



Tourist Industry Investment and Operator Networking Events

Promote Iceland has visited a number of conferences / trade fairs, with focus on tourism investments and operations. This has confirmed that there is interest in value propositions from Iceland, both from investors and operators. We have also received proposals from international consultancies specialising in the tourism industry, for feasibility or benchmarking studies and assistance to Icelandic projects, seeking investors or partners abroad.

We do have some specific offers that Promote Iceland needs to confirm or reject. Most of these require cooperation and shared expenses between Promote Iceland and private partners presenting specific projects. Please note that sponsorship or having a stand is not a requirement for attending and networking in most cases. Following is a list of these opportunities. For further information please contact Arnar Gudmundsson, arnar@invest.is.

MIPIM

Cannes, France – held annually in March: www.mipim.com

The world's leading real estate fair. Now with a special section for hotels and tourism. 26 thousand participants and 3,100 exhibiting companies. Effective online database for networking.

Promote Iceland rented a fully furnished Business Corner in the Tourism section. Total cost was 9,980 EUR + 840 EUR for monitor/TV rental. Included were 4 badges and additional badges were available for 580 EUR. One participating company registered as subsidiary of Promote Iceland and paid 980 EUR. For that fee they got two passes the company was visible under own name and logo in the database but registered at the Promote Iceland stand. We were also invited to participate in a panel discussion on regional challenges and tourism (a speaker slot).

Full price registration for a single guest at MIPIM is 1855 EUR so a business corner rental offers not only a permanent presence and base at the fair but is highly cost effective. Information material is available and there is constantly someone at the stand so participants can be free to network without missing out on any potential contacts that seek them out at the registered stand.

It is most important to register early, create an informative and accurate profile and start using the online networking tools to prepare, reach out and book meetings. To save time and money, locating and booking accommodation early is also advisable.

Promote Iceland has reserved the same business corner in the hotel and tourism section so we can invite companies to participate on highly favourable terms. We will soon receive an offer for upgrade to a larger booth or mini pavilion, presenting our own design, on a different floor, closer to the Nordic Capitals. We will keep you updated but this will require a larger investment by the Icelandic delegation.



HotE – Hotel Investment Europe

London – held annually in September: www.europehotelconference.com

HotE is a very accessible and compact forum with around 300 high level participants. Apart from excellent panels and sessions the emphasis is on networking opportunities. This year we met with both investment funds, private investors and representatives of hotel operators.

Single registration is from 1,074 GBP (early bird) to 1,860 GBP (late registration).

Promote Iceland has been offered sponsorship package for 15,000 USD, including a fully equipped stand in the networking lobby where people gather during breaks and for buffets, 3 extra registrations, extra mentions in the conference material, e-blast with highlights on Iceland and a session dedicated to opportunities in Iceland (showcasing 2 to 3 projects).

As the first round of publications on the upcoming HotE will be sent out at the end of May, an early commitment to this offer is required.

The Boutique Hotel Investment Conference

New York – held annually in June: www.bllanewyork.com

Organised by BLLS, Boutique & Lifestyle Lodging Association and claiming to be the world's only investment conference dedicated to boutique hotels. There are around 400 participants, representing both investors and operators.

Last year, Iceland's trade representative in New York, attended on behalf of Promote Iceland. He found the conference highly accessible and easily networked. The boutique hotel sector might be highly relevant for Iceland and fit Iceland's tourism strategy.

Single registration is 1,695 USD.

IHIF, International Hotel Investment Forum

Berlin – held annually in March: www.berlinconference.com

Europe's largest focused hotel investment conference with over 2,300 participants from 80 countries. Still rather compact and easily networked. Organised to end the same day ITB starts in Berlin.

Single registration is 2,820 EUR.

Promote Iceland has been offered an exhibitor's package, based on 7 companies/projects, each given a panel on a stand in the main exhibition space, one registration per company/project plus 1 speaker pass and 1 stand attendant pass. We would get a speaking slot plus possible other communication possibilities. The cost is estimated 33,600 GBP, including all production cost for the panels, furniture etc.



Offers from consultants / project managing companies

Following are some examples of offers from consultants. Two of them (Christie & Co and PKF) offer the possibility of sharing part of the cost of a feasibility study. Promote Iceland might commission the general part of the feasibility study, that is about Iceland as such, the development of the tourism industry, accessibility, main markets etc. Such a report would be useful for general marketing. Then each entrepreneur would pay for the project specific part. The fee structure and further services such as seeking operators/investors, is to be discussed and decided between parties.

To cooperate and schedule a visit to Iceland and meetings with project leaders we need at least three interested projects. If preferred we can also introduce individual projects to any or all of the contacts to start exploring possible services. The sooner we learn of interested parties, the better.

Christie & Co

A leading international real estate consultancy: www.christie.com.

Christie's director for the Nordics, Kimmo Virtanen, based in Helsinki, is interested in visiting Iceland and meeting with representatives of tourism investment projects, seeking operators and/or investors. His interest is to offer services in the form of feasibility studies and then present the opportunities via Christie's network. <https://www.christie.com/contact/our-offices/international-offices/helsinki/>.

PKF Hotel Experts

One of Europe's leading hospitality, tourism and leisure consulting firms, specializing in feasibility studies, operator search, project development, research and benchmarking, asset management and strategic advisory services. www.pkfhotels.com.

PKF prepared the Tourism Mastermapping report, published by Promote Iceland in 2013 (<https://www.invest.is/at-your-service/publications/long-term-strategy-for-icelandic-tourism/>).

AECOM Project Managers

International Project Management company that is heavily involved in larger planning and infrastructure development, but also larger resort style development or redevelopment of areas for recreation. The services cover the entire life cycle of a project, from early planning stages, feasibility studies, architecture, financing to construction, operations and sales. www.aecom.com / <https://www.aecom.com/markets/leisure-hospitality/>.

Representatives of the UK office, specialising in leisure and hospitality, have expressed interest in learning about larger projects in Iceland, seeking any or all of the potential services of AECOM. So please notify me if you want to be introduced to AECOM to learn more about AECOM and their offer for projects.