

Lux Hotels becomes the leading company for MICE tourism between Spain and Luxembourg

Interview with Carola Bedós, Chief Sales Officer of Lux Hotels



Lux Hotels is a hotel representation agency for the BENELUX market which is dedicated to sell spaces for MICE customized events. Specifically, the spaces are in the eight hotels of the Selenta Group hotel chain in Spain.

The group has more than 40 years of experience in the sector and its commercial teams and event management ensures the success of Lux Hotels costumers. The Lux Hotels sales are B2B, they offer MICE hotel services to corporations, travel agencies and event organizers in Luxembourg, Belgium and Netherlands.

Lux Hotels has more than four years of experience in its sector. What are the reasons that led you to settle in BENELUX? How are you communicating your services from the delegation in Luxembourg?

The reason for establishing ourselves in the Grand Duchy is to boost the growth of the central European market for our client (Selenta Group). Lux Hotels is a Luxembourg company looking for the ability to operate in the BENELUX market with total proximity to the buyer (travel agencies, event organizers, venue finders...) Thus, it is a good base to travel to visit our buyers in the area with the needed frequency and speed. As far as the second question, we make our services known by different means: through marketing, such as media advertising (for example, ads in the directory or in the Newsletter of the Official Chamber of Commerce), also through participation in the main MICE sector fairs, like IBTM IMEX in Frankfurt or in Barcelona or in workshops where we find buyers.

What are the distinguishing features of Lux Hotels with regard to enterprises in the same sector in Luxembourg?

In fact, hotel representation agencies for MICE outgoing (from the country to the outside) in Luxembourg are scarce, so we don't have a lot of competition. However, the MICE industry has a lot of intermediation and with a huge competition between destinations and hotel chains.



What is exactly the MICE?

The acronym MICE refers to the tourism by groups, which stands for "Meetings, Incentives, Conferences and Events." The name is used to distinguish it from the vacation channel, known as leisure or individual holiday.

It is a sector that moves around 4,500 million annual turnovers in Spain, which is the second country in the world with greater affluence of congress travelers, specifically, 4.3 million, only under by the US. In 2016, there were 22,000 meetings according to data from the Spain Convention Bureau.



If we had to get distinguished, I would highlight the strengths of the hotels that we represent: the destination itself (being in the south, by the coast, the cultural heritage and traditions and experience in congress tourism). Of course, within the hotel chain, the strong points are the quality and flexibility of the services of Selecta Group brand, as well as the dimension and luxury of its facilities. The group is synonymous of innovation and excellence in the hospitality industry. The Expo Hotels & Resorts hotels chain founded in 1976 has been renamed as Selenta Group in January 2017 in order to diversify its business lines and offer a comprehensive service that ensures the complete satisfaction of its customers.

Carola Bedos joined the Lux Hotels project in August 2015, as Chief Sales Officer in the Commercial Department. She worked as a translator for the EUTI at the Universitat Autònoma de Barcelona. She has 20 years of professional experience as project manager and Business Development, always from the areas of operations or sales. She is an expert in the management of sales of B2B services and specialized in the MICE Tourism sector and business travel.

Its 4 divisions are: Hotels & Resorts, Restoration, Facility Services and Partnerships, through which various processes and stages of the value chain of the sector are integrated in the company.

What are the plans of the company in a near and long-term future?

The aim of Lux Hotels in the medium and long term will be maintaining ourselves and continuing to grow step by step and in a stable way. In 2016, we have expanded and we have moved our offices to the center of the city. Furthermore, we have improved our resources and location in a short time. In the future, we plan to continue increasing our turnover in the e-Business division and intensify our direct commercial activity with the client B2B, with the purpose of consolidating the BENELUX market as one of the most growth potential for our hotels in central Europe.

How does Lux Hotels see, as a company with a Spanish product based in Luxembourg, the commercial and business relations between these two countries?

The Grand Duchy is an excellent base for the commercial relations between Spain, Luxembourg and the Grande-Region. We are in the center of the decision-making process in the EU, the final customers (corporations) have a high purchasing power and, from the perspective of the hotel (including MICE) Spain is a safe travel destination with the highest quality. The truth is that the proactive work of the Official Spanish Chamber of Commerce and of the Spanish Embassy make us feel very supported and wrapped, stimulating trade relations between the two countries.

What are the most important challenges that the MICE sector will be facing this year?

Technology, security and political-economic uncertainties are some of the current trends. In general, the MICE segment expected an economic growth of 3.4 per cent at a global level for 2017, especially in the hand of the automobile industry and the pharmaceutical industries, as well as the financial sector.



Incentive travel trend upward in 2017. Now, the aim of these trips is to generate a greater sense of belonging to their own employees or external collaborators, also linked to causes of CSR involving employees. Now people are looking for a more emotional connection.

The political, economic and social instability in many countries is a factor to be considered when you are choosing a destination. Also, due to the political-economic risks in Europe, the companies are cautious when they plan their trips and events for 2017 by the uncertainties generated by the Brexit.

New technologies, social networks and mobile apps to manage events are also trend. Many events already have this type of technology to improve the experience of the delegates and to make things easier.

Finally, I would highlight the sustainability of events. This is especially valued by people, that is why companies are trying to be more transparent with their environmental commitment. As a result, they will tend to take social consciousness and sustainable development in their events. Hotels must reflect it on the use of organic products, recycling, reuse, or the donation, among other aspects that qualify the environmental impact of our actions on the planet.



Contact details - Luxembourg Office
LUX HOTELS

14-16, rue de Philippe II, Étage 2A, 2340 Luxembourg
Tel (+ 352) 28 48 00 38
info@luxhotels.lu
www.luxhotels.lu

Cámara
Official Spanish Chamber of Commerce
in Belgium and Luxembourg

Official Spanish Chamber of Commerce in Belgium and Luxembourg
Belliard, 20 – 1040 Brussels
Bld. Emmanuel Servais 4 – 2535 Luxembourg
Tel. +32 (0)2 517 17 40 – Email: info@e-camara.com
www.e-camara.com