

Eight Convention Bureaus receive PRO SKY Destination Award

Special award for selected trend destinations



Cologne – 29th May 2019.

218 expert opinions, numerous arguments, hundreds of possible laureates – selecting the winners of the first PRO SKY Destination Award was no easy task. Nevertheless, eight destinations stood out from the crowd, and were thus able to secure the award, making them a trend destination of the future. This year's winners: Georgia, Copenhagen, Canada, China, Norway, Montenegro, Riga, and Poland.

At IMEX, the global trade fair for incentive travel, meetings, and events, Pro Sky, the expert for group and VIP flights, honoured the Convention Bureaus which represented these destinations. Here, Quentin Rouxel, Director Marketing and Product Development, presented the certificate and also the basis of the award, the PRO SKY Destination Report, to the winners.

Trend destinations offer authentic events for the MICE industry

218 travel and event experts were interviewed for the German version of the standard work for MICE planners. These experts thus shared their favourites for the title “Trend Destination of the Future”. Based on this pre-selection, Pro Sky chose the destinations that not only convinced the respondents, but that also have a special focus. “We attached great importance to new approaches and coherent concepts”, says Linda Katharina Klein, leading author of the report.

“Whether the focus is on sustainability, adventure, or gourmet travel, not only do all of this year’s trend destinations offer thrilling options for incentive travel and exciting conference opportunities, but also authentic events that perfectly match the destination’s history and culture. That’s why we are focusing on these activities, dedicating a double page to each winner.”

Pyjama parties with polar bears and overnight stays on the Great Wall of China

“We believe that destinations play an important role in the success of an event”, explains Quentin Rouxel. Open-air conferences in Norway, overnight stays on the Great Wall of China, pyjama parties with polar bears in Canada: the trend destinations of the 8th edition of the PRO SKY Destination Report take MICE travel to the next level. “With the PRO SKY Destination Award, we are now honouring these destinations. After all, they are the true stars of event travel. And if the award helps to convince MICE players to plan an event there, we are all the more delighted.”

Convention Bureaus enthusiastic about the award

“In recent years, Visit Norway/Norway Convention Bureau, together with Norwegian partners, has worked with purpose and effort to put Norway on the MICE map. It’s therefore a great pleasure to receive the PRO SKY Destination Award 2019 as one of the top eight trend destinations for MICE travel”, says Frode Aasheim, Manager MICE of Visit Norway. “We really appreciate this award!” Like Georgia, China, Norway, and Riga, not only is Canada one of the top eight German trend destinations, but also one of the winners of the European award. Milica Antic of the National Tourism Organisation of Montenegro was also enthusiastic, and published the first article about the award shortly afterwards. “This shows us that the award is a great success,” says Eva Breuninger, International Marketing Manager at PRO SKY. “There will definitely be another award ceremony next year.”

Download the PRO SKY Destination Report (8th edition | German version) for free:

<https://www.pro-sky.com/de/expertise/destination-report-2019-de/>

Download the PRO SKY Destination Report (8th edition | European version) for free:

<https://www.pro-sky.com/en/expertise/destination-report-2019/>

About the PRO SKY Destination Award:

The PRO SKY Destination Award was presented for the first time at IMEX in 2019. The award went to those locations that made it into the annual German edition of PRO SKY Destination Report as trend destinations, based on a survey of 218 MICE experts. The 2019 winners of the German edition are Georgia, Copenhagen, Canada, China, Norway, Montenegro, Riga, and Poland. The top eight in the European and French versions of the report will be honoured shortly.

About PRO SKY:

PRO SKY simplifies group and VIP flights. The specialist in tailor-made flying offers a wide range of services, ranging from aircraft charter and airline tickets for groups, combination solutions and private jets, to worldwide airport and in-flight services. With offices in Cologne, Paris, Zurich, and São Paulo, PRO SKY is an international industry leader known for its annual PRO SKY Destination Report, which is of great importance to the MICE industry. Further information can be found at www.pro-sky.com

Media contact: Linda Katharina Klein, Marketing Campaign Manager, linda.klein@pro-sky.com, +492219204451