AIR PARTNER TO PARTNER WITH SHANGRI-LA HOTELS AND RESORTS AT IMEX 2017

News / Business aviation, Events / Festivals



Air Partner, the global aviation services group, is pleased to announce that it is partnering with Shangri-La Hotels and Resorts, one of the world's premier hotel management companies, at this year's IMEX exhibition in Frankfurt. Meanwhile, Air Partner Travel Management Company (Air Partner TMC), which specialises in group scheduled airline travel and provides expert advice and support, is arranging the hosted buyer flights for the sixth consecutive year.

IMEX is the largest meetings and incentive travel exhibition in the world and this year will take place from 16 to 18 May. As part of the event, a hosted buyer programme is offered, which provides travel and accommodation for qualifying buyers, and is specifically designed to encourage high-calibre buyers to visit IMEX.

This year Air Partner will co-host a stand with Shangri-La Hotels and Resorts, and the two companies will be exhibiting on G260. All visitors to the stand will be offered the chance to win a luxury two-night stay and unforgettable dining experience at the Shangri-La, At The Shard, London (Shangri-La located at The Shard in London). Like Air Partner, Shangri-La Hotels and Resorts has operated in the MICE industry for decades and aims to deliver a truly high-end experience with the highest levels of service to all its corporate clients.

Air Partner's Commercial Jet and Travel divisions – which offer charter flights, scheduled tickets or a combination of both - have been a significant player in the MICE industry for over 50 years and understand that when organising a conference or promotional event, getting guests there in style

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is critically important. Air Partner has worked with event planners in every part of the world for all imaginable types of event, operating as a one-stop shop for flights, transfers and accommodation. Air Partner is increasingly combining scheduled tickets with charters for its clients, as this is often the most cost-effective option: for example, this may involve flying groups of passengers on scheduled flights from different locations to one central airport where they can all board the same chartered aircraft.

The benefits of charter flights on such occasions are numerous. Clients are able to fly large numbers of passengers directly to destinations that might otherwise not be served by scheduled services, and on a date and time of their choosing. For bigger groups, off airport check-in can be arranged at the hotel to make the process as efficient and stress-free as possible. Air Partner is also able to provide a personalised experience both at the airport and on-board, enabling travel time to become part of the brand experience: this can range from the use or display of a client's products and logo all the way through to an on-board magician. Branded headrests are the most popular request as they provide an instant 'wow' factor for everyone boarding the plane, although Air Partner can arrange any special touches a client wishes.

Katie Daw, Trading Manager at Air Partner TMC, commented: *"We are delighted to have been chosen to manage the flights for IMEX's hosted buyer programme for the sixth consecutive year. Day in and day out the team here focuses on providing the highest levels of service and customised solutions for our clients, which is why so many continue to work with us time and time again. We look forward to working with the IMEX team on what is sure to be another highly successful event."*

Carina Bauer, IMEX CEO, commented: *"We continue to experience the highest levels of service from the Air Partner team, which is crucial to both us and our hosted buyers. We are grateful to have such a strong working relationship with them as they support our team in the delivery of a successful IMEX 2017."*

02 MAY 2017

ARTICLE LINK:
https://ut.50skyshades.com/news/events-festivals/air-partner-to-partner-with-shangri-la-hotels-and-resorts-at-imex-2017

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