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### Editorial

#### PLANNERS VISIT MAASTRICHT

[BIZ: Maastricht, October 5]

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## PLANNERS VISIT MAASTRICHT

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Last weekend 19 planners of corporate meetings, incentives and conferences from The Netherlands, Belgium and Germany were in Maastricht and the surrounding area to get to know the region as a destination for their meetings. Such site visits have proven for many years now to be a successful initiative of the Maastricht Convention Bureau (MCB).

"During such a site visit we are really able to show our guests the variety in possibilities Maastricht & surrounding area has to offer. People don't have to go very far to have a meeting in attractive surroundings. Therefore, it is important to keep informing and inviting planners from our neighbouring countries, especially nowadays, when people don't have a lot of money reserved in their meeting budgets," says Tamara Weide, Sales Manager Meetings & Incentives Conventions of the Maastricht Convention Bureau. "During the site visit, we went to several venues and our guests participated in a workshop during which they met with MCB-partners we could not include in the site visit programme. This way, our guests were informed adequately by representatives of the various meeting, party and dinner locations, suppliers services and other possibilities in Maastricht & surrounding area. This worked very well."

Doing business during the workshop.

The guests were very enthusiastic, as shown by their response:

"The workshop, during which we got to know various venues and services in Maastricht & surrounding area, was very useful"

"The programme set-up was very good"

"In 2 days we got an enormous amount of information and saw very much about the MICE-possibilities in Maastricht & surrounding area"

"Fantastic programme, very educational and with high'spoil-level"

The MCB is a foundation of several companies and service organisations from the MICE industry of Maastricht & surrounding area. Their purpose is to promote Maastricht & surrounding area as a destination for business meetings, in order to let as many MICE organisers as possible have their meetings in this region.

<http://www.maastrichtconventionbureau.com/>