



# *Wedgewood Germany*

DESTINATION MANAGEMENT IN THE HEART OF EUROPE



## YOUR PARTNER: WEDGEWOOD GERMANY

### May we introduce ourselves:

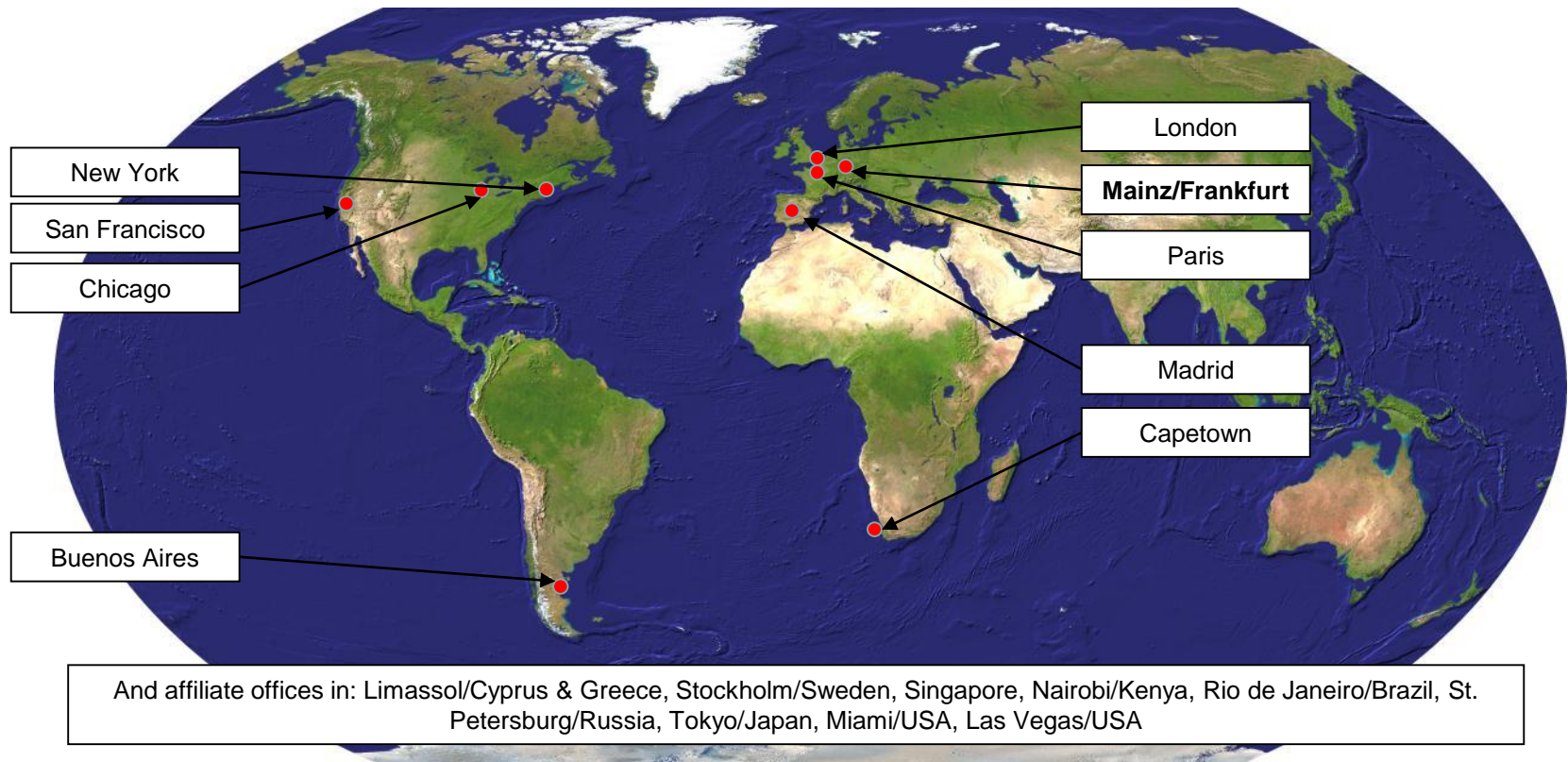
- We are an incoming tour operator, destination management & event design company.
- We are a pan-European joint venture between the German tour operator Poppe Reisen, which celebrated his 45th birthday and the Wedgewood Group, which is now in business for more than 30 years.
- We are now on the market for 10 years, running since January 1st, 2005.
- Our office is based in Mainz, 30km from Frankfurt, right in the heart of Europe.
- We also have an office in Berlin
- 4 staff in operation:
  - Matthias Junker, Managing Director
  - Cindy Huyer, Senior Account Manager
  - Wiebke Wieczorek, Account Manager PCO
  - Ann-Kathrin Wehse, Account Manager Spanish market & operating the Berlin office



## YOUR PARTNER: WEDGEWOOD GERMANY

### May we introduce ourselves:

Wedgewood Germany belongs to a family run network of DMC's, which can be found at prime spots around the world. The main Wedgewood office is in London, with further offices located in:





## YOUR PARTNER: WEDGEWOOD GERMANY

### Where can we be of assistance?

- We specialise in providing tailor-made, carefully-planned programmes for all types of corporate group travel & event - meetings, conferences, incentive trips, product launches - as well as for the special interest group and association markets.
- Further to our company name, we mainly work in Germany, but can also provide services in Austria (Alpine region) and Switzerland (Border regions/German speaking parts) upon request & depending on nature of services requested.
- We provide all services you can expect from a decent DMC:
  - traditional or stylish new accommodation,
  - event locations with that special wow-factor,
  - reliable transfers,
  - guiding with a personal note,
  - conference and meeting planning to the very last detail,
  - hidden gems,
  - up to date in-restaurants,
  - team building, where teams are built,
  - etc. etc.



## YOUR PARTNER: WEDGEWOOD GERMANY

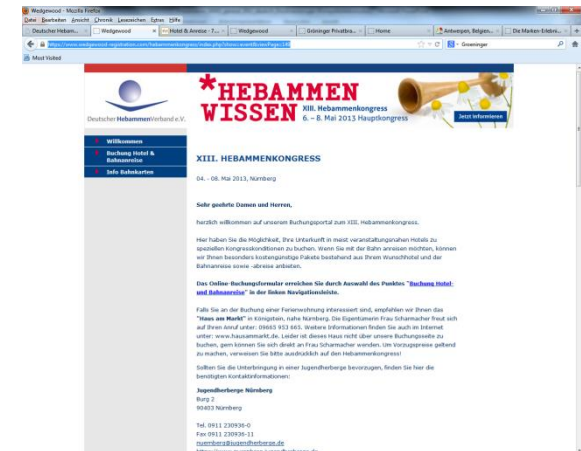
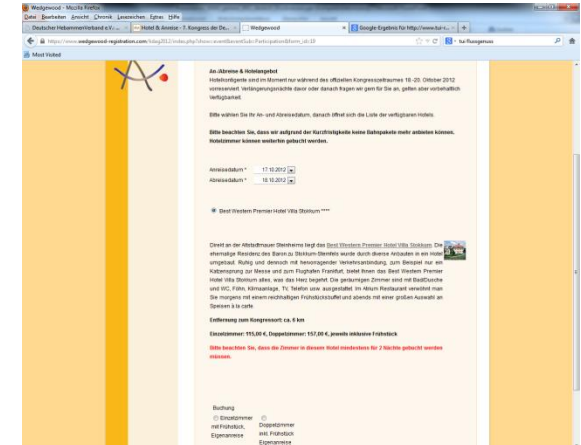
### What we can also do...

