

Wednesday, 13 November 2024

Europe Congress Closes Out the 2024 Event Season With Successful MCE South Europe

PALMA, Mallorca 10-12 November, 2024— Palma de Mallorca served as the setting for MCE South Europe, closing out the 2024 event season. Nearly 250 event planners and solution providers convened at the Palau de Congressos de Palma for 2.5 days of B2B meetings, networking, and destination awareness put on by Europe Congress and the Mallorca Convention Bureau. The partnership culminated in an incredibly successful forum, closing out Europe Congress' 2024 event season.

MCE South Europe was an impressive conclusion to the year, building anticipation for a full event calendar in 2025 and cementing Palma as a go-to MICE destination. Participants were encouraged to see Palma as more than just a tourist locale; aside from a lively schedule of B2B meetings, attendees were invited to join a wide range of activities, including a tour of the city, including Palma's famous basilica, the old town of La Lonja, and the bustling high street of Paseo del Borne; a visit to a local vineyard for a wine tasting and group painting class; and a guided tour of the nearby town of Valldemossa, a village known for its rich history and examples of early Spanish culture.

Participants of the tours found the program to be an enriching addition to the event, as did the event partners at the Mallorca Convention Bureau. "We were very happy to be able to show participants just how much Mallorca has to offer," said Marga Méndez, Mallorca Convention Bureau's Managing Director.

Throughout the event's 2.5 days, attendees participated in one-on-one meetings and destination presentations by participating convention bureaus, with breaks for coffee, lunch, and networking. "It's wonderful for us to be able to host this event and really show people what makes Mallorca such a great place for events," said Elena Sánchez, Associate Director of Sales & Marketing at Palau de Congressos de Palma/ Meliá Palma Bay.

Both nights offered an unforgettable taste of Mallorcan hospitality with evening programs at Restaurante Son Termes and Mallorca Son Moix football stadium. Son Termes, a historic 13th century estate, hosted participants of MCE South Europe on Sunday, November 10th, for an elegant dinner overlooking the Bay of Palma. The next night saw a surprise performance of live drummers and fire dancers along with dinner in the VIP club of Mallorca Son Moix stadium, home to the RCD Mallorca football team.

"We're so grateful to our partners in Mallorca for their cooperation on another standout event, and for showing our participants what Mallorca has to offer," said Alain Pallas, Managing Director of Europe Congress. "We're looking forward to hosting many more successful events in 2025."

Europe Congress' 2025 event series will kick off with MCE Central & Eastern Europe in Antalya, Türkiye from 9-11 February. To register your interest, visit [Europe Congress' website](#).

Media Contact:

Parker Shatkin

+420 296 249 109

media@europecongress.com