

euromic welcomes new members in Tunisia and the Baltic States

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euromic - THE Destination Management Partnership in Europe and the Mediterranean officially welcomed two new members last week: Barclay's Group Travel in Tunisia and Baltic Travel Group (BTG) based in Latvia.

In a vote held in March, both companies were accepted unanimously by euromic's membership. These additions have secured euromic's place as the largest consortium of independent Destination Management Companies (DMCs) in Europe and the Mediterranean.

Barclay's Group Travel, headquartered in Hammamet, about one hour from the city of Tunis, was founded in 2002 and has already established a reputation for reliability, creativity and value. Tunisia - famously the location for the first Star Wars film - offers an exceptional landscape, rich in both natural beauty and ancient Roman and Phoenician architecture. The combination of luxury resorts and exciting activities, including Sand Yachting and tours of the old cities such as Tunis and Kairouan, have made Tunisia popular with both special interest tour operators as well as meeting and incentive planners looking for destination that is unusual in all the right ways. 'Joining euromic is a great opportunity for us,' said Moufida Ameer, Chief Office of Barclay's Group Travel. 'We are honored to have been accepted by the other members and we look forward to offering our high-quality of service to euromic clients.'

Baltic Travel Group Ltd. (BTG), founded in 2000 in Riga, Latvia, prides itself on client service and fresh ideas above all else. 'Becoming part of euromic is likely to help us open our countries to the clients who have never considered the Baltic States as a MICE destination, and gives us access to the know-how and experience of the best independent brands in the industry," said Vlad Koriagin, President of BTG, which offers full service meeting, incentive, and FIT programs in the countries of Estonia, Latvia and Lithuania. Long held under Soviet rule, these European Union nations contain some of the most cutting-edge destinations in the world, including the three capitals of Tallinn, Riga and Vilnius. The Baltic States are a bridge between East and West, linking Russia and Europe together, and enjoy close proximity with Scandinavia. It is easy to map the history of Europe through the Russian, German, Finnish, and Swedish influences, but the Baltic nations are founded on a unique and ancient culture, all their own, that still exists today. BTG and euromic are delighted to be able to bring this rapidly expanding region to life for any event.

'euromic is proud to offer its clients options in Tunisia and the Baltic States,' said Giancarlo Carrera, president of euromic. 'These are new and exciting destinations for many planners and incentive organizers. We have the utmost confidence in the professionalism of both Barclay's Group Travel and the Baltic Travel Group and their ability to make their programs alive for participants.'

With the addition of these new members, euromic, which celebrates its 35th anniversary this year, has grown to include member or World Affiliate companies in 33 destinations.

Both Barclay's Group Travel and the Baltic Travel Group will be present as euromic members at IMEX 2008 (Stand F765) in Frankfurt, April 22-24.

About euromic

Today, euromic boasts membership in 33 unique destinations: Austria, The Baltic States, Belgium, Cyprus, Czech Republic, Denmark, Egypt, France, Germany, Great Britain, Greece, Hungary, Iceland, Ireland, Israel, Italy, Jordan, Morocco, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Tunisia and Turkey as well as euromic World Affiliates in Argentina, Brazil, Dubai, China and South Africa.

Additional information at: www.euromic.com

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