In addition to the organization of incentive trips, meetings and events, we have also developed two further business areas we are working in:

#### \* PCO services:

We run our own Internet booking platform for hotels for congresses and of course also take over all the tasks related to this:

- hotel purchasing
- Allotment management and monitoring of the cancellation periods,
- Participant management and customer communication,
- Package creation with hotel overnight and train travel, train ticket purchase,
- Hotel check just before the congress,
- Short-term bookings with a stand at the congress site (if desired),
- Creation of a social program
- Billing after the congress



### YOUR PARTNER: WEDGEWOOD GERMANY

#### What we can also do...

##### \* Charter and organisation of land excursions for river cruise ships

Here **we** have been trusting with the KD / Premicon AG / Line for a total of 5 years, and then worked with TUI group and **organized their land excursions for the river cruise ships** TUI Allegra, TUI Sonata and TUI Queen **on the Rhine, Main and Moselle.**

Unfortunately, the TUI has discontinued its river cruise program at the end of 2014 so that we currently do not have an active partner in this area.

Through the purchase, management and support of all the services we have, however, good and close relations with many tourism associations, congress and marketing departments of the towns along the rivers. Through these institutions, we mainly book the tour guides for the excursions and have now sourced a large base of guides who we know are well received by the guests.

As a part of the seasonal care of the ships, it is above all flexibility and very good accessibility, as guest numbers and the status of land excursions are always reported only at very short notice. Also on the uncertainties in the nautics – (for example high and low water, delays caused by locks) - can only be operated at very short notice. Here we are tested and experienced, and not least because of this, the TUI group had been very happy to cooperate with us.

**We** also have good contacts to several cruise companies and **can offer full- or part charter of river cruise ships** at no higher rates than what you can find in the internet. **Chartering a river cruise ship and designing individual shore excursions make a great incentive trip!**

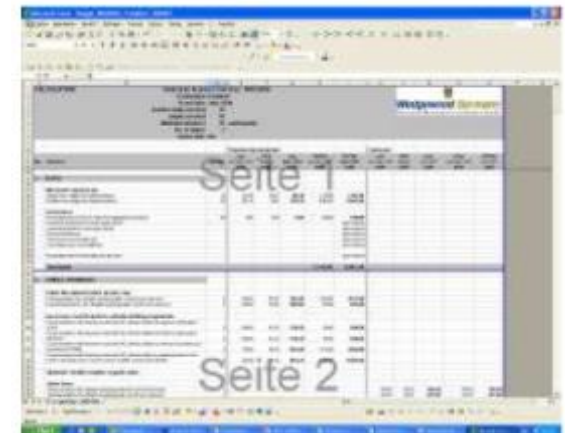
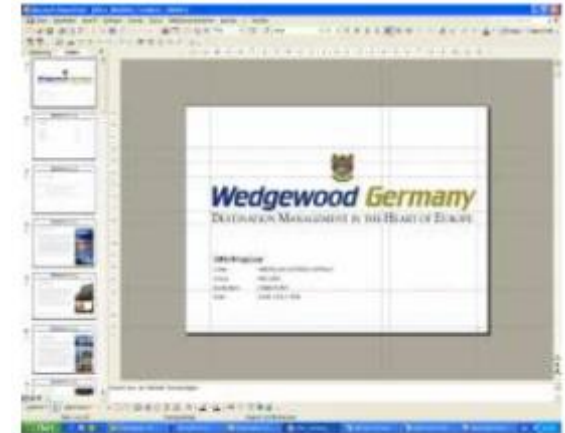




## YOUR PARTNER: WEDGEWOOD GERMANY

### How are we working?

- Our offers are always tailor made and based on your briefings – You don't get standardised pages or a “catalogue” of services from which you need to set up your programme by yourself, never to be sure if it works out properly.
- Our offers and research are always free of charge and without any obligation for you. Test us!
- If you give us a deadline until when you would need your offer, we stick to it – or keep you informed, if we can't - of course mentioning our reasons!
- Our offers are usually – depending on the briefing - separated in two parts: A presentation with a description of the planned programme, photos and a cost summary (where appropriate) and a full and detailed cost sheet also mentioning all conditions.



## YOUR PARTNER: WEDGEWOOD GERMANY

### Our Unique Selling Points!

- Unlike a lot of other agencies, we cover the whole of Germany.

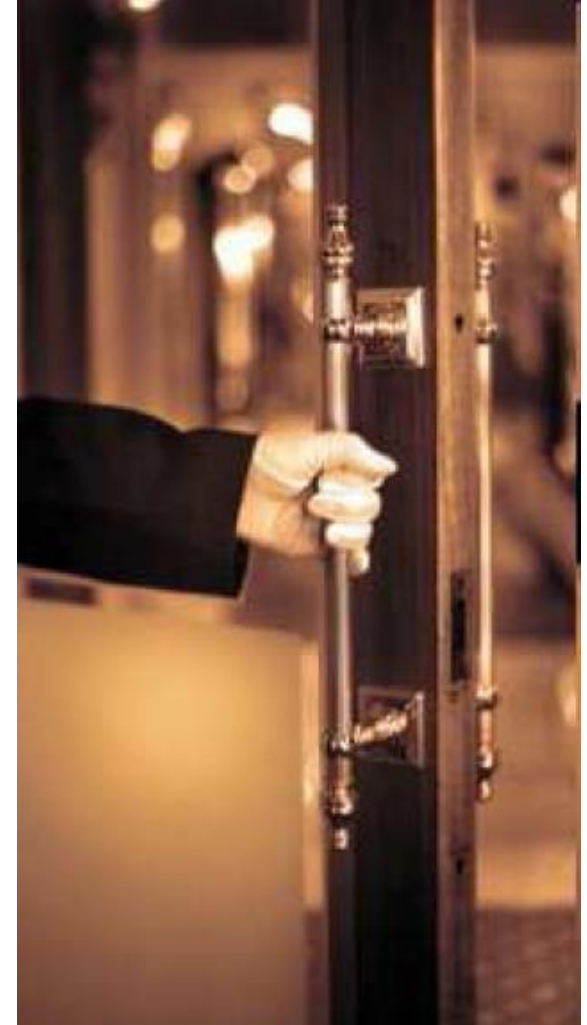
This means, that if you have a conference group going to say Frankfurt this year, we are happy to assist. And if you have an incentive group, who wants to explore the Bavarian Alps next year, we can also assist - with the same contact, the same level of know how and knowlegde and with the same level of attention and detail!

- Unlike a lot of other agencies, we particularly specialize in creatively and logistically highly demanding incentive groups.

Often the larger and long established PCO's, with whom you might work happily and successfully together - have difficulties with such groups, as for them it's too much work with not enough turnover. Ever experienced this problem? Well - let the PCO do the large conference and we run your incentive group! (Which doesn't mean that we don't do the large groups...! Once we've proven that we are able to run the small detailed ones, you can also request us for your next large conference...again it's the same contact, the same level of know how and knowledge and the same level of attention and detail!)

- With our special connections we can open doors, which often remain closed!

We can for example offer an exclusive dinner in the German Reichstag. This can only be arranged by invitation from a German MP. We have the connection to the MP opening the door for us!





## YOUR PARTNER: WEDGEWOOD GERMANY

### Our product offering...

- Is NOT:
  - \* based on which supplier offers good conditions for us!
  - \* restricted to our home destination!
- BUT is:
  - \* based on what we think would be the best possible solution for your group – within your briefing and what our country can offer nationwide.
- AS we:
  - \* have the advantage to be able to work nationwide!
  - \* can choose the destination and all offered services depending on your requirements!
  - \* can then even offer more than one destination in our country!



