**Beat: News**

# Elb - Industry Meeting in Hamburg.

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Hamburg., 03.08.2013, 11:54 Time

**USPA NEWS -** At Thursday, the first August 2013, at 17:30 was on board the largest luxury - shovel wheel ship "Louisiana star" of the Star Fleet the Elb-Branch Meeting of the MICE industry in the Port of Hamburg on the Elbe. The first time it is called "cast off".

An unforgettable Elb - Branch Meeting in Hamburg was information empire with special experiences, discussions and interesting conversations. The "Louisiana Star" is a meeting place for THE NEW exhibition for the event and seminar industry in the Hamburg area. The largest ship in the STAR FLEET is one of the most beautiful event riverboats Europe. Since his baptism in 1999, the luxury paddle steamer LOUISIANA STAR is one of the major attractions in the Port of Hamburg and the Elbe.

With its four chimneys and the imposing wheel, the galleries, arches and pillars LOUISIANA STAR exudes opulent Southern flair. Wide stairs, red carpets, elegant porting, ball lamps and polished brass create an ambience of lush luxury. At the same time the ship is equipped with the latest technology and offers all the comforts of a luxury ship. During the trip on the Elbe, overlooking the Hamburg city panorama and the setting sun, the participants got to know the latest concepts and locations for successful meetings, incentives, conventions and events. It was a great networking Exclusive in stunning surroundings! About 40 exhibitors the business travel industry were on board an exclusive, dynamic business and networking platform ...

VIP Program Overview: “¢ 17.30 Clock: Boarding on the Louisiana Star - Welcome - Filing - aperitif. “¢ 18.30 Clock: Boarding Completed! Cruise on the Elbe - thereby efficient networking and lively dialogues on board. Does it mean "cast off" short welcome by Susanne Illerhaus - organizer. Subsequent information phase at about 40 exhibitors. “¢ 12.30 Clock: buffet dinner, music, prize drawing. “¢ 22.30 clock: the end of the event.

The gallery and the inner deck of the ship served as an information and exhibition space to meet, for technical and commercial discussions and to network with exhibitors and business partners from Germany and Austria. Guests explored innovative event ideas, unusual locations, as well as 3 -, 4 - and 5 - star hotels and resorts for events, the special business atmosphere experienced on board the Louisiana Star, culinary delights and regional specialties.

This particular frame gave the MICE industry meeting on 1 August, a unique atmosphere to particularly good at networking purposes. Around 40 exhibitors expected nearly 120 decision makers from the industry meeting to present houses together to plan events, or just to operate only (ordinary) Customer Care. The project "The best conference hotels in Germany" was an exhibitor at this inaugural event on the Elbe.

By the way, as other exhibitors the Mercure Hotel & Conference Center Walsrode, BTZ Bremer Touristik-Zentrale, Aachen Congress, 100% Karlsruhe + region, Cologne Cologne Convention Bureau, Hannover Congress Centrum, Seehotel Grand Duke of Mecklenburg, Dusseldorf Marketing & Tourismus GmbH, A Pink Resort and Hotel GmbH, The UW Three tourist region, Iberotel Hotels & Resorts / TUI AG, Kassel Marketing GmbH, Conference Center Laxenburg, Palais Niederösterreich Austria, Lübeck Music - & congress halls GmbH, Lübeck Travemünde Marketing GmbH, Schlossgut large swan lake, ConTour MICE & Travel Solutions and much more.

Tourism is one of the biggest industries in the world. In Germany, accounting for 60 percent of tourism revenue to hotels and restaurants. The hospitality industry with more than 230,000 businesses and one million jobs thus represents an important economic factor in Germany dar. vacation or business, everything is there Nationwide and Worldwide unique:

In all Hotels where you can always find a suitable offer, the facilities for congresses, conferences, seminars or events, recreation, spectacular program for the evening, birthday, wedding, parties, celebrations, there is always plenty of choice. It was an excellent great evening. This evening saw a musical accompaniment in a good mood Aliche Mischa Jank & The HAPPY OYSTERS Oysters

Bar Deluxe Jazz Ensemble, Hamburg. Prof. H.C. Dr. H.C. Natalia Eitelsbach of Philosophy of NCLC European Science Institute (USA).

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**Editorial program service of General News Agency:**
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com