One of Russia’s most rapidly growing sectors of business growth is in MICE tourism. For the uninitiated, this is not the creation of very tiny mini-hotels for large families of small rodents. MICE stands for meetings, employee incentive programs, conferences and other events. This business has been booming in Russia’s major cities, but now it’s moving south to Sochi, where the draw is not only excellent value per cost, but the one thing the big capital cities can’t offer: all the beauty and recreation that that sea shore and mountains can offer, and weather that almost always better than wherever the business traveler is coming from.

The new Congress Centre at the Pullman Sochi Centre offers 12 meeting rooms, with the largest measuring almost 700 square meters (over 7,000 square feet). The business facilities, catering options, and the full range of services have made the Pullman a particular draw for the Russian and international business set, who also like relaxing in the on-site spa or doing laps in the infinity pool on the 16th floor of the hotel after hours.

For more budget-minded travelers, the Mercure Sochi Centre next door shares the Congress Centre facilities, but offers more affordable guest rooms. This is especially popular with business clients who like to travel with their families.

If it’s too hot on the shore or if the business travelers prefer snow skis to water skies, a sister hotel, Mercure April 2015, is a good option. For guests who mix a bit of business with their pleasure, the hotel has six meeting rooms ranging in size from 25 to 120 square meters (about 270 to 1,300 square feet) and a full-range of services, catering options, and planning assistance.

The Hyatt Regency Hotel, another newcomer to the Sochi center skyline, provides upscale business facilities with a modern decor. In addition to five meeting rooms, the Hyatt has a pillar free ballroom that is perfect for major business conferences or board meetings, and can be transformed for weddings and galas.

The Swissotel Sochi Kamelia has a large ballroom that opens onto an expansive terrace that can host any event, from a board meeting in the morning to a gala concert in the evening. Five additional meeting rooms can be configured for any business event. The Kamelia also offers a variety of outdoor space, so you can hold your wedding or anniversary celebration by the pool, in the lush garden, or even on the soft sand beach at sunset.

ENJOY AN UNFORGETTABLE CORPORATE EVENT BY THE SEA TOGETHER WITH YOUR COLLEAGUES AT THE MAGNIFICENT SWISSÖTEL SOCHI KAMELIA

Located on the edge of a nature sanctuary in Sochi overlooking the Black Sea, Swissôtel Sochi Kamelia blends elegant simplicity with contemporary design. The luxury resort offers 203 rooms with private balconies and majestic sea views. With its own sandy private beach and excellent facilities, this is a superb destination either to relax or to begin exploring the sights of Sochi.

Swissôtel provides a fresh approach to meetings, conferences and events, so your delegates feel energized, inspired, and can perform at their best.

Tel: +7 862 296 8801
sochi@swissotel.com
www.swissotel.com/sochi-kamelia

Rosa Khutor, is a good option. For guests who mix a bit of business with their pleasure, the hotel has six meeting rooms ranging in size from 25 to 120 square meters (about 270 to 1,300 square feet) and a full-range of services, catering options, and planning assistance.

The Hyatt Regency Hotel, another newcomer to the Sochi center skyline, provides upscale business facilities with a modern decor. In addition to five meeting rooms, the Hyatt has a pillar free ballroom that is perfect for major business conferences or board meetings, and can be transformed for weddings and galas.

The Swissotel Sochi Kamelia has a large ballroom that opens onto an expansive terrace that can host any event, from a board meeting in the morning to a gala concert in the evening. Five additional meeting rooms can be configured for any business event. The Kamelia also offers a variety of outdoor space, so you can hold your wedding or anniversary celebration by the pool, in the lush garden, or even on the soft sand beach at sunset.

ENJOY AN UNFORGETTABLE CORPORATE EVENT BY THE SEA TOGETHER WITH YOUR COLLEAGUES AT THE MAGNIFICENT SWISSÖTEL SOCHI KAMELIA

Located on the edge of a nature sanctuary in Sochi overlooking the Black Sea, Swissôtel Sochi Kamelia blends elegant simplicity with contemporary design. The luxury resort offers 203 rooms with private balconies and majestic sea views. With its own sandy private beach and excellent facilities, this is a superb destination either to relax or to begin exploring the sights of Sochi.