## YOUR DESTINATION: GERMANY

### Welcome to the heart of Europe!

Welcome to a country with two seas in the North, UNESCO awarded river landscapes, low and high mountain ranges in the south and 2000 years full of history.

What else can we offer? We are the country of medieval castles and stately manor houses.

See Berlin, capital of contrasts.

You've certainly heard of the Oktoberfest, but do you also know the Renish Carnival?

Welcome to the home of "Wuerstchen", "Sauerkraut", cuckoo clocks and motorways with no speed limits.

Talk yourself to the serious inhabitants having no sense of humour (But why is Munich having the Oktoberfest then? And have you ever been out on the streets in Cologne during carnival?).

We can go on and on with list but it's better to experience it by yourself: Welcome to Germany, the heart of Europe!



## YOUR DESTINATION: GERMANY

### A popular destination in the heart of Europe

Germany is an attractive country to visit: Year on year, the multiplicity of landscapes, the wide choice of leisure activities, the plethora of sporting and cultural events and an excellent infrastructure attract millions of tourists to Germany.

However in regards to corporate group travel, Germany seems to be a bit like Antarctica: Totally undiscovered in wide parts! So be one of the first going on an amazing discovery trip:

- **Despite the high population density, Germany has a wealth of natural beauty.**

Little wonder: With two seas in the North, lake and river landscapes, low and high mountain ranges, a large number of country parks and nature reserves, the country presents the visitor with some particularly diverse natural features.

- **A wide choice of programme and leisure activities**

All over the country guests can benefit from a wide range of enjoyable activities. Be it sportive, cultural, historical, creative extraordinary or simply relaxing: We have something for everybody.





## YOUR DESTINATION: GERMANY

### A popular destination in the heart of Europe

- **Germany – a country of sports**

“A time to make friends” – the slogan of the **2006 FIFA World Cup**

**Germany TM** became reality! The Championships gave us the possibility to establish definitely as a country of sports, 32 years after the last World Cup in Germany. We have seen great matches and high emotions. But the party is still not over yet! In Germany you can find an outstanding sporting infrastructure and one of the most impulsive audience in the world!

But our country is not only influenced by football, there are also two famous **Formula 1 circuits** where Formula 1 races taking place each year and attracting over 100.000 spectators per weekend, not only because the German drivers are amongst the best in the world...

During the winter times there is also a wide variety of possibilities, either working out by yourselves in one of our **numerous skiing regions** or **visiting a winter event** like Skiing, Biathlon etc.

Come and discover Germany by a visit of one of our sporting events and you will be deeply impressed and amazed by the organisation and the atmosphere!



## YOUR DESTINATION: GERMANY

### A popular destination in the heart of Europe

- **Germany's cities – attractive, but not only to fans of culture**

Our cities, only to name Berlin, Frankfurt, Dresden, Hamburg, Cologne and Munich, are probably our most popular destinations. In addition to many sights and important cultural institutions, these metropolises offer a wide range of interesting and up-to-the-minute events.

- **UNESCO has awarded more than thirty places of cultural interest the status of world cultural heritage site**

Also in many smaller towns, as well, what is on offer in terms of what to see is truly astonishing. This is why, today, it is not just Berlin's Museumsinsel and Cologne cathedral that are counted among Germany's thirty UNESCO world heritage sites; the old towns of Stralsund and Bamberg, and classical Weimar, have also earned this designation.

- **World renowned events attract millions of visitors each year**

The many folk festivals and processions that are held throughout Germany constitute very significant attractions, bringing in more and more visitors every year. And by this we do not just mean the Munich Oktoberfest, the Christkindlmarkt in Nuremberg or the Rhine Carnival.





## YOUR DESTINATION: GERMANY

### A popular destination in the heart of Europe

- **Germany and its trade fairs**

Germany hosts some of Europe's most important trade fairs and large conferences and so it attracts many visitors year by year. Maybe those trade fairs so far were the main reason for you to travel to Germany?

**The most important cities and trade fairs are:**

Frankfurt: IAA (International Motor Show), Ambiente, IMEX, Book Show

Munich: ISPO, BAUMA

Dusseldorf: Boot

Berlin: ITB, IFA

Cologne: Photokina

Hanover: CEBIT, IAA for commercial vehicles, Hannover Messe and many more...

Despite a usually very difficult accommodation situation, Wedgewood Germany is happy to research hotels matching to your budget. **As we are aware of the difficulties in finding the right accommodation during those major events and hotel researches are usually done via multiple channels, we are also happy to arrange the ground services only** (such as transfers, restaurant bookings, guided tours) and let you arrange accommodation directly.

**Have you thought of connecting the trade show visit with a visiting- or incentive programme?** Well, we can also sort all other ground services for you as well: Be it transfers, operational & guide assistance, programme/sightseeing elements, lunches and dinners, galas, presents...





## YOUR DESTINATION: GERMANY

### A popular destination in the heart of Europe

- **A highly developed transport infrastructure**

Our transport infrastructure is comprehensive and well developed. From Hamburg right down to Munich and from Cologne as far as Berlin – all points are accessible easily and quickly by car, rail, coach or plane.

Almost a hundred tourist roads, such as the 'Romantic Road' or the 'German Wine Road', give visitors access to the ancient rural parts of the country, enabling them to get close to the beauties of nature and some idyllic old towns and villages.

- **Hospitality is the number one priority**

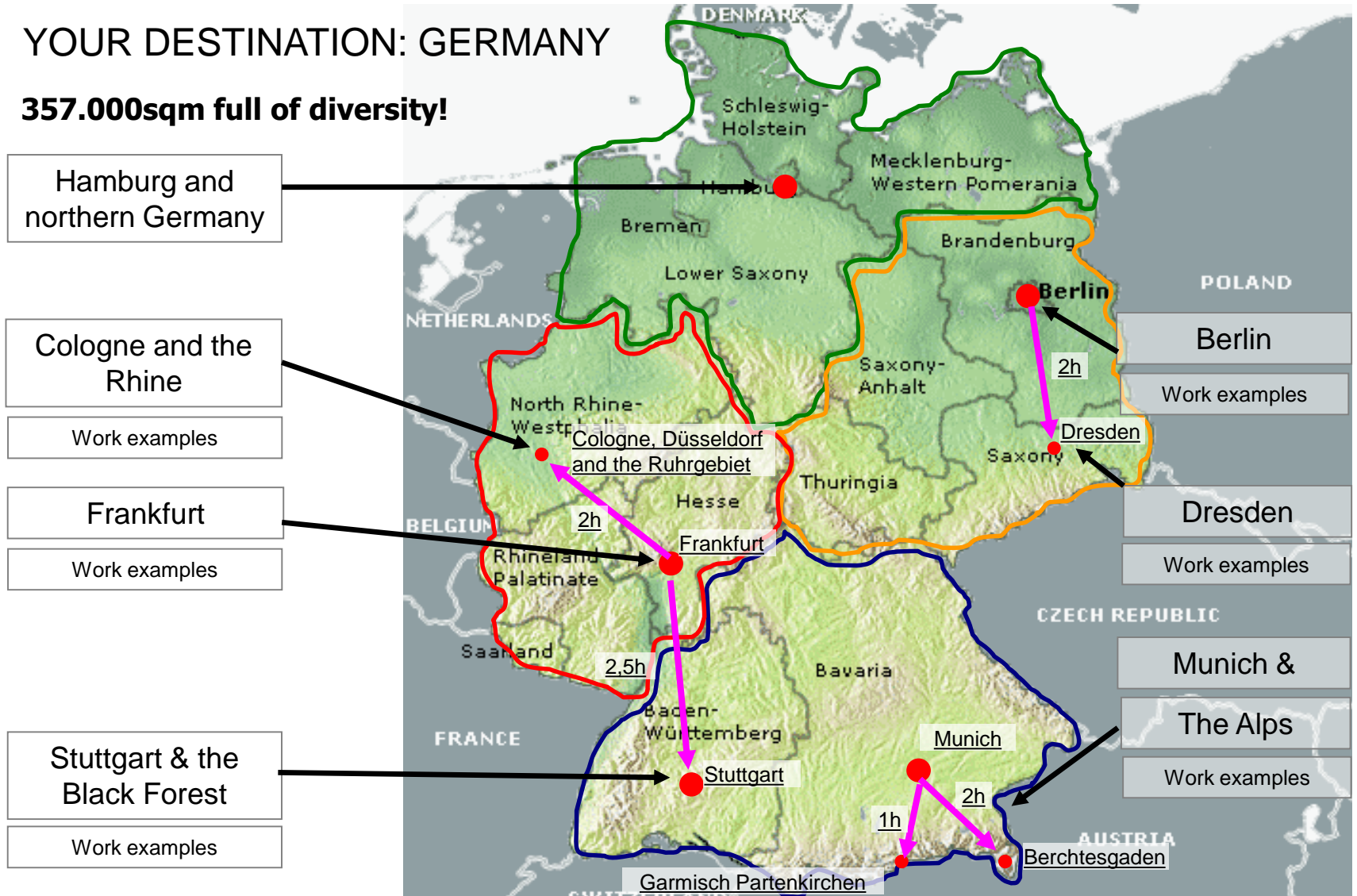
We can offer great accommodation for you in every category: From the private room through guesthouses and holiday apartments to the luxury hotel. Even accommodation in the lower-price classes has to meet certain standards, with compliance being monitored.

