



## Hello from paradise

**THERE** are destinations and resorts that are so unexpected, they step beyond the scope of normal verbosity.

One such place is Soneva Kiri on Koh Kood which lies among a 52 island chain in the Trat Province, close to Cambodia.

On a famil in conjunction with the resort and Qantas, **BEN** can do no more than soliloquise.

After spending the night cosseted at the famous haunt of literary giants such as Maugham, Conrad & Hemingway, the Mandarin Oriental Bangkok, we set out from the cutest THAI Airways departure lounge and flew on a smartly decked out eight seater, Cessna Caravan 2008B, to the island of Kood.

A one hour flight across a water world of rice paddies and mountainous islands, Soneva Kiri has been built on the principles of ecological sustainability and a core belief to provide experiences in luxury travel accommodation and services.

Guests can walk sans shoes, while golf buggies are the mode of transport.

There's no TV in the rooms but a TV screen pops up out of a suitcase for DVDs if required.

There's also an ice cream parlour serving 60 flavours of ice cream & gelato along with a dedicated chocolate room and the most exciting and best equipped children's area we've ever laid eyes on.

Think conferencing with kids.

We've dined on a platform overlooking the sea, in a Thai restaurant set at the end of a river estuary and in a tree pod, high up in the canopy of trees.

Snorkelled over corals in the bluest of seas, hiked along jungle pathways, taken a Thai cooking course, tasted wine from around the world in a private, sea facing villa that sleeps 14 people.

But wait, there's so much more... you just have to see it for yourself.



## TA commits to business events

**TOURISM** Australia ceo Andrew McEvoy this morning highlighted his commitment to the business events sector, as one of the keynote speakers at Meetings & Events Australia's 25th annual conference in Sydney.

Marketing of business events would be boosted by 20%, he said, to attract more delegates to the country as part of the push to double overall visitor expenditure by 2020 - with MICE visitors an important component.

"Business Events visitors are spending about \$8.5 billion a year and we expect to increase this to about \$16 billion by 2020.

"Our business strategy is about the high yield spenders who can spend more and do more," he said.

Linking to the MEA conference theme of 'open your mind,' he said Australia is a place where the "world gets to open their minds, creatively and powerfully.

"What makes us the best place in the world for corporate meetings and incentives is our total offering: our people, infrastructure, remarkable experiences and our track record of delivering world-class events," McEvoy added.

He said the new Business Events Australia campaign would appear in four languages across the key business events markets of UK, Europe, USA, New Zealand, China, Korea, Indonesia, Malaysia and India, in both print and digitally.

Advertisements showcase groups in iconic locations in Sydney and Uluru to target



corporate event planners, while another advertisement utilises images from Melbourne to focus on association meetings.

Australia allows people to "feel the power of the environment and get the chance to refresh themselves... and their clients get to go back feeling a lot more productive, and revived and passionate about what they do."

McEvoy said TA would continue to work closely with the industry, saying "there is still much work to be done to help our industry achieve its potential and Tourism Australia is committed to making this happen".

## Inspirational Peppers

**THE** newest addition to the Peppers network of luxury boutique retreats and resorts, Peppers Cradle Mountain Lodge, is offering a special corporate meeting and events package.

Styled the 'Inspirational Thinking' package it includes full or half day meeting hire with all standard meeting equipment; morning and afternoon tea; working style lunch; three course dinner in the award winning Highland Restaurant; accommodation in a Pencil Pine Cabin and full lodge breakfast from \$310 per person per night.

The offer is valid 1 May - 30 September 2012 and is based on a minimum of 10 delegates.

Other Peppers properties at Launceston, the Tamar Valley and the Hunter Valley have similar corporate meeting packages.

## New Accor hotel

**ACCOR** has branded its new property within Vic's WestWaters Hotel & Entertainment Complex, as Mercure Melbourne Caroline Springs.

The previous Mercure Caroline Springs hotel is being redeveloped by Quest Apartments.

The new Mercure is described as a perfect suburban destination for business and leisure, with 58 rooms featuring balconies, spacious bathrooms and flat screen TVs.

The venue which was also a finalist in ten categories at the Australian Hotels Association State Awards, including 'Overall Hotel of the Year,' has dining and event spaces that include a grand ballroom and extensive conference facilities.

