

AIR PARTNER

FLIGHTS TO VIETNAM AND MOROCCO SOAR FOR MICE GROUP CHARTER WITH AIR PARTNER



Air Partner records a 70 per cent rise in MICE bookings for Vietnam and Morocco

Long-haul destinations take off in popularity, while Milan, Paris and Rome remain the top global cities for MICE bookings

London, UK, Wednesday 17 October 2018: Vietnam and Morocco are fast becoming the new 'in' destinations for MICE (Meetings, Incentives, Conferences and Exhibitions) group charter bookings, according to Air Partner, the global aviation specialist.

Worldwide bookings through Air Partner for large scale meetings, conferences, incentive travel and exhibitions in Vietnam and Morocco have soared by 70 per cent during the past year alone, marking a massive increase in interest in the two countries.

Air Partner says the boom comes on the back of a general rise in MICE group charter service bookings which have seen a trend towards more long-haul destinations becoming more popular within the MICE market.

Tony Whitty, Air Partner's Managing Director, said: "Morocco and Vietnam offer attractive and highly competitive locations for the MICE market, thanks to a major programme of infrastructure investment in top-quality hotels and conference facilities which has helped provide a fantastic mix of world-class business and leisure options.

"While our group charter bookings to Morocco and Vietnam have really taken off, they have led a general rise in long-haul destinations for the MICE market. Delegates appear to be happy flying longer and further for their meetings, however, short-haul destinations in Europe remain the most popular among event organisers and conference holders.

"Air Partner's unique flexibility means we are able to respond to requests for flights to a huge variety of destinations and carry our customers in comfort and style wherever they want to fly for their MICE events."

Most global MICE events in Morocco take place in Marrakech, which provides plenty of accommodation options, including top-tier four and five-star hotels, great accessibility and its unique hospitality to visitors.

As well as hosting many international corporations, conferences held in Morocco include the annual PURE Life Experiences luxury travel fair for the best premium brands in the industry. Morocco has invested heavily in infrastructure developments, including transport and facilitating the building of modern conference facilities to handles all manner of MICE events, no matter how complex.

Vietnam also has wide experience in hosting high-level meetings and conferences in Hanoi and Ho Chi Minh City, each within an authentic setting providing superb business and leisure facilities. Vietnam has quickly become one of the prime MICE locations in Asia and has hosted numerous multilingual international conferences, such as APEC 2017.

Last year, Air Partner flew MICE delegates to 145 different destinations with group charter aircraft, whereas this year that

figure has risen to 153 locations. The top short-haul countries within Europe for MICE events were France, Italy, Ireland and Spain.

According to Air Partner, the top three global destination cities for MICE events are Rome, Paris and Milan, thanks to their huge variety of world-class hotels, extensive exhibition spaces and wide choice of conference facilities.

Air Partner has over 50 years' experience in organising bespoke group charter solutions for MICE groups to destinations in Europe and beyond.

Efficiency, flexibility and overall delegate experience are critical elements that group charter with Air Partner can provide. Their dedicated Account Managers are highly experienced in providing bespoke solutions to ensure the right aircraft is provided to match the exact flight dates and times required by the client. They can also integrate scheduled flights to provide seamless solutions for MICE occasions.

To enhance the on-board experience Air Partner's Service Plus programme offers a wide range of additional options to customise the travel experience for MICE groups. This can include anything from providing branded headrest covers and coasters to completely branding the exterior of the aircraft for maximum impact. Bespoke on-board catering options can also be provided, as can pre-flight private lounge access to ensure the event gets off to a great start.

Air Partner are also on-hand 24/7 with their global flight support team, providing assistance and reassurance to MICE planners.

As well as group charter, Air Partner also offers a one-stop shop with a wide-range of highly-tailored services, such as private jets, freight and the company's highly competitive JetCard.

For more information on Air Partner please visit www.airpartner.com

For further information, please contact:

**Paul Charles, Michael Johnson, Freddie Mills, Tatiana Hanlan
or Claire Simpson at The PC Agency**

+44 207 768 0001 / AirPartner@pc.agency

About Air Partner

Founded in 1961, Air Partner is a global aviation services group that provides worldwide solutions to industry, commerce, governments and private individuals. The Group has two divisions; the Broking division, comprising air charter broking and remarketing; and the Consulting & Training division, comprising the aviation safety consultancies, Baines Simmons, Clockwork Research and SafeSkys, as well as Air Partner's Emergency Planning Division. For reporting purposes, the Group is structured into four divisions: Commercial Jets, Private Jets, Freight (Broking) and Consulting & Training (Baines Simmons, Clockwork Research, SafeSkys and Air Partner's Emergency Planning Division). The Commercial Jet division charters large airliners to move groups of any size. Air Partner Remarketing, which is within the Commercial Jet division, provides comprehensive remarketing programs for all types of commercial and corporate aircraft to a wide range of international clients. Private Jets offers the Company's unique pre-paid JetCard scheme and on-demand charter. Freight charters aircraft of every size to fly almost any cargo anywhere, at any time. Baines Simmons is a world leader in aviation safety consulting specializing in aviation regulation, compliance and safety management. Clockwork Research is a leading fatigue risk management consultancy.