



## Something for the bucket list

**YALLA**  
yalla - these



Arabic words literally mean "lets go" and are the words that drive the post conference tour of some 115 international buyers and media who are travelling through this remarkable biblical land of Jordan.

The Kings Highway which we are currently driving along from Petra to Aqaba, is an ancient caravan route that has been used since 800BC by Christian and Moslem pilgrims, the Romans, Greeks, Syrians and Turks, and now our caravan of buses.

There will be more on the outstanding incentive product that this country offers such as the 4WD through Wadi Rum and the sound and light dinner we attended in Little Petra last night, driven there under police escort, so outstanding it left us speechless.

Next week I will be heading off to MEETINGS in New Zealand so keep reading **BEN** for all the latest news and excitement happening in the MICE market.

**ALSO** if you want to ask Ben Carnegie from inPlace Recruitment a question about jobs within the MICE market email [info@businessesnews.com.au](mailto:info@businessesnews.com.au) and I will send your questions on to him.

Have a great long weekend - Jill.

## Jordan's first Aussie Roadshow

**MARK** your diaries, because a decision has been made by the Jordan Tourism Board to bring a tourism roadshow to Australia in mid October.

This will be a first for the historic country

and is part of Jordan's national tourism strategy for 2012 - 2015.

"We want to get away from our traditional inbound markets to source those which might be more beneficial to our tourism development, and Australia was chosen as one of those new markets," explained Jordan Tourism Board's Sami Harfoushi, at a magical dinner last night in Little Petra attended by a touring party of 115 international delegates from the country's first international tourism conference in Dead Sea Jordan.

### SIA lifts London

**SINGAPORE** Airlines has announced the introduction of a fourth daily flight between Singapore and London - expanding its existing thrice daily A380 operation effective Oct.

The additional flight will have a late-night departure for Singapore and will utilise a 777-300ER which features the carrier's latest cabin products including luxurious lie-flat business class seating.

The planned eight day roadshow targeting both the FIT and MICE markets will present their diverse marketing plan to attract business to this Hasamite



Kingdom.

The plan is to complement the country's: history & culture, leisure & wellness, fun & adventure, eco & nature, religion & faith and meetings, incentives, conferences & events.

### Melbourne upgrade

**FRASERS** Hospitality has officially relaunched its Fraser Place Melbourne property, after a major overhaul including a new lobby area, lounge and cafe.

There's also been a total makeover of the guest suites, with the property offering 112 studio apartments which now feature spacious desks and a dining area with kitchenette.

There's also 24 hour reception, concierge service and a gym.

More on 03 9669 6888.

### Auckland races ahead

**JUMPING** from 45th place in 2010 to 19th in 2011, Auckland has made its mark in the International Congress and Convention Association (ICCA) rankings for the Asia Pacific and Middle East region for 2011.

The sizeable increase of 22 int'l meetings hosted, up from eight meetings in 2010 in the ICCA rankings for the Asia Pacific and Middle East region for 2011.

The ICCA rankings show the number of meetings held in countries and cities right across the globe.

Auckland Convention Bureau manager Anna Hayward says the results reflect the growth Auckland has achieved in the meetings, conference and incentives market.

## Perth's 'Crowning' achievement

**CROWN** is promising more than just a name change when Burswood Entertainment Complex re-brands to Crown Perth in September, after the completion of a \$750 million refurbishment.

Setting a new benchmark for five-star accommodation and world-class leisure facilities in the West Australian capital, the complex has upgraded and expanded its facilities,

In line with the re-brand, InterContinental Perth Burswood hotel will be known as Crown Metropol Perth from 27 June and Holiday Inn Perth Burswood hotel is to become Crown Promenade Perth on 20 June.

## Monaco for meetings

**THE** convention bureau in the tiny European Principality of Monaco has set an ambitious target of 230,000 overnight business stays by the end of 2015.

Last year business tourism comprised around 20% of visitation to the country, or 157,000 overnights.

Sandrine Camia was recently appointed head of the Monaco Convention Bureau, and said a key driver was the offers available at [www.monacomeetings.com](http://www.monacomeetings.com).

