

[IMAGE]

EUROMIC Celebrates its 35th Anniversary

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EUROMIC-THE Destination Management Partnership in Europe and the Mediterranean announces its 35th Anniversary as one of the premier Destination Management Associations in the world.

EUROMIC was founded in Paris on February 4th, 1973, by 10 European incoming agencies as a marketing consortium to promote Europe and its destinations, initially to the North American incentive travel market.

'EUROMIC and its members have proven their ability to adapt to change and survive in a marketplace that has seen a number of really rough patches over the last decades,' said Giancarlo Carrera, current President of EUROMIC, referring especially to the oil crises of 1970s and the events of 9/11. 'Our members have seen steady growth over the past years. We have all the momentum and reputation that comes with 35 years of leadership. It is safe to say that we are in a position to maintain our competitive stance - continuing to lead the way in the Industry and expand our market-base.'

As part of the anniversary celebrations, EUROMIC's communication tool received a complete makeover: a new logo and a redesigned website, featuring a new easy to read and navigate interface in order to deliver improved and state of the art assistance to all meeting and incentive professionals. Please visit www.euromic.com.

ABOUT EUROMIC

In 1982, one of the members coined a new term: 'Destination Management Company' (or DMC) which was adopted by the Association to describe the specialized services of its members. This highlighted the creative programs and logistical expertise that allowed these companies to execute successful events and also helped differentiate EUROMIC's members from traditional group-tour operators. The term 'Destination Management Company' has since become part of the industry lexicon.

Today, EUROMIC boasts representation of 31 unique destinations. Amongst these are five World Affiliates, a concept created in 2005 in response to the ever-increasing demand from clients for vetted contacts outside EUROMIC's geographical area. Each member and World Affiliate company is a separately owned independent and experienced DMC which has proved its capacity to meet stringent qualifications. Membership and Affiliation is limited to one DMC per country and is both a privilege and a quality seal. EUROMIC represents an international team of more than 500 group travel professionals, possessing the experience, imagination, expertise and local influence, necessary to plan and execute creative programs for meetings, incentives, conventions as well as exclusive special-interest tours.

In contrast to commission-driven sales organizations, the Marketing Offices in Brussels and Chicago are an incorporated part of the Association, under the direction of the Board. The offices proudly serve its members and World Affiliates by providing them market intelligence and services by facilitating communications with clients. It is then up to each member to turn these resources into sales.

Additional information at: www.euromic.com

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