Office de Tourisme
GRENOBLE-ALPES MÉTROPOLE

Bureau des Congrès

# Press release

*Tuesday, November 13th 2018*

## Grenoble-Alps on IBTM World in Barcelone

**From November 27th to November 29th, the Convention Bureau of Grenoble-Alps will participate for the third time in Barcelona with Atout France, at IBTM World.**

**IBTM World, international meeting for business tourism:**

**International fair of MICE industries in Europe, IBTM World is an event dedicated to professionals, part of business tourism. Exhibitors from all around the world will take part of the event:** agencies, hotels, convention bureaux, destinations to go to, and so on. For its third participation to this unmissable event – 15 000 participants during the 2017 annual event – the expertise and the dynamism of the Convention Bureau will give a triumphant welcome to the destination of Grenoble-Alps.

This attendance reinforces **the metropolitan will to raise Grenoble and its territory as a first-rate MICE destination** on international business tourism markets.

**The Convention Bureau of Grenoble-Alps, a real ambassador for the destination:**

On the French Pavilion with a surface area of 300 m2 located at the heart of the European's booth, Grenoble-Alps will welcome international organizers dealing with congress and BtoB events. Numerous meetings are already planned in order to give pride of place to advantages of the destination and **to attract new international business events.** Beyond actions linked to the promotion of the territory and the development of its renown, **the Convention Bureau will embody the destination. Indeed, its services will be offered to organizers in order to make easier the welcoming of events and their economic benefits upon the territory of Grenoble's metropolis.**

**An immersion of the audience, at the heart of the destination:**

**A VR entertainment** as well as **« Chartreuse »'s tastings** will be offered to you on Grenoble's booth. In order to reinforce the innovative positioning of the destination, the Convention Bureau will be presenting **five 360° films that will give the opportunity to visitors to get a total immersion in Grenoble from Barcelona.**

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