

2020 June 2019

## Welcome to MICELAND

### Iceland proving extremely popular with MICE (Meetings, Incentives, Conferences, and Exhibition) travelers, reports Air Partner

Air Partner, the global aviation services group, has over 50 years' experience in organising bespoke group aircraft charter for MICE (Meetings, Incentives, Conferences and Exhibitions) groups to destinations in Europe and beyond. Whether it's a conference, annual meeting, industry event or for an incentive trip, Air Partner's aviation planners can match the right aircraft for MICE group charter to meet the requirements for destinations around the world. Below, Air Partner discusses the most up and coming and popular destinations of MICE travel.

Air Partner has seen a particular rise in the popularity of **Iceland** and **Croatia** for automotive events. **Reykjavík's** state-of-the-art infrastructure, scenic roads and rugged terrain makes it very popular with car manufacturers promoting 4x4s. Meanwhile, Croatia's pleasant climate, attractive landscape and range of venues has made it increasingly fashionable for automotive customers. Commercial charter is particularly beneficial for travelling to **Dubrovnik, Zagreb** and **Split**, as these cities are serviced by less frequent direct scheduled flights, especially in the off-peak months.

However, Spain, Portugal and Italy remain the most popular destinations for MICE. **Faro** for example has seen a big increase in groups flying for corporate events. The surrounding region of the Algarve is fast becoming a key destination and has an excellent array of hotels with meeting facilities suitable for all sizes of groups. These facilities are complemented by an excellent array of leisure facilities, including renowned golf courses. The year-round mild weather and short flight time are also big factors in the increasing popularity of the destination.

**Olbia**, Italy has less frequent scheduled flights from London, particularly in the off-peak season, so group charter is the best way to get there. It provides the gateway to Sardinia's Costa Smeralda and the airport is conveniently located a 10 minute drive from the centre of the city and 40 minute drive from the prestigious Porto Cervo. The island boasts a range of hotels, including many four and five star options with good meeting facilities. It is a good location for both incentives and small conferences. And the short flight time makes it a good destination for a one or two night event.

**Tenerife** is well known as a leisure destination but is also increasing in popularity for groups flying for business. The excellent weather makes it a year-round destination for all types of events. The island is home to many large resorts which are ideal for hosting company events and conferences. For larger scale meetings and exhibitions, there is the Magma Arte & Congressos centre. Although it is a longer flight than other popular European destinations, group charter offers many time saving benefits at the airport itself.

Air Partner is highly experienced at dealing with the unique demands of MICE travel, where time and price efficiency are key: for instance, the ability to fly large groups in a time-efficient manner ensures a greater turnout at important events. In addition, MICE customers value the convenience and flexibility of chartering, as well as the ability to tailor their travel to suit specific needs. Air Partner can even offer its customers various branding opportunities: the company's ServicePLUS programme offers a range of ways of communicating a customer's brand when

travelling, from customising the headrests onboard to showcasing brand logos on the aircraft exterior.

**Kevin Macnaughton, Managing Director Charter at Air Partner, commented:** *“At Air Partner, we support a range of leading brands and ensure that we are providing a high level of flexibility and convenience. 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.”*

**ENDS**

**Enquiries:**

**TB Cardew (Financial PR advisor)**

Alycia MacAskill

Joe McGregor

**020 7930 0777**

07876 222 703

07766 231 520

**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: Charter division, comprising air charter broking and remarketing; and the Consulting & Training division, comprising the aviation safety consultancies, Baines Simmons, Clockwork Research and Wildlife Hazard Management, as well as Air Partner's Emergency Planning Division. For reporting purposes, the Group is structured into four divisions: Commercial Jets, Private Jets, Freight (Charter) and Consulting & Training (Baines Simmons, Clockwork Research, Wildlife Hazard Management 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 programmes 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 specialising in aviation regulation, compliance and safety management. Clockwork Research is a leading fatigue risk management consultancy. Wildlife Hazard Management is a leading Environmental and Air Traffic Control services provider to UK and International airports. Air Partner is headquartered alongside Gatwick airport in the UK. Air Partner operates 24/7 year-round. Air Partner is listed on the London Stock Exchange (AIR) and is ISO 9001:2015 compliant for commercial airline and private jet solutions worldwide. [www.airpartner.com](http://www.airpartner.com)