Swissôtel provides a fresh approach to meetings, conferences and events, so your delegates feel energized, inspired, and can perform at their best.

Tel: +7 862 296 8801
sochi@swissotel.com
www.swissotel.com/sochi-kamelia
The first written mention of Sochi dates back to 137 A.D., when a visiting Roman general noted a river “Masaitika” (today’s Matsesta) by the coastline of the Black Sea. By the fifth century, the Romans — who knew a good spot for a spa when they saw one — were using the malodorous but healing waters by the river Matsesta to soothe the aches and pains of battle. But over the next centuries, the sunshine, sea water, and healing spring water remained something of a local secret.

And then in the mid-1800s, when the world’s doctors and scientists were enamored with the health benefits of spring water, the natural mineral waters around Sochi were rediscovered. The sulfurous mineral water was tested and declared to have curative powers. At the turn of the century, the sunshine, sea water, and healing spring water remained something of a local secret.

The Moscow Times

Soviet Chic

Sochi and its healing resort spas continued to be developed throughout the Soviet period, with a great building boom in the 1930s when Joseph Stalin vacationed in his dacha in the hills. The “Stalinist classical” architecture defined the town, parks, and resorts. Until the USSR dissolved, tourists flocked to Sochi on package tours to resorts funded by their work unit, or as private tourists looking to enjoy the healing — though smelly — spring water, massages, and other procedures.

The Radisson Blu Paradise Resort & Spa Sochi is a five-star hotel that matches. The hotel is set in a large and lush park, and has several pools, both indoor and outdoor; its own pebble beach; a gym, tennis and sports courts; a billiards room, movie theater and library; two restaurants, two bars, a terrace restaurant and a café on the beach; and an enormous and luxurious spa that uses Italian treatment methods. Bring your sunglasses and pretend that you don’t recognize the other clients.

In the last five years Sochi has been reviving, updating and recreating the centuries-old traditions of spa resorts for today’s exacting clients. One of the oldest spas now restored is Matsesta (matsesta.info), which has classical architecture set in a landscaped park. You can stay at an updated sanatorium or in a hotel of your choice, and come to the spa for a course of treatment, which can include bathing in the healing — though smelly — spring water, massages, and other procedures.

In the late 1990s when the last version of tea and cafes that now dot the coastline.

There might be antique cars out front, and a manicured park that looks ready to receive a foreign delegation, but retro stops at the door. Inside all is bright, airy and thoroughly modern. Tired guests can find rejuvenation at the Purovel Spa & Sport center, which uses spa treatments from the Swiss Alps, and continue to unwind in the saunas, jet pools, or outdoor swimming pool. Like all Swissotels, the Kamelia helps guests stay fit with a special Vitality menu, jogging routes, and exercise rooms and equipment.

Another resort that is retro on the outside and high-tech on the inside is the Rodina Grand Hotel and Spa, which has just 40 rooms ranging from deluxe to beyond deluxe (with prices to match). The hotel is set in a large and lush park, and has several pools, both indoor and outdoor; its own pebble beach; a gym, tennis and sports courts; a billiards room, movie theater and library; two restaurants, two bars, a terrace restaurant and a café on the beach; and an enormous and luxurious spa that uses Italian treatment methods. Bring your sunglasses and pretend that you don’t recognize the other clients.

The Radisson Blu Paradise Resort & Spa Sochi is a five-star hotel that brings the Sochi spa into the 21st century. For active relaxation, there is an expansive beach, two large pools, tennis and sports courts, and the award-winning SPA “SIBO,” a 2,500 square-meter expanse of stone, wood, and water that provides massages, beauty treatments, relaxation therapies and detox programs. The resort staff can also arrange activities outside the resort, such as rafting, horseback riding or quad bike rides in the Caucasus.