## MICE called to Mackay

**CONVENTIONS** "are invariably more successful when staged in an interesting region" says the Mackay Convention Bureau.

The region located between Brisbane and Cairns along the Queensland coast can offer a variety of accommodation - in excess of 2,100 rooms - from seaside hotels to centrally located motels, beachside resorts and holiday units and an array of tourist parks with ensuite cabins.

The Mackay Convention Bureau is again promoting its MICE facilities on **page 4**.

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ABEE speakers

US BASED technology expert Corbin Ball has been announced as one of two international keynote speakers at the seminar program which is part of this year's Australian Business Events Expo (ABEE).
Ball has extensive business events experience, having worked with budgets exceeding \$6 million and catering to 14,000 attendees.

ABEE will feature a master class presented by Ball titled 'Technology trends transforming the industry' which will cover the most significant changes in events, exhibitions and society.
Ticket sales for the session will open in July and will be strictly limited, with interested parties strongly encouraged to register for the ABEE now at www.abeexpo.com.au.

It's also possible to keep up with ticket launch dates and the latest news on the ABEE Facebook page at facebook.com/ABEEexpo.
Jodie Richmond, ceo of Exhibitions & Trade Fairs, says: "Our research confirms that one of the reasons event buyers and organisers come to the Expo is to have access to good educational opportunities across the broad spectrum of events".

Barton Centre to close



AFTER one million conferences and 18 years since it first opened in 1977, Brisbane's Central Barton Conference Centre will permanently close its doors on 30 November.

Owned by Central Venues, part of Pradella Property Ventures, they purchased the Centre in 1994, and renamed it 'Central Barton Conference Venue'.

Phil Goodman, ceo of Pradella Property Ventures said "over one million conference delegates and guests have enjoyed the unique bushland setting and the broad range of meeting facilities offered by the Venue since we became involved."

"I look forward to many of

those guests coming back this year to visit this iconic property before it moves to the next phase in its life," Goodman said.

Despite the closure, Central continues to offer two Brisbane inner city venues, Central Eagle Street and Central Dockside, both ideally placed overlooking Brisbane River, which cater for meetings, seminars, and corporate training.

Link in for a cure

ACCOR told us Wednesday's article on their Fiji Cure for Kids initiative will put a huge smile on the faces of the Cure for Kids team and reminded readers that the link to the team fundraising page is fundraiseonline.co.nz/TheMelBURNians/.

Hutt, hutt, hutt

JORDAN'S film industry is undergoing a resurgence with new films, both local and international being filmed in the Hasamite Kingdom, including the Oscar award winning 'Hurt Locker'.

This year 'Lawrence of Arabia' also filmed in Jordan, celebrates 50 years since its release, with Sony re-releasing it on Blu-Ray, in September.

Currently, a film about Osama Bin Laden is being filmed in the capital, Amman and is due for release in 2013.

Jumeirah's Lobby art tours

JUMEIRAH Himalayas Hotel Shanghai has become the first hotel in China to launch a complimentary Lobby Art Tour open to the public.

Anyone can approach the Concierge/Guest Relations Desk & borrow an iPod Nano with pre-loaded English & Mandarin recordings of the art on display in the lobby of the luxury property in Shanghai.

A complimentary brochure

about the items on display as well as the Feng Shui elements of the hotel will be included in the Lobby Art Tour.

"This is a self-curating tour that is based in our STAY DIFFERENT philosophy and is culturally connected and is the biggest private art collection in China from Mr Dai Zhi Kang, Chairman of the Zendai Group and Mr Zhang Zhenyu," Jumeirah said.

The art will be rotated regularly.



WIN A TRIP FOR TWO TO VANUATU



During the months of May and June, Business Events News is giving one lucky reader the chance a win an amazing holiday for two people to Vanuatu, courtesy of Air Vanuatu and the Grand Hotel and Casino.

The prize includes Air Vanuatu return airfares from Syd/Bne or Mel to Port Vila, and five nights accommodation in a Harbour Deluxe Room including continental breakfast daily at the Grand Hotel and Casino.

Air Vanuatu offers daily flights from Australia, just over 3 hours away. Complimentary inflight service and the friendliest smiles in the Pacific!