And it has long been known that Germany has more dishes to offer than simply 'Bratwurst' and 'Sauerkraut'. Even if regional cuisine is greatly appreciated, in country area, too, international dishes will be on the menu. And it is not only in cities that connoisseurs can find their favourite fare: excellent restaurants can be found right across the country.



## YOUR DESTINATION: GERMANY

**357.000sqm full of diversity!**





## YOUR DESTINATION: GERMANY

### Hamburg and Northern Germany





## YOUR DESTINATION: GERMANY

### Hamburg - Accommodation

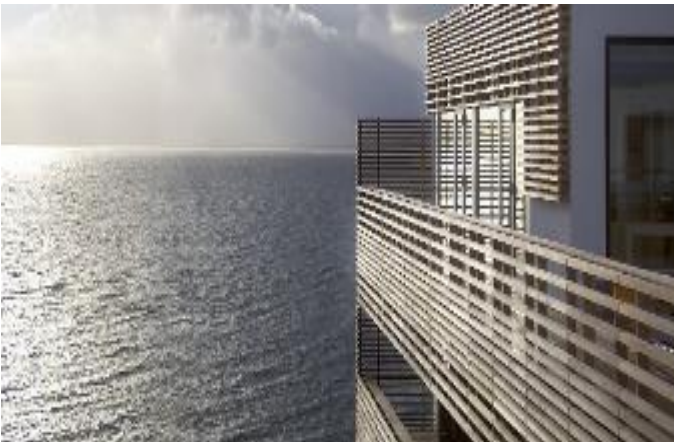


Brand new – The  
Fontenay: Lakeside  
location right in the  
city centre!

Stunning – The  
Westin at the  
new  
philharmonic  
orchestra hall



Designer  
Opulence  
– East  
Hotel



North Sea  
Resort –  
Budersand



## YOUR DESTINATION: GERMANY

### Hamburg - Venues



Störtebecker  
within the  
Elbphilharmonie



The historic  
Hamburg  
City Hall



Museum  
ship Cap  
San Diego



Panoramadeck



## YOUR DESTINATION: GERMANY

### Hamburg - Activities



Sailing



Harbour  
tour next to  
the giants



Mini hot rod  
tour



Backstage tour  
at the largest  
model railway of  
the world



## YOUR DESTINATION: GERMANY

### The Baltic sea



## YOUR DESTINATION: GERMANY

**Frankfurt: More than the airport and the trade fair!**





## YOUR DESTINATION: GERMANY

### Frankfurt - Accommodation



Classical  
Elegance –  
Villa Kennedy



Luxury –  
The  
Jumeirah  
Frankfurt



Rent your own  
castle: Schloss  
Reinhartshausen



Design:  
The  
Roomers



## YOUR DESTINATION: GERMANY

### Frankfurt - Venues



Above all:  
Windows  
25



Fun ride in a  
historic tram



Dinner  
cruise on  
the Main



Try the  
Frankfurt  
Apple wine

## YOUR DESTINATION: GERMANY

### Frankfurt - Activities



Sampling local specialties in the Kleinmarkthalle

Wine tastings



Roadster drive out to Heidelberg and German Motorway experience

Land a 747 in an original flight simulator





## YOUR DESTINATION: GERMANY

**Cologne and the Rhine valley: 2000 years of history and ...**





## YOUR DESTINATION: GERMANY

**Cologne and the Rhine valley: ...and UNESCO world heritage site!**



## YOUR DESTINATION: GERMANY

### Cologne and the Rhine Valley - Accommodation



5-star  
overnight next  
to the  
cathedral

Castle retreat:  
Hotel  
Rheinfels at  
St. Goar



A cruise ship  
on the Rhine:  
your moving  
luxury hotel

Design –  
Kameha  
Grand at  
Bonn





## YOUR DESTINATION: GERMANY

### Cologne and the Rhine Valley - Venues



Home of  
statesmen:  
Grandhotel  
Petersberg



Home of  
Cologne  
Carnival: The  
“Guerzenich”



Home of Dukes:  
Grandhotel  
Schloss  
Bensberg

Home of the  
view:  
Restaurant  
Osman 30 in  
Cologne





## YOUR DESTINATION: GERMANY

### Cologne and the Rhine Valley - Activities



For the movie & design freaks:  
Zeche Zollverein in  
Essen

For the architecture  
freaks: Langen  
Foundation close to  
Düsseldorf



For the sport  
freaks: go  
diving in a  
former steel  
works

Or challenge  
yourself in the  
indoor high  
ropes course



## YOUR DESTINATION: GERMANY

### Cologne and the Rhine Valley - Activities



Walk on the roof of Cologne cathedral



Medieval weapon display at a Rhine Castle



Driving event at Nuerburgring F1 race track



Visit a Christmas Market



## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital





## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital

The Great Wine Capitals is a network of ten major global cities in both the northern and southern hemispheres, which share a key economic and cultural asset: their internationally renowned wine regions.

