



## OFFERING A NEW CONTEMPORARY LOOK AT THE EUROPEAN CAPITAL

Brussels' business travel community and trade press gathered in the city's The Dominican last night, May the 6th, for the official launch of Designer Brussels. **Designer Brussels** is an incentive travel initiative that brings together Brussels' finest city-centre boutique chic hotels - the **be Manos**, **The Dominican**, the **Hotel BLOOM!** and the **Rocco Forte Hotel Amigo** - alongside Ovation, Brussels' leading destination management company to offer unique, bespoke motivational experiences.

No stranger to high rankings with institutional bodies and a longstanding favourite of meeting and conference planners, Brussels is an ideal destination for motivational travel. A truly innovative partnership, **Designer Brussels** seeks to highlight "contemporary" Brussels and to avoid the usual tourist clichés of Belgian chocolate and beer. By offering exclusive boutique accommodation and high-end incentive programmes centred around themed activities and creative events, Designer Brussels focuses on art, architecture, fashion, music and the theatre. Aimed at the culturally-conscious and designed to deliver return on investment, the Designer Brussels programmes are tailored to the specific interests and business objectives of the corporate client. The Designer Brussels programme exists in pdf version and is available from a special website: [www.designerbrussels.com](http://www.designerbrussels.com)

Speaking at the event Hugo Slimbrouck, Global Director of Sales of Ovation and past president of Site Global, commented; *"With home-grown talent like Dries Van Noten and Olivier Strelli fighting over catwalk space with Gucci, Prada and Dolce and Gabbana, it is widely recognised that Belgium is a design force to be reckoned with. But Designer Brussels is not just about fashion design. Designer Brussels seeks to promote the presence of Brussels as a legitimate contender not only in the fashion world, but also in the areas of sleek architecture, sensuous perfumes, the music world and fine arts. Delegates will discover that fashion and design have also entered the world of chocolate and culinary adventure as well as a special attention to sustainability. Designer Brussels combines Ovation Belgium's years of experience and intimate knowledge of the venues and locations with the high end accommodation and services of the be Manos, The Dominican, the BLOOM! & the Rocco Forte Hotel Amigo Brussels' hippest boutique hotels."*

Ovation Global DMC also features Designer Dublin and will be available soon in other Ovation destinations such as Berlin, Barcelona, Hong Kong and Buenos Aires. For all Designer enquiries about creating a bespoke programme tailored to your needs, or simply for more information on the Designer Brussels brand and partners please contact:

**HUGO SLIMBROUCK**  
**Director of Global Sales & Strategic Partnerships**  
**Ovation Global DMC**

Avenue de Tervueren, 300  
B-1150 Brussels - Belgium  
Phone: +32 (0)2 739 3022  
Direct: +32 (0)2 789 2320  
Mobile: +32 (0)475 75 52 73  
Fax: +32 (0)2 743 1550

[hugo.slimbrouck@ovationdmc.com](mailto:hugo.slimbrouck@ovationdmc.com)  
[www.ovationdmc.com](http://www.ovationdmc.com)

OVATION GLOBAL DMC CURRENTLY IN ARABIA - ARGENTINA - AUSTRIA - BELGIUM - BRAZIL - CHINA - CZECH REPUBLIC - CROATIA - DENMARK - DOMINICAN REPUBLIC - FINLAND - FRANCE - GERMANY - GREECE - HOLLAND - HONG KONG/ MACAU - HUNGARY - IRELAND - ITALY - JAMAICA - KOREA - MALTA - MEXICO - MONTENEGRO - MOROCCO - OMAN - POLAND - RUSSIA - SLOVENIA - SOUTH AFRICA - SPAIN - SWEDEN - SWITZERLAND - TURKEY - UK AND AT 38 DESTINATIONS ACROSS NORTH AMERICA THROUGH OUR ALLIANCE WITH THE DMC NETWORK  
[www.dmcnetwork.com](http://www.dmcnetwork.com)

Hugo Slimbrouck is Past President of SITE Global ([www.siteglobal.org](http://www.siteglobal.org)), Past President of JMIC, the Joint Meetings Industry Council ([www.themeetingsindustry.org](http://www.themeetingsindustry.org)) and President of ABITO.

