



GREAT HOTELS
OF THE WORLD

Sales Plan 2021

Sales Plan 2021

JAN

- January Blitz - we do it by the dozen (25-29 January)
- ITME World (26-29 Jan)
- GHOTW Virtual Meetings UK, Germany & Scandinavia

FEB

- Europe CONNECT Virtual Experience (22-25 Feb)
- Destination Webinar Spain (24 Feb)
- GHOTW Virtual Meetings UK, Germany & Scandinavia

MAR

- ITB Berlin (9-12 Mar)
Destination Webinar Portugal (31 Mar)
- GHOTW Virtual Meetings UK, Germany & Scandinavia

APR

- Destination Webinar Central Europe (28 April)
- GHOTW Virtual Meetings UK, Germany & Scandinavia

MAY

- Destination Webinar Western Europe (26 May)
- GHOTW Virtual Meetings UK, Germany & Scandinavia

JUN

- Pure France (17 June)
- Destination Webinar South- Eastern Europe (30 June)
- GHOTW Virtual Meetings UK, Germany & Scandinavia

JUL

- The Meetings Spaces (1-3 July)
- ICJ Germany (22-24 July)
- GHOTW Face to Face Sales Calls Germany
- Destination Webinar Asia and Middle East (28 July)

AUG

- GHOTW Virtual Meetings UK, Germany & Scandinavia

SEP

- MICE by Melody (30 Aug – 2 Sept)
- The Meetings Spaces (23-25 Sept)
- GHOTW Meet Up
- The Meetings Show (30 Sept – 1st Oct)

OCT

- Pure France (4 Oct)
- GHOTW Face to Face Sales Calls UK
- GHOTW Face to Face Sales Calls Germany
- GHOTW Virtual Meetings UK, Germany & Scandinavia

NOV

- The Nordic MICE Summit (4-6 Nov)
- WTM London
- The Meetings Spaces (25-27 Nov)
- IBTM World Barcelona (30 Nov)

DEC

- GHOTW Virtual Meetings UK, Germany & Scandinavia

Note: Please note that this calendar is subject to change without notice and dependent on a minimum number of participating hotels for registration to proceed.

Prices exclude VAT. Please contact marketing@ghotw.com for an updated version.

Sales Plan 2021

	Market	Cost Per Member
<p>All Year Round</p> <p>GHOTW Virtual Meetings 5, 10 or 15 meeting package.</p> <p>Destination Webinars Virtual training sessions with our network of Buyers, targeted by destination – Spain, Ireland, Central Europe, Portugal, Italy & Switzerland, France and Benelux, Thailand and Northern Europe</p>	<p>UK , Germany & Scandinavia</p> <p>UK , Germany & Scandinavia</p>	<p>5 Meetings: 1.900 € 10 Meetings: 2200€ 15: Meetings: 2700 €</p> <p>400 €</p>
<p>January</p> <p>January Blitz - we do it by the dozen (25-29 January) 12 meetings over 3 mornings/afternoons</p> <p>ITME World (26 – 29 January) Over 400 meeting & event planners with business outside the USA. ITME World 2021 will connect Hotels and Destinations with 400+ Incentive Travel, Meeting, and Event Planners during 36 one-on-one meetings over 3 days, plus keynote speakers on relevant market data.</p>	<p>UK</p> <p>USA</p>	<p>1.500 €</p> <p>1.500 €</p>
<p>February</p> <p>Europe CONNECT Virtual Experience (22-25 Feb) Virtual event experience bringing European suppliers face-to-face with a carefully vetted audience of North American travel sellers for one-to-one private virtual business meetings. This limited space program offers space for 65 European partners, and will feature upwards of 150 qualified travel sellers representing European bound clientele.</p>	<p>USA</p>	<p>1.900 €</p>

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<p>March</p> <p>ITB Berlin (9 – 12 Mar)</p> <p>One of Europe's leading travel trade shows, in its first ever virtual mode</p>	Global	TBC
<p>June</p> <p>Pure France (17th June)</p> <p>French leisure & MICE event</p>	France	1.800 €
<p>July</p> <p>The Meetings Spaces (Lisbon, 1st – 3rd July)</p> <p>Leading UK & European MICE Buyers and Suppliers trade show</p>	Global	4.500 €
<p>ICJ Germany (22nd – 24th July)</p> <p>German MICE buyers with ICJ group (media Luxury /MICE/Golf) one to one meetings.</p>	Germany	4.500 €
<p>GHOTW Face to Face Sales Calls Germany</p> <p>2-3 days face to face sales calls to Senior /Director level Key Accounts in Germany, escorted by our GHOTW German Sales Office</p>	Germany	2.200 €

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<p>September</p>		
<p>MICE by Melody (31st August – 2nd September) German MICE buyers</p>	Germany	4.500 €
<p>The Meetings Spaces (Copenhagen, 23rd-25th September) Leading UK & European MICE Buyers and Suppliers trade show</p>	Global	4.500 €
<p>GHOTW Meet Up Our signature MICE event, with one-on-one appointments and networking over 2 days with top level senior contacts from agencies and meeting planners. A hybrid event, with face-to-face interaction whenever possible.</p>	UK	TBC
<p>The Meetings Show (30th September – 1st October) Leading UK MICE Buyers and Suppliers trade show.</p>	UK	4.800 €
<p>October</p>		
<p>GHOTW Face to Face Sales Calls UK 2-3 days face to face sales calls to Senior /Director level Key Accounts in Germany, escorted by our GHOTW German Sales Office</p>	UK	2.200 €
<p>GHOTW Face to Face Sales Calls Germany 2-3 days face to face sales calls to Senior /Director level Key Accounts in Germany, escorted by our GHOTW German Sales Office</p>	Germany	2.200 €
<p>Pure France (4th October) French leisure & MICE event</p>	France	1.800 €

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<p>November</p> <p>● The Nordic MICE Summit (4th – 6th November) The 2nd edition of the event bringing buyers from all the Nordics - Denmark, Sweden, Norway, Finland, as well as representatives from all over Europe, that organize meetings, incentives, conferences or events.</p>	Scandinavia	4.000 €
<p>○ WTM London UK Global Leisure market opportunities networking MICE & Corp forums</p>	Global	TBC
<p>○ The Meetings Spaces (Vienna, 25th-27th November) Leading UK & European MICE Buyers and Suppliers trade show</p>	Global	4.500 €
<p>○ IBTM World Barcelona (30th November) Leading European MICE Buyers and Suppliers trade show.</p>	Global	4.500 €
<p>● December</p>		

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