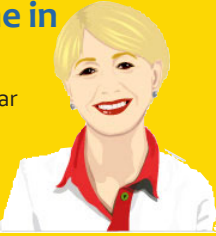




Book me in Danno!

BROWN bear fanciers and incentive adventure seekers might like



to check out the opportunity to interact with these creatures on an Above and Beyond Alaska tour.

Operating from Juneau, Alaska it combines flightseeing, sea kayaking & bear viewing in highly protected areas with limited visitation.

Their full-day tour begins with a 25-minute scenic floatplane flight to Windfall Island.

From there, guided groups sea kayak to either Windfall Harbor or Pack Creek Brown Bear Sanctuary.

Sofitel's final winner

CONGRATULATIONS to Andrea Henderson, Melbourne Convention + Visitors Bureau as the final winner of a double pass to the Alliance Francaise French Film Festival.

DMS's top incentive destination tips

WITH a strong Australian Dollar making destinations in the US, Europe and Turkey more affordable in 2011, Leila Fiedler, DMS md, talked to BEN about her take on the trends for 2012.

• **What's new:** Two previously unexplored destinations, Chile and Peru are becoming popular especially as Qantas flies directly to Santiago and Chile. This will see an increase in business to South America.

Holland and The Baltic States are two new and unexplored destinations within Europe creating interest, while Holland has all the elements needed for a great incentive program with an array of exciting cultural and entertainment options as well as easy access to all other European countries.

Asia remains a hot favourite with new destinations opening up in Vietnam and Thailand. Singapore too is becoming hot with new hotels and some outstanding attractions.

• **Reinvented destinations:** Incentive agents should draw their attention back to Singapore and see it as more than just a stopover en-route to Europe.

They have greatly increased their incentive and conference offering with a vast array of new infrastructure.

Dubai is back on the radar and can be combined with Abu Dhabi or Oman.

• **Social and corporate responsibility:** Throughout the world, focus is being put on CSR projects. Our DMCs are providing their support to underprivileged members of the local community and getting involved in "give back" programs as well as creating team building with eco-friendly projects.

• **Biggest turn-offs:** Competition is fierce because of greater corporate end user demand. It is quite common for clients to request an event planning company to provide radically different proposals for at least five destinations, corporates often tender out the brief to multiple event planning companies, always looking for an edge.

• **What's not working:** Requests for creative, exclusive, upmarket incentive programs – with very limited budgets.

• **What is working:** As emphasis is being put on incentive rewards and the demand is increasing.

• **What to expect this year:** Incentive business should remain steady. However, we will have to watch for the continuing impact of the GFC downturn and be resilient to deal with this and other situations such as natural disasters.

• **Most overused phrase:** "High-end incentive" – a term used loosely no matter what the event.

• **What I never want to see again:** Another Global Financial Crisis!

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Singapore tells Aussies to Get Lost

SINGAPORE
Tourism Board's new marketing

Hey Aussie, you think Singapore's...

campaign launched on Friday is challenging Australians to 'Get Lost and find the real Singapore'.

Airing with adverts across Australian cinemas, their aim is to change the stereotype of Singapore as a travel destination known predominantly for Singapore Slings, Chilli Crab and the air-conditioned shopping malls of Orchard Road.

The campaign which presents a new and alternative side to Singapore to surprise and appeal to Australians, deliberately uses the language familiar to Aussie

travellers with a sense of playfulness and adventure and an interest in authentic travel experiences.

To be supported by digital, experiential, PR and social media activity, the campaign will roll out in the coming months.

Sandra Leong, area director, Oceania, Singapore Tourism Board, commented: "We are aiming to challenge Australians' current perceptions of Singapore head-on after detailed market research confirmed that these are out of date and clichéd.

"There is also generally a low level of awareness of Singapore as a leisure destination, with many Australians still viewing it as merely a stopover hub" she said.

The website tells Australians to "come immerse yourself in the local food scene" adding "you won't be disappointed".

For more info on Singapore and to check out the video see the *Business Events News*

YouTube channel by clicking on the logo at right.



Panama invites MICE

MITM Americas, Meetings and Incentive Travel Market 2012 edition being held in Panama City, Panama, 05-07 Dec and sponsored by the Panama Tourism Authority, is inviting worldwide corporate incentive travel and events users, incentive travel agents, association executives organising international conferences and international events agents to apply as hosted buyers.

The 18th edition of MITM Americas is produced by GSAR Marketing which is celebrating its 30th anniversary as an international travel and tourism marketing and communication company - gsar@gsamark.com.

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KLCC retains EarthCheck bronze

FOLLOWING the successful completion of the annual EarthCheck benchmarking assessment, the Kuala Lumpur Convention Centre (KLCC) has retained its EarthCheck Bronze Benchmarked Convention Centre Certification for the fifth consecutive year.

The certification covers eight areas of assessment - Policy, Energy, Water, Waste Sent to Landfill, Community Commitment, Paper Products, Cleaning Products and Pesticide Product.

"Retaining our EarthCheck Bronze certification affirms the Centre's commitment to being an internationally recognised convention centre that operates its business in a responsible and sustainable manner.

It also reflects our support of the long-term sustainability goals

of the business tourism sector in Malaysia," said Datuk Peter Brokenshire, GM, KLCC.