European spa towns like Karlovy Vary and Baden-Baden.

Spa Town Revival

In the last five years Sochi has been reviving, updating and recreating the centuries-old traditions of spa resorts for today’s exacting clients. One of the oldest spas now restored is Matsesta (matsesta.info), which has classical architecture set in a landscaped park. You can stay at an updated sanatorium or in a hotel of your choice, and come to the spa for a course of treatment, which can include bathing in the healing — though smelly — spring water, massages, and other procedures.

CENTURIES-OLD SPA TREATMENTS RECREATED FOR TODAY’S EXACTING GUEST

Lovers of retro chic might choose Swissotel Sochi Kamelia, which was built to replicate the beloved Intourist Hotel of 1935, complete with a cascade of fountains and monumental statue flowing down the hillside.

A healthy lunch poolside | Radisson Blu Paradise Resort & Spa Sochi

A bathroom with a view | Swissotel Sochi Kamelia | Swissotel Kamelia

The award-winning spa at Swissotel Sochi Kamelia uses spa treatments from the Swiss Alps, and a manicured park that looks ready to receive a foreign delegation, but retro stops at the door. Inside all is bright, airy and thoroughly modern. Tired guests can find rejuvenation at the Purovel Spa & Sport center, which uses spa treatments from the Swiss Alps, and continue to unwind in the saunas, jet pools, or outdoor swimming pool. Like all Swissotels, the Kamelia helps guests stay fit with a special Vitality menu, jogging routes, and exercise rooms and equipment.

Another resort that is retro on the outside and high-tech on the inside is the Rodina Grand Hotel and Spa, which has just 40 rooms ranging from deluxe to beyond deluxe (with prices to match). The hotel is set in a large and lush park, and has several pools, both indoor and outdoor; its own pebble beach; a gym, tennis and sports courts; a billiards room, movie theater and library; two restaurants, two bars, a terrace restaurant and a café on the beach; and an enormous and luxurious spa that uses Italian treatment methods. Bring your sunglasses and pretend that you don’t recognize the other clients.

The Radisson Blu Paradise Resort & Spa Sochi is a five-star hotel that brings the Sochi spa into the 21st century. For active relaxation, there is an expansive beach, two large pools, tennis and sports courts, and the award-winning SPA “SIBO,” a 2,500 square-meter expanse of stone, wood, and water that provides massages, beauty treatments, relaxation therapies and detox programs. The resort staff can also arrange activities outside the resort, such as rafting, horseback riding or quad bike rides in the Caucasus.

European spa towns like Karlovy Vary and Baden-Baden.

Spa Town Revival

In the last five years Sochi has been reviving, updating and recreating the centuries-old traditions of spa resorts for today’s exacting clients. One of the oldest spas now restored is Matsesta (matsesta.info), which has classical architecture set in a landscaped park. You can stay at an updated sanatorium or in a hotel of your choice, and come to the spa for a course of treatment, which can include bathing in the healing — though smelly — spring water, massages, and other procedures.

CENTURIES-OLD SPA TREATMENTS RECREATED FOR TODAY’S EXACTING GUEST

Lovers of retro chic might choose Swissotel Sochi Kamelia, which was built to replicate the beloved Intourist Hotel of 1935, complete with a cascade of fountains and monumental statue flowing down the hillside.

A healthy lunch poolside | Radisson Blu Paradise Resort & Spa Sochi

A bathroom with a view | Swissotel Sochi Kamelia | Swissotel Kamelia

The award-winning spa at Swissotel Sochi Kamelia uses spa treatments from the Swiss Alps, and a manicured park that looks ready to receive a foreign delegation, but retro stops at the door. Inside all is bright, airy and thoroughly modern. Tired guests can find rejuvenation at the Purovel Spa & Sport center, which uses spa treatments from the Swiss Alps, and continue to unwind in the saunas, jet pools, or outdoor swimming pool. Like all Swissotels, the Kamelia helps guests stay fit with a special Vitality menu, jogging routes, and exercise rooms and equipment.