Grand Hotel and Casino offers a relaxing yet sophisticated French style setting, in a prime waterfront location in the heart of the shopping, business and entertainment district. 74 rooms with floor to ceiling windows, own private balcony, Internet access in all rooms and 24 hour room service. We also cater for conferences sizes between 10 - 80 delegates and for groups up to 130 people.

Q.12: Does the drive from the Airport to Port Vila take about 10 minutes?

Hint: vanuatu.travel

Email your answers to: Vanuatu@businesseventsnews.com.au

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# business events news

8th June 2012



## crumbs!

**CLASSIC** American cars are one of Cuba's more arresting sights, but not for much longer, as the communist government, which only allowed vehicles built before 1959 (the year of the Cuban Revolution) relaxes the rules to allow more private enterprise, and for cars to be bought on the open market.

**WHAT** do you call someone who speaks three languages?

Trilingual, of course.

What do you call a someone who speaks two languages?  
Bilingual, naturally.

What do you call someone who speaks one language?  
Monolingual?

No.....Australian!

### Stay at Novotel Brisbane Airport



This week, **Business Events News** is giving readers the chance to win one night accommodation in a standard room for two adults plus full buffet breakfast courtesy of **Novotel Brisbane Airport**.

Novotel Brisbane Airport is perfectly positioned as the only hotel located within the Brisbane Airport precinct and featuring 157 contemporary rooms, restaurant and bar, rooftop heated swimming pool, and state of the art conference centre ideal for meetings, conferences and events.

To win be the first to answer:  
[comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)

What is the maximum capacity of the largest meeting room at Novotel Brisbane Airport?



Hint: [novotelbrisbaneairport.com.au](http://novotelbrisbaneairport.com.au)

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BRISBANE AIRPORT



## Adventure Oman

A **SELF**-tailored itinerary has been created in partnership with Oman Tourism and creative agency, The Other Dimension.

[Sidetripofalifetime.com.au](http://Sidetripofalifetime.com.au) is an interactive digital platform that offers users the chance to experience Oman via documentary style footage.

Built into the functionality is the ability to 'Choose your own Adventure.'

Tourism Oman country manager Mona Tannous says, "It is absolutely captivating to see this concept come to life.

"Not only does it paint a vivid moving picture of what it's like to travel through Oman; it also generates intrigue & excitement because of its interactive nature.

"Set to a soundtrack of exotic Arabian rhythms, the videos on the website offer the closest thing to a real Omani adventure as is possible in an online environment."

The Other Dimension's Andrew Wilson says, "Instead of reading about things you might want to do, you can watch the first-person experiential videos of actual places, adventure activities and the hotels you're considering, building your itinerary through experience."

## Etiihad's partnership

**ETIHAD** Airways has acquired a 4.99% stake in Virgin Australia Holdings that has been built over recent weeks, through purchases on the open market.

It is an equity investment in Virgin Australia's domestic operations that Etihad Airways believes will "significantly strengthen the 10-year strategic partnership forged by the two carriers in August 2010 and will enrich the commercial benefits which the alliance already provides as well as increasing the benefits to Australian consumers and visitors to Australia."

Etihad Airways (21) and V Australia (3) operate 24 flights a week between Abu Dhabi & Aust and Etihad is believed to be targeting up to 10% of Virgin.

# MCI - creating value

A **SUSTAINABILITY** report, entitled "Creating Value" has been launched by global events specialist MCI.

The third sustainability report details the company's strategies and performance to create enhanced value for its stakeholders including inspiring stories, video and interactive elements.

MCI's president Asia Pacific, Robin Lokerman will be visiting Australia this month and will be presenting on these sustainability initiatives at MCI Australia's corporate launch in Sydney.

Highlights from the report demonstrating MCI's sustainable performance in 2011 include such things as improving operational sustainability performance, engaging the supply chain with 67 key international partners, engaging MCI talent, giving back to the community, organising and consulting to over 89 of the world's leading events focused on energy and sustainable development, and promoting change in the meetings industry.

Sebastien Tondeur, ceo of MCI, comments: "We are proud of our achievements and pleased to see

how our CSR program has evolved and continues to innovate to take our business into a better future.

"We know that we still have a long way to go and that long term profitable growth can be enhanced with responsibility and sustainability at the heart of what we do," he said.