Great Wine Capitals are:

- Adelaide / South Australia
- Bilbao Rioja / Spain
- Bordeaux France
- Lausanne / Switzerland
- Mainz Rheinhessen / Germany
- Mendoza / Argentina
- Porto / Portugal
- San Francisco Napa Valley / United States
- Valparaiso Casablanca Valley / Chile
- Verona Italy



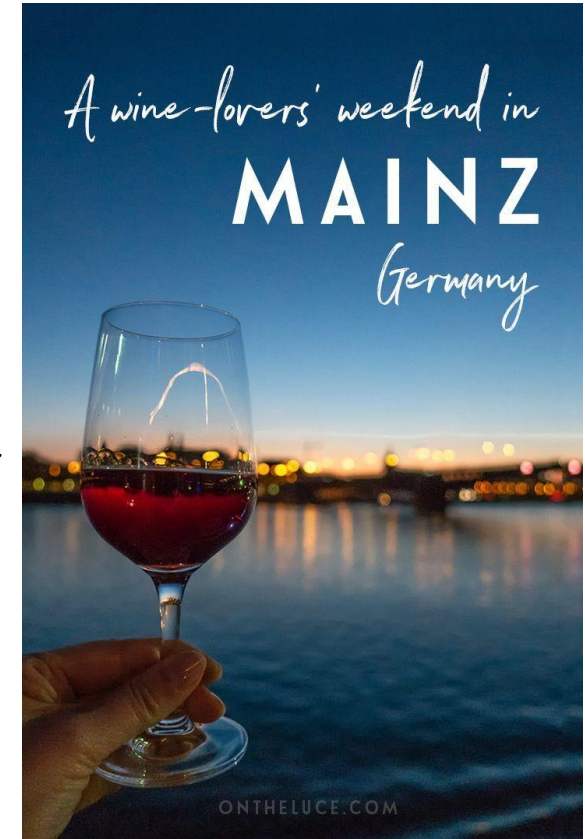
## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital

- Within that network: **Mainz is a way of life!** The capital of the German Federal State of Rheinland-Pfalz is situated on the banks of the Rhine River. **The German Wine Capital is famous for Johannes Gutenberg and his invention of printing with moveable types** and renowned for its carnival celebrations.
- **Rheinhessen** is Germany's largest wine-growing region, confined in the north and east by the great bend in the Rhine River. It is home to a number of sights that bear witness to its rich historical traditions. The cathedrals in Mainz and Worms stand out in the cities' skylines, as does the magnificent Katharinenkirche in Oppenheim.
- Most of all it is the **Riesling wines** that have been causing such a stir of late. Also, Rheinhessen's classic **Silvaner grape** has once again become a topic of discussion. Along with Riesling and Silvaner, the **white Pinot varieties** are also gaining favour. Red wine grapes have doubled in acreage over the past ten years. **Dornfelder** is the most important red variety, but classics such as **Pinot Noir and Portugieser** have also become more common in recent years.

Loess, limestone and loam are the main soil types. Rotliegendes is a red, slatey-sandy clay soil in the steep riverfront vineyards, and near Bingen there is an outcropping of quartzite-slate.

Organic viticulture has a long tradition in Rheinhessen. Thanks to people being increasingly aware of this concept, the number of winegrowers practicing organic viticulture here is on the rise!





## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital



Also runs a  
Michelin star rated  
restaurant:  
Favorite Park  
Hotel Mainz

5-star  
contemporary  
luxury at the  
Hyatt Mainz



Wellness &  
wine hotel in  
the  
countryside:  
Jordans  
Untermühle



## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital



Join the wine  
& hiking  
festivals in  
Oppenheim  
and  
Siefersheim

Dine in a  
medieval  
hospital



Sample local  
specialities  
right at the  
vintners

Sparkling  
wine tastings  
at  
Kupferberg





## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital



Be surprised by  
the Oppenheim  
basement  
labyrinth

Visit Mainz  
Wine Breakfast



See one of the  
oldest printed  
books of the world

Sample  
“Weck,  
Worscht &  
Woi





## YOUR DESTINATION: GERMANY

### Mainz – Great Wine Capital



Cycle  
through  
the  
vinyards



Segway tour  
through Mainz



Powerboats  
on the  
Rhine



Traktor ride  
with wine  
tasting



## YOUR DESTINATION: GERMANY

**Berlin – One of Europe's capitals of the “Zeitgeist” again!**



## YOUR DESTINATION: GERMANY

### Berlin - Accommodation



Classical  
Elegance –  
The Ritz  
Carlton

...Or “THE” Adlon  
right next to  
Brandenburg Gate



You can't  
beat this  
location:  
The Melia  
Berlin



Great for large  
groups: The  
Hilton Berlin





## YOUR DESTINATION: GERMANY

### Berlin - Accommodation



Or even crazy:  
The Nhow  
Music hotel  
Berlin

Flagship  
hotels  
everywhere:  
The Rocco  
Forte Hotel  
De Rome



Great value  
for money:  
Arcotel  
John F

Rather unknown,  
but 100%  
Lifestyle: The  
25Hours Bikini



## YOUR DESTINATION: GERMANY

### Berlin - Venues



On the rooftop  
of the German  
Parliament



Venue  
beyond  
imagination:  
The Mirror  
Room



Industrial at  
the  
Kraftwerk  
Mitte



Underground  
at a not used  
tube station



## YOUR DESTINATION: GERMANY

### Berlin - Venues



Reception at  
the "New  
Museum"

Gala dinner  
at the  
roofed  
courtyard of  
the German  
historic  
museum



Craft beer  
tasting at Brlo  
Berlin



Oktoberfest even  
in Berlin: The  
Berlin  
Hofbräuhaus



## YOUR DESTINATION: GERMANY

### Berlin - Activities



Cross golfing  
at abandoned  
NSA listening  
post



Trabi car  
Wall ride



Bunker  
tours



Graffiti  
seminar



## YOUR DESTINATION: GERMANY

### Berlin - Activities



Beer  
bike  
tour



Tank  
driving

Shopping



Palace &  
park visit





## YOUR DESTINATION: GERMANY

**Dresden – A wonderful city with an amazing history!**





## YOUR DESTINATION: GERMANY

### Dresden - Accommodation



Classical  
Elegance –  
Kempinski  
Taschenberg  
-Palais

With the  
famous  
Canaletto  
view: The  
Westin  
Bellevue



Modern  
elegance at a  
great location:  
Hyperion Hotel  
Dresden

Great  
location: The  
Hilton  
Dresden



## YOUR DESTINATION: GERMANY

### Dresden - Venues



Dixiland  
biergarten  
brunch below  
the Blue  
Wonder

On the  
oldest river  
paddle  
steamers of  
the world      Opera  
Evening at  
Schloss  
Albrechtsberg



Medieval style  
at  
Sophienkeller





## YOUR DESTINATION: GERMANY

### Dresden - Activities



Trabi Rallye

Bike  
tour to  
Pillnitz



Dresden  
speciality  
tastings

Demonstration  
workshop at  
famous  
porcelain  
manufacture  
in Meissen



## YOUR DESTINATION: GERMANY

**Munich and the Alps – Mediterranean lifestyle, amazing scenery AND history!**





## YOUR DESTINATION: GERMANY

### Munich - Accommodation



Cosy and  
contemporary  
– The Anna



Classical  
Elegance –  
The Charles



Design:  
Sofitel  
Bayerpost



Location  
is all: The  
Louis

## YOUR DESTINATION: GERMANY

### Munich - Venues



Gala evening  
at Munich  
Residence –  
the city palace  
of the Bavarian  
Kings

Dinner next to the  
dream cars: At  
Restaurant  
Bavarie within  
BMW world



Burlesque  
night at the P1  
club – so non-  
Bavarian at all

Create your  
own  
Oktoberfest





## YOUR DESTINATION: GERMANY

### Munich - Activities



City rallye  
following  
Bavarian  
traditions



Brewery visit with  
beer tasting



Olympic  
stadium  
rooftop tour  
with Abseiling



Visit of BMW  
world

## YOUR DESTINATION: GERMANY

### Munich - Activities



See  
Germany's  
best  
football club

Orientation tour  
on a conference  
bike with a cask  
of beer on  
board...



Heavy history:  
Dachau  
concentration  
camp:

BMW or Mini  
driving  
experience





## OUR DESTINATION

### Munich - Activities



Raft tour on the river Isar



## YOUR DESTINATION: GERMANY

### Munich - Activities





## YOUR DESTINATION: GERMANY

### Munich - Activities

And of course the Munich Oktoberfest!



