

The 13th MITM Meetings and Incentive Travel Market

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That was really nice and promising, when a small city in North Spain, invites the leader event organizer Mr. Ramon Alvarez , president of G.S.A.R marketing to held his annual MITM event in Oviedo the small city which is the capital of Asturias region in North Spain



Oviedo city aimed from this events travel groups to see the event to attract the interest of city and to encourage them to international Congress, organize their meetings and conferences, incentives and events.

The official government and private sector in Oviedo plays a strong roll to held the MITM event in their city which was very successful from all corners.

Oviedo city Knows as the city of Paradise, for its clean and green atmosphere.

MITM, was held throughout all Europe, North America, South for over 15 years, attracts over 100 buyers from 20 countries in Europe, America, Asia and the

Middle East, and it was a surprise that buyers were very interested to join the MITM in Oviedo as it's not a major city like Barcelona, Paris, Frankfurt, Tokyo, Washington or Mexico city.

The new attitude brings new opportunities to world wide small cities such as Oviedo to promote themselves to the international and MICE market.





Over a hundred exhibitors from 14 countries were exhibiting their services for the buyers, total meetings was over 3240 between the exhibitors and buyers, the total expected business to come to Oviedo city over this event is 11 million Euro in 3 years.

Spanish Tourism is facing a small problem as other competing countries like Egypt, Turkey, Bulgaria, Croatia and

many others are offering rates for 5 start new hotels lower than the prices which offered by Hotels in Spain which was built in 70's and 80's.

MITM was sponsored by Oviedo city Hall, where they invite the exhibitors and the buyers for many social events, that shows the real hospitality of the people here in Oviedo, as well they show the quality services that Oviedo has to offer to its visitors.

A press conference was held, award that it's the second Mrs., Belen from Oviedo cleanest city in Europe and may convention addressed the be in the world. The city is very journalist of what Oviedo has to quiet, well organized and ready offer, also attended by Mr. for MICE industry through it's 5 Ramon, president of MITM. stars Hotels and Convention centers. As for the city, it has received an

