



Action Plan

JUSTMEET IN THE ALPS

2025



*Every valley. every destination. every hotel
has something unique to offer.*

Why JUSTMEET IN THE ALPS ?

For the year 2025, **JUSTMEET IN THE ALPS** proposes an action plan with proactive promotion for Alpine Hotels in the business tourism sector on the European market.

In a very competitive MICE industry and where search criteria and customer requirements are evolving, our desire is to promote the Alpine Regions, which have all the assets to attract and retain this demanding Buyers.

Based on our latest experiences, this program offers representation throughout the year in addition to one-off actions in three different formats:

- **NETWORKING EVENTS**
- **ALPIN ROADSHOWS**
- **ALPIN FORUMS**

These actions should enable annual promotion among potential customers and bring Alpine Destinations into the search reflex for new projects.

Contact

JUSTMEET Sàrl

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Member

JUSTMEET IN THE ALPS

Join the **JUSTMEET IN THE ALPS Collection**, as a **Member**, to ensure a daily presence with a structure acting as a Convention Bureau for Alpine Hotels and Destinations with the main agencies and corporate clients on the European market.

Through sales calls, participation in events, weekly meetings as well as a creative presence on social networks, we guarantee visibility and promotion of our partner Hotels and Destinations throughout the year.

In collaboration with representative agencies in the main European markets (Germany, Benelux, France, Italy, Switzerland, UK), this constructive and targeted presence is a unique showcase with a strong "alpine" identity in the tourism segment. 'business.

This close collaboration should make it possible to increase your expectations in welcoming MICE clients, and to optimize and diversify your network in a dynamic and proactive manner.

Your advantages :

- 20% discount on participation in **JUSTMEET IN THE ALPS** actions (pages 3 and 4).
- Integrate the collection of members guaranteeing visibility during events, sales calls and all moments of exchanges and contacts with potential customers.
- Presence and referencing on the new **JUSTMEET IN THE ALPS** website.
- Possibility of communicating your offers, new products and other announcements on our social networks and the **JUSTMEET IN THE ALPS** newsletters (6 per year).
- Receive a detailed bimonthly report of contacts visited and met.
- Participate in calls and RFPs when requests are made to **JUSTMEET IN THE ALPS**.
- Benefit from the community for sharing experiences between Hotels and Destinations in the Alps.
- Take advantage of the network and expertise of **JUSTMEET IN THE ALPS** to support you, for example during invitations, Fam Trips, or communications, and benefit from assistance for all commercial actions or procedures.

Rates : CHF 8'500 including tax for the year 2025

CHF 6'500 for an early registration before 1st Novembre 2025





2025 Actions JUSTMEET IN THE ALPS

NETWORKING Events

JUSTMEET IN THE ALPS offers 7 Networking Events for the Year 2025.

These are friendly afterworks, with a “mountain” identity, a presentation of the partners present and a cocktail dinner

Buyers are invited for an afterwork evening of networking and discovery of Alpine Hotels and Destinations in European economic centers.

Targeted guests: MICE & corporate agencies (between 30 and 40 Clients per Networking Event).

Networking Events planned for 2025:

Zurich	January 29	Munich	September 2
Geneva	January 30	Lyon	September 11
London	February 6	Milan	October 7
Paris	February 7		



Prices: CHF 1'550 including tax per event

For **JUSTMEET IN THE ALPS Members:** 1,240 including tax

Included: Organization of the event, meal, follow-up

Maximum 12 Hotels / Destinations per Event

ALPIN Roadshows

JUSTMEET IN THE ALPS is setting up 3 immersive Roadshows in major European economic centers. For 3 days, meet clients (agencies and corporations) in an intensive and friendly manner during sales calls and meals.

Targeted guests: MICE & corporate agencies (between 35 and 40 Clients met).

