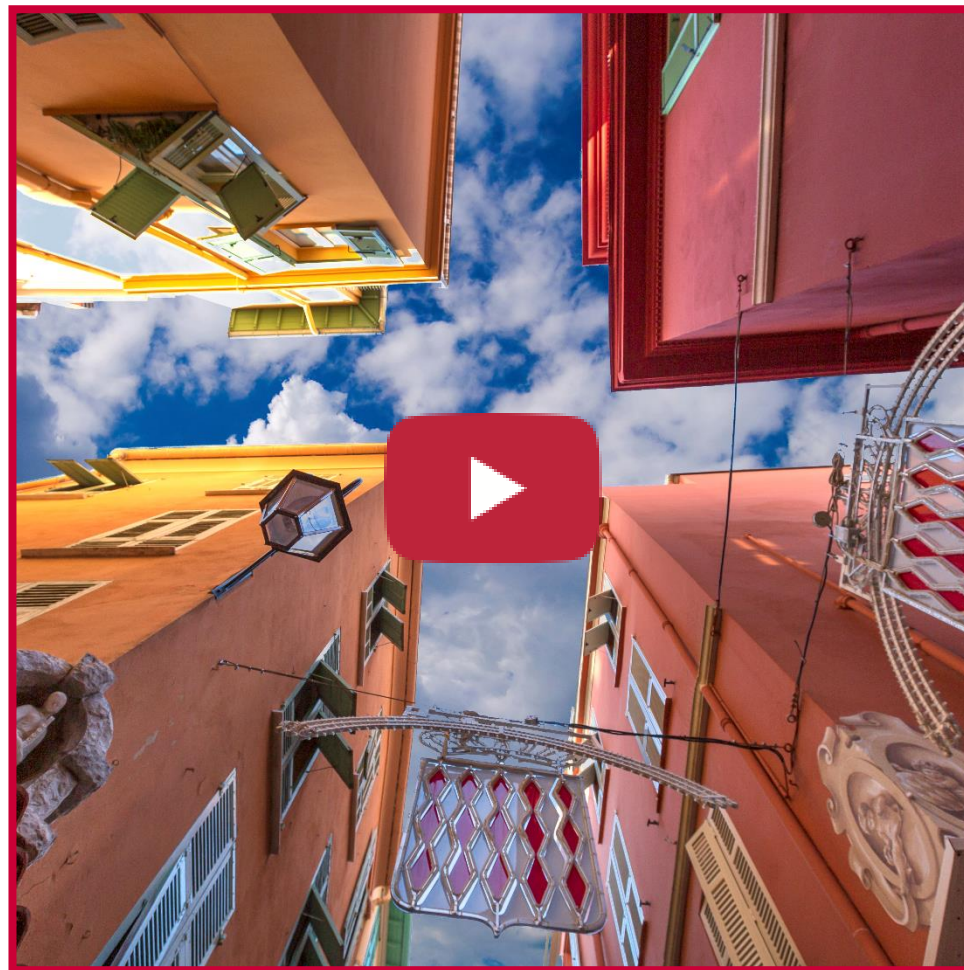
Passport to Monaco (for Leisure)

- Complimentary helicopter transfers between Nice Côte d'Azur Airport and Monaco with Monacair
- VIP welcome in one of our hotel partner
- Free entry to the Principality's main attractions and museums (e.g. Exotic Garden, Oceanographic Museum, The Prince's Car Collection...)
- Total value : more than EUR 360

Monaco Meetings (for MICE)

- The Monaco Meetings Offer provides added value to any group that books significant occupancy of the Grimaldi Forum Monaco, and 1,200+ room nights, including two consecutive nights among at least two hotels located in Monaco
- The Monaco Meetings Offer includes:
 - Organisation of your site inspection
 - Discounted airport transfers by regular bus
 - Food & beverage credit (under conditions)
 - Complimentary private bus transfers between hotels and venues within Monaco

Monaco is FOR YOU



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Thank You

HEADQUARTERS IN MONACO

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LOCAL PROMOTION BUREAU

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