Another resort that is retro on the outside and high-tech on the inside is the Rodina Grand Hotel and Spa, which has just 40 rooms ranging from deluxe to beyond deluxe (with prices to match). The hotel is set in a large and lush park, and has several pools, both indoor and outdoor; its own pebble beach; a gym, tennis and sports courts; a billiards room, movie theater and library; two restaurants, two bars, a terrace restaurant and a café on the beach; and an enormous and luxurious spa that uses Italian treatment methods. Bring your sunglasses and pretend that you don’t recognize the other clients.

The Radisson Blu Paradise Resort & Spa Sochi is a five-star hotel that brings the Sochi spa into the 21st century. For active relaxation, there is an expansive beach, two large pools, tennis and sports courts, and the award-winning SPA “SIBO,” a 2,500 square-meter expanse of stone, wood, and water that provides massages, beauty treatments, relaxation therapies and detox programs. The resort staff can also arrange activities outside the resort, such as rafting, horseback riding or quad bike rides in the Caucasus.

European spa towns like Karlovy Vary and Baden-Baden.

Spa Town Revival

In the last five years Sochi has been reviving, updating and recreating the centuries-old traditions of spa resorts for today’s exacting clients. One of the oldest spas now restored is Matsesta (matsesta.info), which has classical architecture set in a landscaped park. You can stay at an updated sanatorium or in a hotel of your choice, and come to the spa for a course of treatment, which can include bathing in the healing — though smelly — spring water, massages, and other procedures.

CENTURIES-OLD SPA TREATMENTS RECREATED FOR TODAY’S EXACTING GUEST

Lovers of retro chic might choose Swissotel Sochi Kamelia, which was built to replicate the beloved Intourist Hotel of 1935, complete with a cascade of fountains and monumental statue flowing down the hillside.

A healthy lunch poolside | Radisson Blu Paradise Resort & Spa Sochi

A bathroom with a view | Swissotel Sochi Kamelia | Swissotel Kamelia

The award-winning spa at Swissotel Sochi Kamelia uses spa treatments from the Swiss Alps, and a manicured park that looks ready to receive a foreign delegation, but retro stops at the door. Inside all is bright, airy and thoroughly modern. Tired guests can find rejuvenation at the Purovel Spa & Sport center, which uses spa treatments from the Swiss Alps, and continue to unwind in the saunas, jet pools, or outdoor swimming pool. Like all Swissotels, the Kamelia helps guests stay fit with a special Vitality menu, jogging routes, and exercise rooms and equipment.

Another resort that is retro on the outside and high-tech on the inside is the Rodina Grand Hotel and Spa, which has just 40 rooms ranging from deluxe to beyond deluxe (with prices to match). The hotel is set in a large and lush park, and has several pools, both indoor and outdoor; its own pebble beach; a gym, tennis and sports courts; a billiards room, movie theater and library; two restaurants, two bars, a terrace restaurant and a café on the beach; and an enormous and luxurious spa that uses Italian treatment methods. Bring your sunglasses and pretend that you don’t recognize the other clients.

The Radisson Blu Paradise Resort & Spa Sochi is a five-star hotel that brings the Sochi spa into the 21st century. For active relaxation, there is an expansive beach, two large pools, tennis and sports courts, and the award-winning SPA “SIBO,” a 2,500 square-meter expanse of stone, wood, and water that provides massages, beauty treatments, relaxation therapies and detox programs. The resort staff can also arrange activities outside the resort, such as rafting, horseback riding or quad bike rides in the Caucasus.
For skiers, the Rosa Khutor resort in the mountains above Sochi is a little piece of sports heaven. The nearly 80 kilometers (about 50 miles) of trails are open for business about 140 days a year, often right through the May holidays. Skiers and snowboarders of all ages and levels of skill spend the day on the slopes and then relax every evening in the resort’s many bars, cafes and restaurants. But what happens when the season ends?