## YOUR DESTINATION: GERMANY

### The Alps - Accommodation



Luxury  
Mountain  
retreat:  
Schloss Elmau

Rent your  
own hut:  
Kreuzjoch  
Hut



Overnight  
in an igloo

Contemporary  
and historic  
location:  
Kempinski  
Resort  
Berchtesgaden





## YOUR DESTINATION: GERMANY

### The Alps - Venues



On the Top of  
Germany



Cosy and  
typical  
during a hut  
evening



Unusual: Down  
in a Salt Mine



With  
historical  
background:  
At the  
Eagles Nest

## YOUR DESTINATION: GERMANY

### The Alps - Activities



Winter Olympics



Outdoor  
teambuilding



Boat ride on  
Lake Koenigsee

Scenic  
sightseeing  
trips to relax  
and unwind,  
for example to  
Andechs  
Monastery





## YOUR DESTINATION: GERMANY

### Stuttgart and the Black Forest – The cradle of Germany: Cars and Cosyness



## YOUR DESTINATION: GERMANY

### Stuttgart and the Black Forest - Accommodation



Classical  
Elegance –  
LeMeridien  
Stuttgart



Easy to  
use –  
The  
Arcotel  
Camino



The typical  
resort:  
Romantik  
Hotel  
Trescher



Outdoor  
extreme:  
Survival  
Camp in  
the  
forest



## YOUR DESTINATION: GERMANY

### Stuttgart and the Black Forest - Venues



If you  
need  
space:  
the old  
riding  
stables

The small  
Oktoberfest:  
Cannstatter  
Wasen



Hut  
evening  
in the  
Black  
Forest

Dine in  
style at  
Mercedes  
Benz



## YOUR DESTINATION: GERMANY

### Stuttgart and the Black Forest - Activities



Driving  
experience



Car  
manufacturing  
visit



Caving

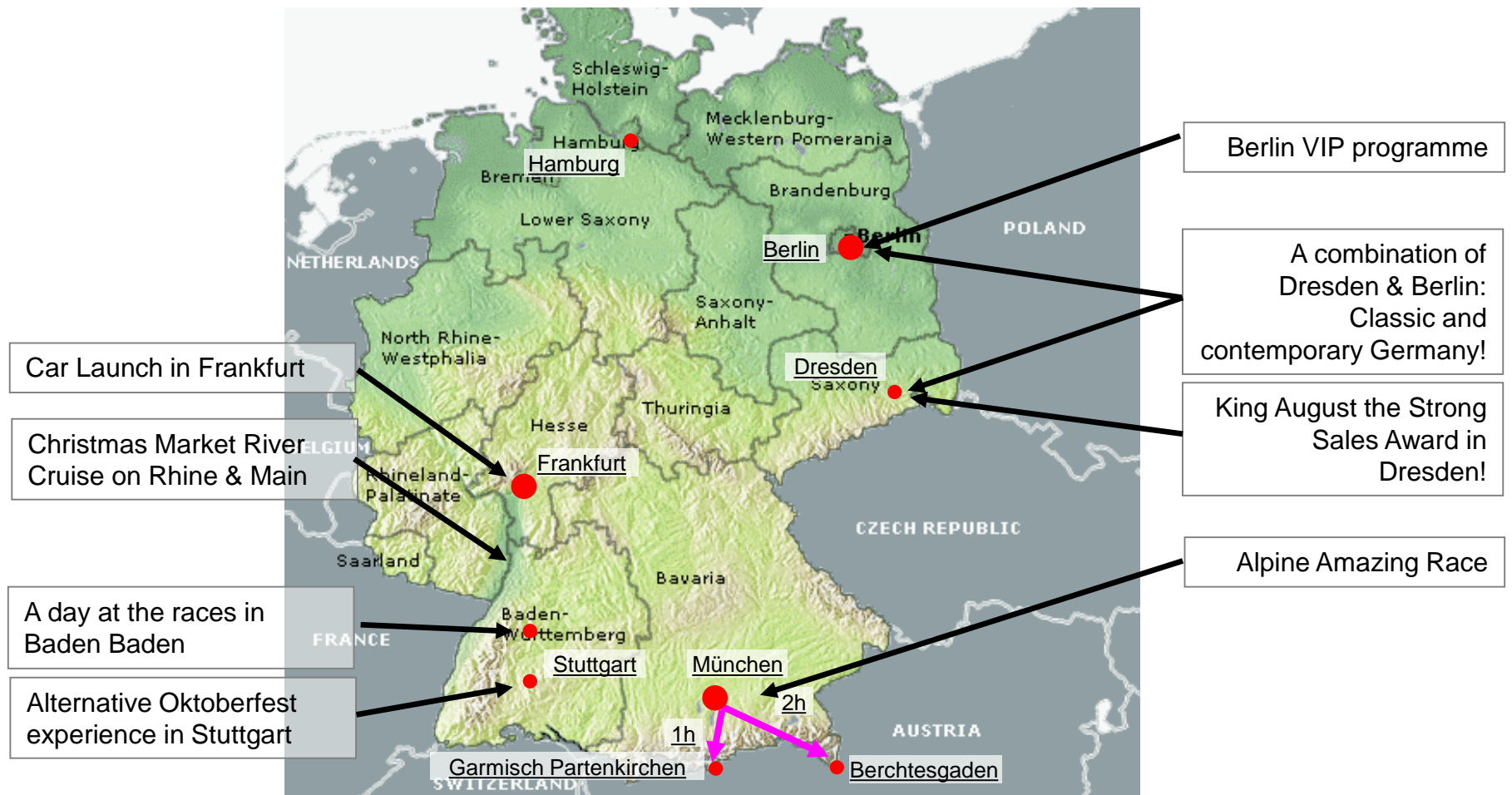


Punting



## SUCCESSFULLY RUN PROGRAMMES

When theory get's into practice ...



## SUCCESSFULLY RUN PROGRAMMES

### Rhine Cruise

**The briefing:** Christmas market experience

**Our solution:** A cruise on the River Rhine with stops at various cities known for their lovely Christmas markets

**The destination:** The legendary River Rhine: Deep valley with castles all over the place and historic cities once in a while!

**Cruise Ship:** Luxurious MS Anesha, 135 meters long. 182 passengers can be accommodated in 90 outside cabins, and there are 44 crew members. The ship is registered in Switzerland.





## SUCCESSFULLY RUN PROGRAMMES

### Rhine Cruise

**The Routing:** A 5 night/6 day cruise

**And the cruise itinerary was as follows:**

- Day 1 departing Cologne
- Day 2 Frankfurt
- Day 3 Rüdesheim
- Day 4 Cochem (Moselle)
- Day 4 Koblenz
- Day 5 Bonn
- Day 6 arrival Cologne

Cruise itineraries change from year to year, but the stops keep generally the same – just in different orders



## SUCCESSFULLY RUN PROGRAMMES

### Rhine Cruise

#### Shore excursions:

- \* Visit of Kloster Eberbach, a huge monastery still in it's original shape, with wine tasting in various rooms

Highlight and surprise for guests at the end: A choir performs Gregorian songs exclusively in the huge monasteries church

- \* Typical German welcome dinner in a brew pub in Cologne
- \* Visit of Cologne Cathedral
- \* Christmas market visits in Cologne, Frankfurt, Strasbourg, Mainz & Koblenz





## SUCCESSFULLY RUN PROGRAMMES

### Car Launch in Frankfurt

**The briefing:** Find accommodation and locations in a European city destination with urban environment, matching to the brand setting of the car.

**Our solution:** **Our one and only city in Germany with urban skyline and urban flair: Frankfurt**

**The destination:** Frankfurt was an ideal destination for the press presentation of Nissan Juke, because:

- \* Frankfurt has the third largest airport in Europe
- \* very good car logistics and good road infrastructure
- \* Interesting scenery with a small historic heart and stunning high rise buildings.