## Hilton's Flexibility

**HILTON** Worldwide has created an in-line tool that will make searching, planning and booking events and meetings easier.

Event planners looking at locations in Australia, New Zealand, Fiji and French Polynesia are also being offered a new promotion called 'Flexible Meetings, Flexible Offer' at select hotels.

The promotion will allow the planner to choose from two complimentary add ons - 15% discount off the daily delegate rate; double Hilton HHonors event bonus points; free room for event planner during event; welcome drinks reception or themed coffee breaks - when the event is confirmed within 21 days of enquiring.

## TEMP JOB Events Travel Manager

- ▶ Assignment 4 - 19 July
- ▶ Galileo & Groups experience
- ▶ Sydney Eastern Suburbs



Ben Carnegie

The company is a creative, conference, incentive and event management agency. The assignment is to cover the holidays of the Senior Travel Manager. Work in a vibrant and dynamic company and help support some exciting events programs. Located in Sydney near Moore Park, great hourly rates!

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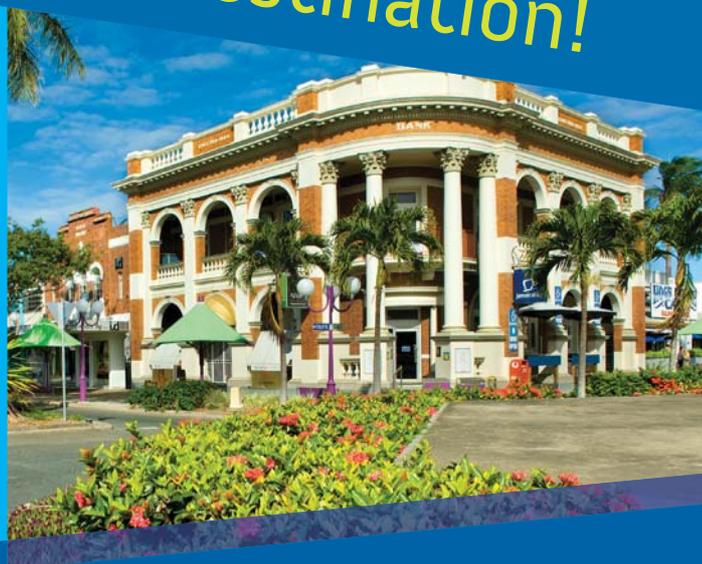
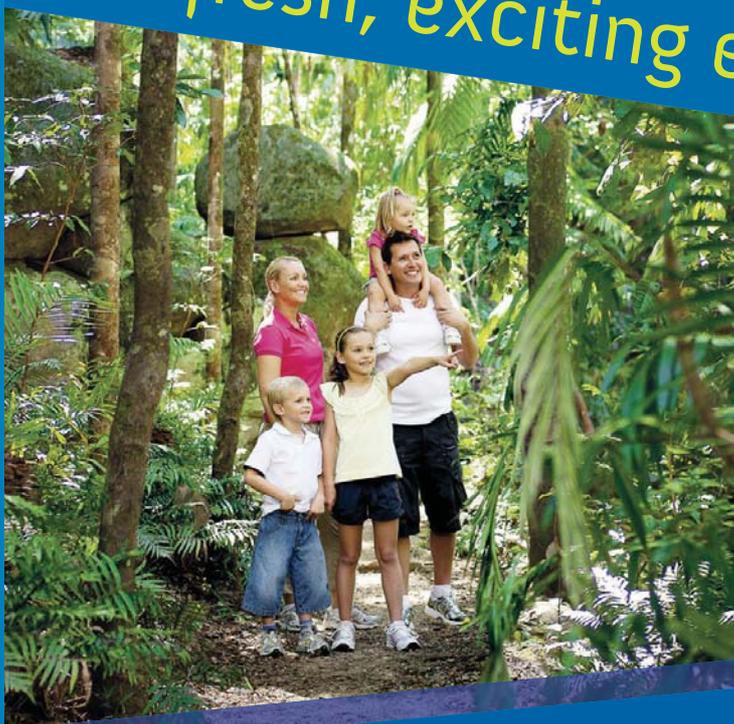
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