Actually, the season never ends in Rosa Khutor. After a small pause on the mountains from mid-May to mid-June while the trails thaw out, the summer season begins. And it turns out that there is even more to do in the summer than in the winter.

Around town

The Rosa Khutor resort is a small town nestled in the Caucasus at a bend in the Mzymta River. The resort has over 20 hotels, from modest to extravagant. At the lower end of the budget scale is the Panda Hotel (http://pandahotel.ru), which has simply furnished rooms for under 2,000 rubles (about $40) with all the basics, as well as a café and sauna for easing away the day’s sore muscles.

At the other end of the budget is the resort’s sole five-star hotel, the Radisson Rosa Khutor, which has almost two hundred modern rooms, a number of bars and restaurants, an in-house gym and full-service spa, the Pyramid Health Club & Spa.

Located in the middle of town is the mid-budget Mercure Rosa Khutor, offering over 150 brightly decorated rooms, a cozy lobby bar with a fireplace for cool evenings, and an acclaimed restaurant serving Russian cuisine. You can begin relaxing right in the hotel: kids can be entertained in the hotel playroom while the grown-ups enjoy the hotel’s sports facilities: an indoor pool, gym and Turkish bath.

In town you can rent a bike for a few hours or the whole day, learn to ride a Segway, or take a few turns on the ice at the rink. In good weather, you can soak up the sun on Rosa Beach — two swimming pools filled with mountain spring water by the Mzymta River. Or you can simply enjoy shopping in town and checking out the delights of the local café and bar scene.

Up in the Mountains

But the real fun is out of town. You can start the day with free yoga classes at the Rosa Peak viewpoint. There are free sports fields at the Rosa Valley and Rosa Plateau lift stations for volleyball, table tennis, field hockey, badminton, and soccer. There is also a trampoline for bouncing and indoor boards for balance training — great for skiers, ice skaters, and surfers.

For a more active vacation, you can hike the trails by yourself or with a guide. For a bit more exercise, you can rent a mountain bike and take a longer route through woods and alpine meadows. Or you might try your hand at horseback riding, or try a quad bike.

Kids and adults will like the Rosa Khutor branch of Panda Park (http://pandapark.org/en) which offers three rope routes in the trees 1,300 meters (almost 4,300 feet) above sea level.

Masterskaya Priklyuchenii (http://www.extreme-sochi.ru) takes adventure up a notch. The company offers a variety of classes and supervised activities, including guided hikes for city-slickers who don’t have their mountain-legs yet. If you are not afraid of heights, the group offers four different rock climbing routes. You can try your hand — and feet — at canyoneering — a relatively new form of mountain sports that involves climbing, rappelling, swimming, hiking and jumping from cliff edges into mountain pools. There are almost ten routes that last from an afternoon to two days. If that doesn’t scare you enough, the guides also do cave tours along seven different underground routes.

And if you want to be scared silly, check out A.J. Hackett’s Skypark Sochi (http://www.ajhackett.com/sochi), where you can stroll along the longest pedestrian suspension bridge 207 meters (almost 700 feet) above a river gorge. Or you can fly 500 meters (1,640 feet) across the canyon on a giant swing. Or do a bungee jump at 207 meters (700 feet) or 69 meters (about 225 feet).

And at the end of the day, you can be glad you have a comfortable hotel to return to.
Kids Are King

The age of 12 can stay free of charge in their parents’ room. The Mercure Sochi Centre Hotel, which attracts families and budget-conscious young people, has family-friendly connecting rooms so that the adults can take a break from tending children, but still keep an ear out for them. The Mercure Sochi Centre also has a service for guests that organizes excursions around the region and sells tickets to local parks and sights at discounted prices.

Many hotels also provide special services for their younger guests. The Radisson Blu Paradise Resort & Spa has a special kids’ playroom and “ani-mators” — entertainment teams that keep children of all ages occupied. Swissotel Sochi Kamelia has a children’s pool, playground, indoor playroom and entertainment teams, as well as a special kids’ menu for small gourmands who prefer French fries to seafood salads.