## SUCCESSFULLY RUN PROGRAMMES

### Car Launch in Frankfurt

- The hotel:**
- \* Hotel Roomers, Frankfurt's latest Design hotel
  - \* 106 rooms, 11 suites,
  - \* trendy and elegant restaurant and lively bar
  - \* 600-square-metre roof with rooms offering spectacular views over Frankfurt's banking district below and the river Main nearby.
  - \* impressive Biorhythm fitness and wellness world





## SUCCESSFULLY RUN PROGRAMMES

### Car Launch in Frankfurt

#### Press Event:

- \* Located at the former port areas in Offenbach, the Heyne-Fabrik.
- \* An old industrial building filled with new life through fashion studios, advertising agencies and other lifestyle companies.
- \* Here is the loft-like Thema Studio the perfect setting for the press conference
- \* The great hall of the Thema Studios - the machine hall - is the press conference room. It's more the feeling of sitting on a street, rather than in a closed room!
- \* Dinner at the "Atelier", used as a dining room.
- \* The atmosphere was crowned by the existing furniture of the studio, an antique work bench and the stylish pictures of artist Jörg Schmitz.



## SUCCESSFULLY RUN PROGRAMMES

### A day at the races in Baden Baden

**The briefing:** Set up of a high profile weekend programme.  
Equally interesting for both men and women.  
Important: Must include an event / society highlight

**Our solution:** Visit of Baden Baden International (Horse-) Racing week

**The destination:** Baden-Baden! ...is so nice, that you have to name it twice (Bill Clinton)

**The hotel:** Dorint Hotel Maison Messmer: the perfect synergy between tradition and modern trend, located right next to famous Baden Baden Casino.





## SUCCESSFULLY RUN PROGRAMMES

### A day at the races in Baden Baden

- Social event:**
- \* Race Fever at racecourse Iffezheim
  - \* Three times a year, all eyes in the horse racing world are focused on Baden Baden
  - \* Top class cuisine
  - \* The unique buzz of the betting
  - \* Racing that will bring everyone to their feet.
  - \* Let the Baden-Baden race fever infect you!



## SUCCESSFULLY RUN PROGRAMMES

### A day at the races in Baden Baden

**Food highlights:** Dinner at a Blackforest hut and at the opulent Casino – what a contrast!

1st night: Dinner at the Scherrhof. Right within the local forests, there is a lovely hut and restaurant

2nd night: The Casino Baden Baden!  
One of the most beautiful Casinos of Europe with the impressive “American Room” for an exclusive use throughout the evening.

After the reception and enjoying a fine dining dinner there is then of course plenty of possibilities to gamble.





## SUCCESSFULLY RUN PROGRAMMES

### Berlin VIP programme

**The briefing:** High profile programme with unique elements which cannot be bought on the street, for an annual insurance sales incentive with 40 and 80 guests.

**Our solution:** A special Berlin programme

**The destination:** Berlin – One of Europe's capitals of the “Zeitgeist” again!  
The difference between the two halves is still very much apparent.

**The hotel:** **Regent Hotel Berlin**  
Was opened as a Four Seasons Hotel with the respective opulent style. Great location at one of Berlin's nicest and most central squares, Gendarmenmarkt. Huge rooms and great value for money!



## SUCCESSFULLY RUN PROGRAMMES

### Berlin VIP programme

- The Programme:**
- \* Full day tank driving excursion in the outskirts of Berlin for the VIP members of the group
  - \* Transfers with horse carriages for the VIPs to their own welcome dinner
  - \* Video bus tour as a first introduction
  - \* Trabi car drive through East Berlin
  - \* Street art & Graffiti tour to show contemporary Berlin
  - \* Optional excursion to the palaces of Sanssouci in Potsdam
  - \* Transfer in historic minivans – Volkswagen T2 and GDR Barkas, to the Gala dinner venue
  - \* At the German Reichstag – before Gala dinner, a private guiding through the whole building.





## SUCCESSFULLY RUN PROGRAMMES

### Berlin VIP programme



## SUCCESSFULLY RUN PROGRAMMES

### Berlin VIP programme

**Food highlights:** Extravagant dining, each evening being a highlight for itself!

1st night for the Vips of the group: At Kaisersaal at Potsdamer Platz, with a Marlene Dietrich show. In Berlin's heydays in the 1920ies, the "Kaisersaal" was THE place to be invited to. In 1996, the historic Kaisersaal was restored in a spectacular action.

2nd night: Welcome dinner for the whole group at exclusively booked restaurant Maximilians, with typical Music pub games and huge glasses of beer and knuckles of pork .

Last night: Gala dinner with award ceremony in the members of Parliament restaurant at the Reichstag, the seat of the German Parliament





## SUCCESSFULLY RUN PROGRAMMES

### A combination of Dresden & Berlin: Classic and contemporary Germany!

**The briefing:** Show Germany in all its facets

**Our solution:** A combination of Berlin and Dresden  
In fact the client requested a combination of Munich and Berlin before, but was convinced that Berlin and Dresden worked better – as there were so many unexpected highlights!

**The destination:** Dresden stands for the classical Germany with historical buildings and cobblestone streets.  
Whereas Berlin is contemporary Germany – modern and edgy! And all of that is connected by a lot of history!

**The hotel:** The Hilton Hotel in Dresden: Great location right in the historic city centre. And lots of different food outlets on the ground floor for the clients to choose from

And the Waldorf Astoria Hotel in Berlin: Very modern, new hotel in a high rise building, surrounded by other high risers with modern architecture. Great contrast to Dresden. And fabulous large rooms, luxury style, THE NAME...



## SUCCESSFULLY RUN PROGRAMMES

### A combination of Dresden & Berlin: Classic and contemporary Germany!

**The Programme:** Start in Dresden with a brunch on the banks of the Elbe river. Guests were able to attend a public Dixiland festival happening in the surrounding city part.

Cruise on an exclusively hired paddle steamer into Dresden city centre.

During two days in Dresden a choice of programmes guests could choose from: Bike tour to Pillnitz Palace, a visit of a Volkswagen car manufacturing plant located right in Dresden city centre. An excursion to Meissen with a visit and programme at Europe's first porcelain manufacture. A visit of the famous museums in Dresden city centre.

On the transfer from Dresden to Berlin a stopover in the Spreewald region a very remote swamp landscape where the roads are waterways. So unexpected!

Beerbike tour in Berlin followed by the dinner at Berlin Hofbräuhaus





## SUCCESSFULLY RUN PROGRAMMES

### A combination of Dresden & Berlin: Classic and contemporary Germany!

Berlin discovery tour with a video bus with stop overs at various historical points such as Brandenburg Gate and Checkpoint Charly as well as the place, where the Berlin Wall was started to being built.

Optional Berlin programmes with a Trabi tour, visit of a GDR prison and bunker tour

Private visit of the seat of the German Parliament in the Reichstag building



## SUCCESSFULLY RUN PROGRAMMES

### A combination of Dresden & Berlin: Classic and contemporary Germany!

**Food highlights:** Historic style welcome dinner in Dresden with King August the Strong and his Mistress Cosel hosting the evening!

Gala dinner at Castle Albrechtsberg with Opera entertainment. Guests will experience Opera as it was originally conceived – up close with no stage and no binoculars...Opera for dinner! An artistic ensemble swept the group away with an amusingly staged opera show.

