

An aerial photograph of a city skyline at dusk, with a semi-transparent white overlay in the center. The skyline is filled with numerous skyscrapers, many of which are illuminated with warm, golden lights. The city is situated along a body of water, with a bridge visible in the distance. The sky is a mix of soft pinks, oranges, and blues, suggesting the time is either early morning or late evening. The text is centered and reads "GREAT HOTELS OF THE WORLD SALES PLAN 2020".

GREAT HOTELS
OF THE WORLD
SALES PLAN 2020

Sales Plan 2020

JAN

- GHOTW Meet-Up UK Buyers (16-17 Jan)

FEB

- Midlands Sales Calls 2 days & M&IT Awards Dinner (28 Feb)
- SMU New York (27-29 Feb)

MAR

- The Meetings Space Forum (5-8 Mar)
- MICE Advantage ICJ Stuttgart (19-21 Mar)

Cancelled

APR

- Germany Sales Calls (20-23 Apr)
- UK Sales Calls - Essex & South East London (21-22 Apr)

Rescheduled!

Rescheduled!

MAY

- IMEX Frankfurt (12-14 May)
- MICE Amsterdam Event (26 May)

Cancelled

Rescheduled!

JUN

- The Meetings Show (24-25 June)

Rescheduled!

JUL

- UK Northern MICE Sales Mission
- AIEA - Alliance of Independent Event Agencies
- Germany Sales Calls (NEW DATES TBA)

AUG

SEP

- MICEbyMelody Germany (1-3 Sep)
- IMEX Las Vegas (14-17 Sep)
- Italian Roadshow (29-30 Sep)

New!

New!

OCT

- UK Automotive Agencies Sales Calls
- USA MICE Roadshow (NEW DATES TBA)
- The Meetings Show (19-20 October)

NOV

- Germany and Switzerland Roadshow (24-26 Nov)

New!

DEC

- IBTM World Barcelona (1-3 Dec)

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 2020

	Market	Cost Per Member
January GHOTW Meet-Up UK Buyers (16-17 Jan) SOLD OUT GHOTW Flagship event, Kick off event to impact business for the year. Starting with a networking event our preferred partners, Ashfield Events and moving to London for 2 days of one to one meetings with senior MICE buyers, finishing with our famous GHOTW lunch. Accommodation for 2 nights included, all meals included, travel to all events included.	UK	5.800 €
February Midlands Sales Calls 2 days & M&IT Awards Dinner (28 Feb) SOLD OUT 2-day sales calls targeting agencies in the Midlands eg: Rede2, Top Banana, AGM, Noble , SJ Events , CMS, BI. followed by attendance to the M&IT awards.	UK	2.400 €
SMU New York (27-29 Feb) SOLD OUT US outbound MICE buyers targeting international destinations. Event organized by NorthStar Media Group Single table with 2 Member Hotels sharing one appointment diary. Single Table with 1 appointment diary	USA	4.450 € 7.650 €

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<p>March</p> <p>The Meetings Space Forum (5-8 Mar) SOLD OUT</p> <p>Target new European buyers counterweight to strongly UK based M&I Forums.</p>		European	5.100 €
<p>MICE Advantage ICJ Stuttgart (19-21 Mar) CANCELLED</p> <p>German MICE buyers with ICJ group (media Luxury /MICE/Golf) in one to one meetings. Price includes 2-night accommodation, meals and individual appointment diary during the trade show.</p>		German	4.800 €
<p>April</p> <p>Germany Sales Calls (20-23 April) POSTPONED</p> <p>3 days sales calls with key selected German MICE Agencies in key destinations such as Frankfurt, Stuttgart and Munich .</p>		German	2.600 €
<p>UK Sales Calls - Essex & South East London (21-24 Apr) POSTPONED</p> <p>2 day sales of sales calls targeting agencies in Essex and South East London.</p>		UK	2.600 €
<p>May</p> <p>IMEX Frankfurt (12-14 May) CANCELLED</p> <p>GHOTW will be in one of Europe's top MICE travel shows, co-exhibiting with our partners EVINTRA.</p>		All	6.200 €
<p>MICE Amsterdam Event (26 May) POSTPONED</p> <p>GHOTW introduces you to 20-25 key relevant MICE Buyers in this full-day workshop in Amsterdam with plenty of networking moments.</p>		Benelux	2.600 €

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		Market	Cost Per Member
● July			
○ UK Northern Sales Mission (27-31 July)	POSTPONED		
2 days Sales Calls and visit GHOTW preferred partner Ashfield Meetings and Events.		UK	2.600 €
○ USA Midwest MICE Mission	POSTPONED		
3 days targeting meetings & events agencies in key cities – Chicago, Minneapolis, Milwaukee with lunch /dinner event gathering buyers and suppliers		USA	3.700 €
○ AIEA - Alliance of Independent Event Agencies (17 July)		UK	600 €
AIEA Luxury Collection Event - A new alliance of UK independent Event agencies, mostly SME's but with considerable potential for our Member Hotels.			
○ Germany Sales Calls (new dates TBA soon)		German	2.600 €
3 days sales calls with key selected German MICE Agencies in key destinations such as Frankfurt, Stuttgart and Munich .			
● September			
○ MICEbyMelody Germany (1-3 Sep)		German	1 city: 1.900 € 2 cities: 3.440 € 3 cities: 4.900 €
Meet 30-60 pre-qualified hosted buyers per day, in this multi-city Roadshow. Dusseldorf, Frankfurt and/or Munich.			
○ IMEX Las Vegas (15-17 Sep)		All	5.900 €
GHOTW will be in one of the world's top MICE travel shows.			
○ Italian Roadshow (29-30 Sep)		Italian	2.200 €
2-day Sales Visits in Milan targeting MICE Agencies with international business.			

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<p>October</p> <p>UK Automotive Agencies Sales Calls SOLD OUT</p> <p>GHOTW will be inviting 3 qualifying hotels to take part in these selective sales calls, specifically targeting the automotive sector in the UK, where over 30 manufacturers build and more than 70 models of cars.</p>	UK	2.600 €
<p>USA MICE Roadshow (New dates TBA soon)</p> <p>3 days targeting meetings & events agencies in key cities in the US with lunch /dinner event gathering buyers and suppliers</p>	USA	TBC
<p>The Meetings Show (24-25 June)</p> <p>The Meetings Show is simply dedicated to uniting the most influential buyers with the most inspirational suppliers in the European MICE industry. It is all about meeting and networking with the right people - the influential companies that you want to do more business with plus new companies and contacts that you will be ecstatic you discovered! Co-exhibit in GHOTW stand sharing with 2 Member Hotels.</p>	UK	5.200 €
<p>November</p> <p>Germany and Switzerland Roadshow (24-26 Nov)</p> <p>Meet 15-20 pre-qualified Buyers per day, in this multi-city event in Frankfurt, Munich and Zurich.</p>	German & Swiss	4.600 €
<p>December</p> <p>IBTM World Barcelona (1-3 December)</p> <p>One of Europe's leading MICE Buyers and Suppliers trade show. GHOTW centrally located stand and full end to end organization.</p>	Spanish	4.950 €

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