



INDUSTRY GUIDES | TOOLKIT | INDUSTRY CONTACTS | EVENTS & EXPOS | PUBLICATIONS | BLOGS | NEWSLETTERS | SEARCH > GO [Advanced Search](#)
on this site (past 3 months)

MANAGEsmarter | the online home of **nielsen management** **2008 SURVEY OF BUYING POWER** **incentive** **training** [Members Sign-in](#)
 Not a Member? [Sign-up](#)

HOME | SALES | MARKETING | MANAGEMENT | INCENTIVES | TRAINING | PRESENTATIONS | RESOURCES

Advanced Search

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS XML](#) | [SAVED ARTICLES](#)

Trailblazers 2008 Blazes through Quebec City
 August 18, 2008

By Alex Palmer

At the end of July, the national tourist offices of Britain, Canada, Denmark, Ireland, Monaco and Switzerland hosted the Trailblazers 2008 Incentive Travel Marketplace in Quebec City. Taking place at the Fairmont Chateau Frontenac, the event brought together hosted buyers from a range of incentive companies with representatives of properties and suppliers from the sponsoring destinations.

Taking place over three days, the program offered appointment sessions where buyers learned about the latest offerings from all six destinations, from upcoming British events like the 2009 Scottish Homecoming and 2012 London Olympics, to Switzerland's cross-cultural experiences from the Italian elegance of St. Moritz to the Swiss-German cuisine of Lucerne.

But Canada and Quebec City in particular got the starring role of the event. The organizers planned this year's conference as a "combination tradeshow and fam trip," with the appointments and networking complimented by the luxurious experience of Quebec City's offerings. Besides meals and cocktail mixers showcasing the area's culinary offerings, guests were treated to entertainment each night, including a Canadian comedian and a family of Quebecois singers.

On the final day, participants chose between several afternoon activities, including a bike ride near the Saint Laurence river and a "Taste Tour" that included a trip through and orchard followed by cider making. Or participants could simply enjoy the festive atmosphere of the European-style city, which is in the midst of celebrating the 400th anniversary of Quebec.

"I found Trailblazers very well organized," says Steven Bock, international sales manager for NP Hotels in Denmark, who was there to speak on behalf of the Hotel D'Angleterre in Copenhagen. "The set up with meetings combined with reception, tours and gala dinner is of essential value, building new professional relations, and great fun too."

A recurring theme of the show was how to cope with economic challenges like the decreasing value of the dollar and rising travel costs. Representatives from the destinations emphasized the options available, from Monaco's destination-wide policy of setting prices at dollar rates, to properties like the Park Palace Riverbank in London and The Brehon in Ireland that offer a range of rooms at prices more affordable than only the high-end VIP suites.



Larry Pimentel, president and CEO of SeaDream Yacht Club, was in attendance to emphasize that the value his company offered corporate groups made it a particularly strong option at this time for travelers looking at European destinations.

"The idea is not to roll over and play dead and say it's all over. The idea is to present that buyer with good buying opportunities that shows them good value even if it's very high end," says Pimentel.

The variety of destinations and the opportunities they showcased made evident that there was no shortage of choices available to incentive planners. Whether looking for a classic Old World experience or cutting-edge culture, across the Atlantic or just over the border, the suppliers emphasized they could offer programs of wide appeal.

"What I think is most important and unique about Trailblazers is the special collaboration and cooperation between six destinations who might be considered to be competitors," says Cindy Hoddeson "Rather than creating a scenario of competition we have established one of cooperation."

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS XML](#) | [SAVED ARTICLES](#)

[ABOUT US](#) | [SITE MAP](#) | [GLOSSARY](#) | [CONTACT US](#) | [ADVERTISING OPPORTUNITIES](#) | [FAQs](#) | [RSS](#)

© 2008 Nielsen Business Media, Inc. All rights reserved. [Terms of Use](#) | [Privacy Policy](#)

What's new on ManageSmarter.com



advertisement

advertisement



Our Readers Like

MOST POPULAR | **MOST EMAILED**

- * 15 Personal Skills You Need on the Job
- * 14 Ways to Keep the Loyalty When Times Are Tough
- * Eight Key Ways to Say "Thank You" to Customers
- * Incentive Industry Survival Guide (*Updated Feb 13)
- * Measuring Training Effectiveness
- * Training Top 125 2008: Winners
- * Five Things Not to Do in Front of an Audience
- * You, Too, Can Use Video in Your PowerPoint Presentation
- * Please, for Yours and Your Audience's Sake, Use PowerPoint Animation Well
- * Smart Presentations: Will You Pass the Two-Word Test for Ultimate Presentations?