## THE LUCKY ONE

In celebration of the new movie *The Lucky One*, Warner Bros. Pictures, Village Roadshow

Pictures and **Business Events News** are giving readers the chance to win a double pass to the movie!



*The Lucky One*, starring teen heart throb Zac Efron, Taylor Schilling and Blythe Danner is based on a bestselling novel which tells the story of a man whose brush with death lead him to the love of his life.

For your chance to win, be the first to email the answer to the question below to -

comp@businessesnews.com.au

**Who wrote the bestselling novel?**

Check the Classification





## Beverly Hills boost

**THE** Beverly Hills Conference & Visitors Bureau has announced the debut of a new visitor centre to showcase the destination.

The welcome centre at 9400 Little Santa Monica Boulevard will offer a concierge service for travellers as well as one-of-a-kind merchandise and "additional luxury amenities".

The new centre will symbolise Beverly Hills' stylings including luxury, legacy, accessibility, discovery and community.

The announcement was made at the Pow Wow travel trade conference in Los Angeles today.



**EXPLOSIVES** have been suggested to dislodge the frozen carcasses of cows that wandered into an old ranger's cabin, high in the Rocky Mountains and died.

It's a conundrum that needs a quick decision because if the cows defrost, contamination of a nearby spring may occur.

**SUFFERING** from a protein deficiency?

Try adding worms to your chocolate muffin recipe mix, or spice up a mushroom risotto with a dash of grasshoppers.

It's all contained in a new Dutch Insect Cookbook intended to promote insects as a source of protein.

Research shows that insects could provide the best source of protein to meet the needs of a rising population.

Believe it nor not!

## NZ pushes for new centre

**THE** New Zealand meetings sector is urging the quick go-ahead of the proposed SkyCity national convention centre, citing the just-approved redevelopment of the Sydney Convention and Exhibition Centre as creating more competition for events.

CINZ ceo Alan Trotter says he's concerned about the possible derailment of the project.

"We can't let this opportunity slide," he said.

"If we're to remain competitive in the business tourism market we need to have top class facilities as well, so we see it as a matter of great urgency that we get an international convention centre up and running as soon as possible."

Trotter said the lack of facilities was impacting on the New Zealand tourism industry and the economy as a whole, saying the convention centre is "desperately needed and long overdue."

## Lions celebrate 50 years

**FOR** four days in May, the Burswood Entertainment Complex will host more than 1200 Lions from around Australia, for their annual conference.

This year their celebrations will be doubled as they mark the 50th year of Lions in Western Australia and the 60th Australian Convention.

Australia has 1300 Lions clubs and approximately 28,000 members and those who attend the Convention will focus on key areas like disaster and emergency assistance, health and medical research and community service.

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## Panasonic's show-stop

**AN** expanded portfolio of Panasonic Australia Business Systems Group has seen the launch of a Projector division and broad product line-up for the education, professional and mobile markets.

Among the products available in the new division are a show-stopping PT-DZ20K series - a three-strong flagship range of 20,000 lumen[i] 3-chip DLP projectors designed for large venues or larger delegations.

Peter Hultich, group manager - Projector, Business Systems Group, Panasonic Australia, said the announcement recognised the evolving and innovation-seeking expectations of the traditional projector customer.

"We are confident that our range will allow us to meet the growing demand in this country for a varied, solutions-based and innovative projector offering," Hultich said.

## WIN A TRIP FOR TWO TO HAWAII



During April and May, **Business Events News** is giving one lucky reader the chance to win an amazing holiday for two people to Hawaii, courtesy of **Hawaii Tourism, Hawaiian Airlines** and **The Kahala Hotel and Resort**.

The prize includes Hawaiian Airlines return airfares from Sydney to Honolulu, and five nights accommodation in an Ocean View Room at The Kahala Hotel and Resort.

Over 6 weeks, we will feature a different question in every **Business Events News** issue. There will be 15 questions in total, which will also be posted on our website. At the end of the month the subscriber with the most correct entries and the most creative response to the final question will win this fantastic holiday to Hawaii.



*How much indoor and outdoor square footage does The Kahala have?*

Hint! Visit [www.kahalaresort.com](http://www.kahalaresort.com)

Email your answers to: [hawaii@businesseventsnews.com.au](mailto:hawaii@businesseventsnews.com.au)

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