Bavarian Oktoberfest style evening at the Hofbräuhaus Berlin. The Hofbräuhaus is a Bavarian Embassy in the heart of Prussia, offering southern German hospitality in typical atmosphere. Here you can expect genuine Bavarian specialties, a typical Bavarian ambience and an ideal gathering place for parties and company events.

Last night: Farewell party with dance lessons followed by dinner in a historic ballroom. Clärchen's Ballhaus is a Berlin institution and definitely a great last wow-factor. Here, each Friday and Saturday, the Berlin party people meet for their "Schwoof" and this is where the group joined and had a great time.





## SUCCESSFULLY RUN PROGRAMMES

### King August the Strong Sales Award in Dresden

- The briefing:** Set up of a never to be forgotten weekend programme including a major sales award evening event, for the best bank teams of a large German Bank, incl. the board of the bank being onsite for the award ceremonies
- Our solution:** King August the Strong and his entourage are hosting two historic days in their wonderful city of Dresden: The best August in your life – ever!
- The destination:** Dresden: A wonderful city with an amazing history! A synonyme for the “Old World”. Dresden is a city of art and culture with magnificent buildings, many museums of world class as well as venues and ensembles with a rich tradition. The inhabitants are known for their own special charm, Saxon hospitality is proverbial. At the same time Dresden is a modern city with the flair of the former Saxon residence – simply a place with life style.
- The hotel:** All guests stayed at the Hilton Dresden. You can't get any more central in town – right next to famous Frauenkirche! The hotel features 333 rooms and as many as twelve Restaurants, Cafes and Bars – If you want to eat rustic style with typical Dresden specialities or elegant – there is something for everybody!



## SUCCESSFULLY RUN PROGRAMMES

### King August the Strong Sales Award in Dresden

The programme: All guests gathered at the city of Leipzig, about 1,5h away from Dresden, for an informal get together and an pre-overnight.

On the next morning, all guests just crossed the street into Leipzig main train station. Here a historic train, the TEE "Rheingold", which was exclusively chartered, waited for the group and took them to Dresden, where they arrived late morning. During the train journey, guests were separated into teams and briefed for the programme in Dresden.

At the train station in Dresden, the ceremony master of King August the Strong welcomed the group and the teams then explored the city during a specifically set up rallye. Stations of the rallye were:

- \* Tasting of saxon specialities in a market hall
- \* Palanquin race
- \* Art seminar at Dresden art school (teams painted on Styropor balls, which were later used as decorations for the evening event)

Lunch was incorporated in the race, during which the mistress of August the Strong welcomed the group.

The rallye finished at the hotel.





## SUCCESSFULLY RUN PROGRAMMES

### King August the Strong Sales Award in Dresden

For the dinner event, the group went onto a historic paddle steamer (Dresden has the oldest paddle steamer fleet of the world!) and whilst sipping an aperitif on board, cruised along the River Elbe to Pillnitz Palace.

Pillnitz Palace used to be the summer retreat of King August the Strong, designed in a Chinese style, which was very fashionable at his time. Here, guests got off the boat and were finally greeted by King August the Strong himself. Then they walked through the gardens, entertained by various artists enroute.

The dinner event itself was held at the Orangerie, which was dressed and lighted up really really princely!! A high class dinner was served, during which the artists continued to entertain guests. King August hosted the night, as well as the award ceremony.

Following the award ceremony was a disco in the central rotunda and the evening should have finished with it's own fireworks, which sadly couldn't be started due to heavy rain.

After return to Dresden, space in a club was hired for the night birds and on the next day, guests departed individually.



## SUCCESSFULLY RUN PROGRAMMES

### Alternative Oktoberfest in Stuttgart: The Cannstatter Wasen

**The briefing:** We want to take part in the Oktoberfest but have a restricted budget – what can we do?

**Our solution:** Join the 2<sup>nd</sup> largest German beer fest, happening in Stuttgart at the end of September, the so called “Cannstatter Wasen”

**The destination:** Stuttgart in the south of Germany, with it's own airport. Where one of the country's economical heart is beating. And traditions are being held high

**The hotel(s):** Le Meridien Stuttgart: You can't go wrong with this hotel. Good location, well equipped, nice rooms

Or, for the coming groups: The Jaz Hotel Stuttgart: This brand new laid-back design hotel shines with its mix of music, art and food, surrounded by the Stuttgart way of life





## SUCCESSFULLY RUN PROGRAMMES

### Alternative Oktoberfest in Stuttgart: The Cannstatter Wasen

**The programme:** \* Participation at the “Cannstatter Wasen” and experience, when 2500 people are standing on the benches and singing “Country Roads...” Guests will never forget that in their life!

\* Visit of the famous German car manufacturers Mercedes Benz and Porsche. See where our mobility was born!

*And for future groups: Try to find some money and visit the Mercedes Benz high performance brand AMG – with a drive out of 300hp cars into the Black Forest!*

\* Shop till you drop at Metzingen Outlet. In the hometown of Hugo Boss the whole city centre has been transformed into an outlet mall

\* Farewell dinner at modern contemporary restaurant “Cube”: Great contrast to the Beerfest party the day before!



## SUCCESSFULLY RUN PROGRAMMES

### Alpine Amazing Race

**The briefing:** “Do you know the American “Amazing Race” TV show? We want this to be adapted for a four day event with 25 guests. Where can we do it in Germany?”

**Our solution:** The **Alpine Amazing Race** in the Bavarian and Austrian Alps

**The destination:** Munich and the Alps: Mediterranean lifestyle, amazing scenery AND history!

**The hotel(s):** Garmisch Partenkirchen, Germany:  
Accommodation in “Bavarian Gasthöfe”.  
offering original hospitality!

St. Wolfgang, Austria: The Scalaria Hotel. It's a truly unique hotel in many ways!

Berchtesgaden, Germany: 5-Star Hotel  
Intercontinental Resort Berchtesgaden on  
famous Obersalzberg





## SUCCESSFULLY RUN PROGRAMMES

### Alpine Amazing Race

**The programme:** Find your way to the next destination – your driver doesn't know the way!

The Rules of the Alpine Amazing Race:

- \* The group will be divided into teams.
- \* Each team has its own team car together with a driver.
- \* Answering questions will lead to the various pit stop points enroute
- \* At each pit stop, the team has to absolve tasks.
- \* Once the task has been finished successfully teams will then receive the next envelope, leading to the next pit stop
- \* only help by a roadbook with photos (not in the right order) and a map



## SUCCESSFULLY RUN PROGRAMMES

### Alpine Amazing Race

**The programme:** Each pit stop is a challenge! Here are some examples:

- \* The programme starts right at the airport in Munich with a BMW drivers training!
- \* At Lake Starnberg, drown your head into the lake and hold breath as long as you can. In memory of King Ludwig, who drowned here (ok, a bit macabre!).
- \* In Tatzlwurm, a team member has to drink up a glass of beer (0.5l) as fast as he can.
- \* In Kössen, Teams do Canyoning.
- \* at Lake Wolfgangsee, fly up the mountain by a helicopter to have breakfast on a typical Alpine hut with views onto the lake.





## SUCCESSFULLY RUN PROGRAMMES

### Alpine Amazing Race

**Food highlights:** \* Dinner on the top of Germany:  
At Panaroma Hall on top of the  
Zugspitze, Germanys highest mountain!

\* In style in an old castle:  
Welcome reception at the hotels own small  
cave system “Mystic Underworld”  
Afterwards a 4 crs fine dining dinner  
in the historical part of Scalaria – the castle.  
The chef has been awarded with a Michelin  
star!

\* rustic at a Mountain hut!  
Typical Bavarian farewell evening at a  
wooden mountain hut, connected by a  
romantic torch walk. A moderator will invite  
for typical beer games such as finger  
hooking and beer glass rising.



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