

# Winter 2010 Monaco

## *Meetings & Incentives News*



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### Leading Corporations choose Monaco

When a Florida television station turned to **Kim Hester at JNR Incorporated**, a leading provider of incentive travel programs, looking for an exciting destination for a customer incentive trip, Kim recommended the Principality of Monaco without hesitation. The goal of the television station was to drive incremental ad sales revenue and strengthen their relationships with advertisers, increasing customer loyalty. "Monaco is a proven winner!" said Hester, who explained that "incentive programs can enjoy an incredible variety of experiences in Monaco and the surrounding areas in France and Italy. History, great shopping, sizzling nightlife and a glamorous ambience all make Monaco an ideal spot for a truly memorable trip." The group also found the Fairmont Monte Carlo's offer of a package priced in guaranteed U.S. dollars too good to pass up, and an excellent hedge against currency fluctuation. A welcome dinner in the newly remodeled roof-top venue at the Fairmont Monte Carlo provided the perfect backdrop for the group's introduction to Monaco, with breathtaking views of the coastline in all directions. The next day, a tour of Old Town included the changing of the guard ceremony at the palace, followed by a delightful afternoon exploring the charming cliff-top village of Eze. That evening, the group boarded a private yacht and cruised down the coast at sunset, admiring the palatial seaside homes as they enjoyed cocktails and hors d'oeuvres, followed by dinner at a renowned gourmet restaurant in Villefranche. Other highlights of their Monaco experience included tours of Nice and Cannes, a wine tasting at exclusive Chateau de Cremat and shopping in the markets of San Remo, Italy. Their final night in Monaco started off with a private after-hours tour of the Prince's Palace, and then moved on to La Mandarine Restaurant for a champagne reception and dinner overlooking the magnificent yachts in Monaco Harbor. A true "Lifestyles of the Rich and Famous" moment! But the program was not quite finished yet....the group spent two nights enjoying the serenity and beautiful landscapes of Provence, which provided a distinct contrast to bustling Monaco. An evening in the village square of the hilltop town of Mougins with breathtaking views of the Alps provided the quintessential Provence experience. Tours of St. Paul de Vence and the Fragonard perfume factory in Grasse further delighted the attendees. The trip ended with a magical night of rich French food and fine wines at Le Clos des Arts, a highly rated restaurant and cooking school with a superb view of St. Paul de Vence and the Mediterranean Sea. A stunning electric violin duo performed, bringing the crowd to their feet for multiple standing ovations and then kept them dancing well into the night for the perfect finale. The television station exceeded their revenue goals for the trip and the "buzz" after the program was that Monaco and Provence delivered an unforgettable, world-class incentive experience!