Although the beaches in Sochi are not privately owned, first-line hotels provide lounge chairs and other amenities on their stretch of the shore. The Black Sea coast is pebbly, but the Swissotel Sochi Kamelia has brought a 200-room and entertainment teams, as well as a special kids’ menu for small gourmands who prefer French fries to seafood salads.

The largest aquarium in Sochi is the Sochi Discovery World Aquarium (http://en.sochiaquarium.ru). This huge space holds 30 enormous tanks that are home to countless sea and fresh-water creatures, from tiny starfish to enormous sharks. There is a freshwater exhibition with a waterfall and simulated tropical rain forest, koi ponds, and tunnels through seawater exhibitions. Most kids seem to gravitate to the shark exhibitions, although younger tots like Neptune and mermaids swimming among the corals, rocks, and fishes.

Kids Are King

The Mercure Sochi Centre Hotel, which attracts families and budget-conscious young people, has family-friendly connecting rooms so that the adults can take a break from tending children, but still keep an ear out for them. The Mercure Sochi Centre also has a service for guests that organizes excursions around the region and sells tickets to local parks and sights at discounted prices.

Many hotels also provide special services for their younger guests. The Radisson Blu Paradise Resort & Spa has a special kids’ playroom and “ani-mators” — entertainment teams that keep children of all ages occupied. Swissotel Sochi Kamelia has a children’s pool, playground, indoor playroom and entertainment teams, as well as a special kids’ menu for small gourmands who prefer French fries to seafood salads.

Although the beaches in Sochi are not privately owned, first-line hotels provide lounge chairs and other amenities on their stretch of the shore. The Black Sea coast is pebbly, but the Swissotel Sochi Kamelia has brought a 200-room and entertainment teams, as well as a special kids’ menu for small gourmands who prefer French fries to seafood salads.

The largest aquarium in Sochi is the Sochi Discovery World Aquarium (http://en.sochiaquarium.ru). This huge space holds 30 enormous tanks that are home to countless sea and fresh-water creatures, from tiny starfish to enormous sharks. There is a freshwater exhibition with a waterfall and simulated tropical rain forest, koi ponds, and tunnels through seawater exhibitions. Most kids seem to gravitate to the shark exhibitions, although younger tots like Neptune and mermaids swimming among the corals, rocks, and fishes.

SOCHI IS AN INTERNATIONAL-STANDARD FAMILY VACATION RESORT

For a cultural break, be sure to take the kids to one or both of Sochi’s famous theaters. The Winter Theater hosts the annual Kotori Film Festival, and offers opera, concerts or other events in a columned hall. The Summer Theater in the Frutize Park offers easy-listening open air concerts at an affordable price.

Radinsson Sweeps Awards

At the annual Russian Hospitality Awards ceremony this year, three Radisson Hotels took four of the top prizes. Radission Blu Paradise Resort & Spa in Sochi won the awards for Resort Hotel of the Year and Spa Hotel of the Year; the Radisson Hotel in Kaliningrad was named Eco Hotel of the Year, and the Radisson Royal Hotel in Moscow took top honors as MICE Hotel (Meetings-Incentive-Conferences-Events) of the Year. Radisson Hotels are part of the Rezidor Hotel Group and have been represented in Russia since 1991.

Construction Never Ends

The Sochi municipal administration plans to build an apartment-style hotel on 15.6 hectares (about 39 acres) of land in the Lazarevsky area. The 25-floor high-rise hotel would have about 250 rooms, a health and wellness center, and recreational facilities. The city seeks investors for this project, which is planned for a 2018 opening.

Earth Day

On March 20 during the spring equinox, the Innekrainisky Hotel in Sochi celebrated Earth Day with tree-planting and other events for staff, city residents and local children. The Innekrainisky Hotel is also the only hotel in Russia that meets all the required and preferred requirements for barrier-free environments. The entire building and territory is fitted with ramps, special surfaces, and automatic doors that allow people with special needs to feel comfortable and at home.