Roadshows planned for 2025:

April 28-30 : **Frankfurt - Dusseldorf**

September 15-17 : **Manchester –Liverpool**

November 3-5 : **Geneva - Lausanne**

Prices: CHF 3'875 including tax per event

For **JUSTMEET IN THE ALPS Members:** 3,100 including tax

Included: Organization, accommodation (2 nights), 3 lunches, 2 dinners, travel during the roadshow, follow-up

Maximum 4 Hotels / Destinations per Roadshow



2025 Actions

JUSTMEET IN THE ALPS

ALPIN Forums

Enjoy 2 and a half days of networking in a location conducive to exchanges with selected Buyers with an interest in Alpine destinations.

With one-to-one meetings, meals and convivial moments on the program, create special links with quality Buyers.

Winter Forum

April TBC, 2025 in St. Moritz

25 Buyers (Agencies & Corpo) – Origin: Germany, Italy, Switzerland & UK.

Summer Forum

June 4-5, 2025 in Megève

25 Buyers (Agencies & Corpo) – Origin: France, Switzerland, Benelux & UK

Prices : CHF 4'200 including tax per Forum

For **JUSTMEET IN THE ALPS Members:** 3,360 including tax

Included: Organization, activities, accommodation (2 nights), meals during the event, follow-up

Maximum 25 Hotels / Destinations per Forum



Tailor-made PROGRAM

JUSTMEET IN THE ALPS is also available for a tailor-made program and personalized actions.

Whether for your Hotel or your Destination and your various partners, we support you by offering you a tailor-made program.

In Switzerland and also in Europe's main markets, with the help of our local partners, we support you in a proactive and relevant manner to be as close as possible to your targeted customers by offering actions such for example as: [Fam Trips](#), [Sales Calls](#), [Networking Events](#), [Presence at fairs or exhibitions](#).

2025 Actions

JUSTMEET IN THE ALPS

ACTIONS

Calendar

Summary of actions and 2025 calendar:

Dates	Actions	Places / Markets	Max number of partners	Prices CHF/EUR Incl. taxes	
				No members	Members
January 29	Networking Event	Zurich Switzerland	12	1'550	1'240
January 30	Networking Event	Geneva Switzerland	12	1'550	1'240
February 6	Networking Event	London UK	12	1'550	1'240
February 7	Networking Event	Paris France	12	1'550	1'240
April TBC	Winter Forum	St. Moritz Switzerland, Germany, Italy, UK	25	4'200	3'360
April 28-30	Roadshow	Frankfurt / Dusseldorf Germany	4	3'875	3'100
June 4-5	Summer Forum	Megeve France, Switzerland, UK, Benelux	25	4'200	3'360
September 2	Networking Event	Munich Germany	12	1'550	1'240
September 11	Networking Event	Lyon France	12	1'550	1'240
September 15-17	Roadshow	Manchester / Liverpool UK	4	3'875	3'100
October 7	Networking Event	Milan Italy	12	1'550	1'240
November 3-5	Roadshow	Geneva / Lausanne Switzerland	4	3'875	3'100

Pre-registration for 2025 actions

To pre-register for the proposed events, do not hesitate to use the form on the site:

<https://justmeet-alps.com/actions-2025>

You can also contact us by email at info@justmeet.ch.

Alpine Destinations and Hotels *Strengths*

Organizers and event project leaders are always looking for new locations.

After having organized their events in large cities and capitals, often in standardized and uniform establishments, a return to green, to authenticity with real “story telling” is the new trend that project leaders are looking for.

Alpine Destinations have everything to be attractive.

High quality hotels that meet requirements, easy access and good connections with major roads and airports, unique experiences whether cultural, culinary or environmental, possibilities for 4-season activities, the return to nature, are all arguments which do not leave clients indifferent.



The advantages of MICE

More and more Hotels and Destinations are becoming aware of the advantages of hosting seminars, incentives and, where possible, conferences in the Alps.

This type of tourism allows:

- To increase turnover.
- To offer 4-season tourism.
- To welcome customers with significant purchasing power.
- To occupy hotels and other service providers during off-peak periods.
- To make these visitors ambassadors and potentially allow them to return in a private setting or for other occasions.