

ROME 2016

MARCH 13-15

4th edition

sensoh[®]

hospitality & lifestyle club - europe

lakes mountains & spas



NBNEBE
PROMOTION - B2B EVENTS
COMMUNICATION

SENSOH: sensational hospitality

Legendary palaces, unique mountain hideaways, stunning lakeside properties, indulging Spa resorts in awesome destinations: welcome to **Sensoh**, the one and only **luxury travel** showcase focused on **Europe's lakes, mountains & Spas**.

Sensoh is a by invitation only club-style event, gathering the best European suppliers and VIP buyers from all over the world. The mix of business meetings and with social functions in stylish venues, the effective organization, the selection of attendees are the key factors which make of **Sensoh** a must-attend appointment.

The 4th edition will be held from **13 to 15 March 2016** in Rome, in parallel with the most successful sister event Mediterranean Luxury Club.

Get inspired!



The Leading Hotels of the World



The Leading Hotels of the World

Format

- > restricted, by-invitation club formula
- > 16 hours of workshops with pre-scheduled appointments, 4 networking functions shared by all participants.
- > turn-key exhibiting solutions including set-up with personalized graphics, appointment schedule, lunches and dinners, permanent coffee-station, insertion of a color fact page on the Exhibitor Directory, a copy of the Hosted Buyer Directory, post-event mailing list, and many other services.



The Leading Hotels of the World



The Leading Hotels of the World

Attendees

Exhibitors

Profile: 4*S and 5*/L hotels, SPA and Golf hotels & resorts; luxury villas and apartments; luxury travel service suppliers; DMCs; tourist boards.

Origin: geographic Europe, Morocco, Turkey

VIP buyers

Profile: luxury travel agents and T.O.; travel designers; luxury concierge suppliers; wedding & special event planners; corporate event & meeting planners.

Geographic origin: North and South Americas, Europe (including Russia), Middle-East, Asia Pacific, Italy.



The Leading Hotels of the World

Programme

Sunday 13 March

from 19.30 Buyers Welcome Cocktail

Monday 14 March

09.00 – 13.00 Workshop – session 1

13.00 – 14.00 Lunch

14.00 – 18.00 Workshop – session 2

20.30 Dinner party with buyers

tuesday 15 March

09.00 – 13.00 Workshop – session 3

13.00 - 14.00 Lunch

14.00 - 18.00 Workshop – session 4

from 18.00 End of the Show



Where



Sensoh will take place in Rome: a chance to enjoy the beauty and unrivalled charm of the Eternal City!

The business meetings will be held at the **Parco dei Principi Grand Hotel & SPA**, 5* deluxe in the heart of Villa Borghese, walking distance from Via Veneto and the main attractions of the city.

Parco dei Principi Grand Hotel & SPA

Via G. Frescobaldi, 5

00198 Roma

Tel. +39 06 854421

www.parcodeiprincipi.com

Pre & Post-Tours

Also for the 2016 edition, our International VIP buyers may choose between many opportunities of tour, before and after the show, to discover places and excellence in hospitality. A self-promotion opportunity that can't be missed!

Dates

Pre-Tour: from 11 to 13 March (arrival in Rome until 16:00)

Post-Tour: from 15 (departure from 18.30) or from 16 March (morning time)

Attendees

Confirmed international VIP buyers.

Application forms are collected by the Hosted Buyer team and submitted to the hosts for approval.

Minimum number: 6 pax

Program

Minimum 1 night / 2 days (related to distance)

The deadline for the presentation of the programs is **October, 1st 2015**.

Organization

The organization of the tours, in collaboration with our HB team, as well as any related cost (hotels, meals, transfers from/to Rome, activities, etc...) are at the charge of the hosting property/ destination.



Small Luxury Hotels of the World



The Leading Hotels of the World

Contacts



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For hosted buyer enquiries:
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