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Maastricht benefits from crisis during European Meeting Industry Fair (EMIF) 2009

Mar 20, 2009



Over the years, it has become a tradition: the Maastricht Convention Bureau (MCB) and partners are a striking participant of the EMIF in Brussels. Including this 2009 edition, which took place on March 18th and 19th. During the EMIF, it turned out the business meetings destination Maastricht & surrounding area benefits from the crisis!

EMIF is the Belgian trade show for Incentive Travel, Meetings and Events, and is being visited by mainly Belgian meeting planners. For

many years now, the MCB is present at the fair, to promote Maastricht & surrounding area as a destination for business meetings. Maastricht always has been an attractive destination for our southern neighbours, but since the crisis, people want to meet close to home, which makes Maastricht & surrounding area even more inviting. Add to this the eco-friendly high-speed train connection between Maastricht and Brussels, and one simply can not go around Maastricht & surrounding area!

MCB Sales Manager Tamara Weide: "during the fair, we noticed visitors were looking at short distance destinations. People keep feeling the need to meet face-to-face, but they have to be careful spending their money. Many times, this means people meet closer to home. In that respect, Maastricht & surrounding area benefits from the crisis."

That one simply can not go around Maastricht, was almost literally the case during the fair: the Maastricht representatives all wore a red polo shirt, making them stand out! On the polo shirts, the text: The taste of... (on the back) Maastricht (front) was written, referring to the gastronomic atmosphere of Maastricht & surrounding area. These polo shirts have become a tradition as well, making MCB and its partners more and more recognisable.

Contact name: Tamara Weide
Contact email: info@maastrichtconventionbureau.com
URL: www.maastrichtconventionbureau.com

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