Citing the Centre's recent investment of RM2m to retrofit and improve the lighting efficiency for its five exhibition halls totalling 10,000 sqm, Brokenshire said the Centre's electricity consumption varies month to month depending on the number and type of events, the use of LED bulbs should see electricity consumption dip to the 63kWh to 70kWh range, or 28% of the current energy usage and "based on an estimated 5,000 hours of use per year for all five halls, this could result in a saving of some 800,000 kWh per year."

"Over the next 12 months, the Centre aims to achieve best practice level in the remaining three assessment areas," he concluded.

Look Polished @ Vibe Hotels



This week, **Business Events News** is giving readers the chance to win a Look Polished @ Vibe package with an overnight escape for two adults courtesy of Vibe Hotels.

This fantastic prize includes one night accommodation at any Vibe Hotel across Australia, buffet breakfast for two, late check out and four mini nail polishes.

For your chance to win, simply send in your answer to the following question to -



comp@businesseventsnews.com.au

In 25 words or less, tell us why you deserve the chance to be pampered and Look Polished @ Vibe this winter?

The most creative answer will win!



WIN A 2-NIGHT ULURU ENCOUNTER



To celebrate the \$10million redevelopment of Ayers Rock Resort's Uluru Meeting Place conference centre **Voyages** is offering a great prize to **Business Events News** readers.

The Uluru Meeting Place will feature striking contemporary interiors that reflect the Indigenous heritage of the location. Facilities include a new ballroom that can comfortably seat 420 people as well as a second ballroom that seats over 300. These two rooms combined can create a large area that is ideal for events and trade shows.

The prize includes two return economy airfares to Ayers Rock Resort from the winners nearest Australian capital city, return airport transfers, two nights accommodation in a newly refurbished room at the Sails in the Desert Hotel, dinner at the intimate Tali Wiru fine dining experience and a Desert Awakenings Small Group Sunrise tour.

All you need to do to be in the running to win this great prize, is to email your answer to the below question by COB on Friday 30th March to: voypescomp@businesseventsnews.com.au

The most creative answer will win this fantastic prize.

In 25 words or less tell us what Uluru means to you



business events news

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THE Sarawak Convention Bureau will welcome Mike Cannon as managing director of the Bureau, effective April.

Cannon, current executive director of the Association of Australian Convention Bureau (AACB), comments, "After eleven years at the helm of the Association of Australian Convention Bureau, the offer of a position as managing director of the Sarawak Convention Bureau came as a welcome surprise. I feel both privileged and very honoured — not to mention excited about working with the talented and enthusiastic SCB team who flourished so brilliantly under Jill Henry's expert guidance. I'm only too aware that I'll be following in mighty footsteps!"

Cannon has worked with Trans Australia Airlines (TAA) in Papua New Guinea, and later spent time with Qantas, then Dalgety Travel, as manager of Vic. before starting his own destination management firm; AFIT-Specialist Tours. He was a founding board member of the National Tourism Alliance (NTA) of Australia, served on the board of ITOA (now the Australian Tourism Export Council) with two years as chairman, and was an integral part of The Australian Tourism Minister's Advisory Council (driving the needs of the Convention Bureaux and business events industry following the launch of Minister Joe Hockey's Tourism White Paper). A current councillor with the Business Events Council of Australia (BECA) he has served on various advisory boards & action groups.



MEHK offers C&I rewards



IN the wake of this year's AIME where Hong Kong had the largest presence with 34 partners, Meetings & Exhibitions Hong Kong (MEHK) has teamed up with its partners to offer incentive and convention planners a host of

specially devised events and offers in a HONG KONG REWARDS! Privilege program.

The program provides the tools for the success of an event from inception to execution and the assistance of the MEHK when planning incentive activities, including tai chi, cooking, dragon boat racing, lion dance academy and treasure hunting.

Hong Kong REWARDS! is offered to groups of 20 or more with a minimum stay of two consecutive nights in Hong Kong.

Pictured is a 'bird's eye view of the Hong Kong Stand during the 2012 AIME event.

InterCon Fiji scoops the pool

CEMENTING its status as one of the South Pacific's most luxurious resorts, the InterContinental Fiji Golf Resort & Spa won top gongs for Deluxe Accommodation, Incentive Events, Restaurants and Dining, and Tours and Transport at the 2012 AON Awards.

GM, Scott Williams said the extraordinary swoop of awards is due to the commitment and passion of its people.

"We are honoured to receive this award but more than that, I am honoured and humbled by the people of Fiji who have made this such a fantastic, world class resort.

"InterContinental Fiji's AON honours follow being the only Fijian resort to take out double accolades in both the spa/relaxation and luxury accommodation categories of the *TripAdvisor 2012 Traveller's Choice Awards*, which are based on first-hand reviews from travellers around the world.

"InterContinental Fiji has clearly captured Fiji's imagination and we are looking forward to showing the industry what we have in the pipeline for 2013," Williams said.

You are invited!

HEATHER Idoine, GM, Sir Stamford at Circular Quay, is inviting meeting & event planners, and 5-star accommodation bookers to a cocktail party to update them on the changes and innovations in the hotel.

It will be held on 21 March at 4pm with RSVP's due by 16 Mar to - DerekDing@sscq.stamford.com.au.



AN American Airlines female flight attendant was subdued by passengers and crew after ranting over the public address system about a possible crash.

The incident at Dallas-Fort Worth International Airport on Friday caused the pilot to taxi back to the gate, where police and FBI agents took her away for psychiatric evaluation.

WHICH senior and most prominent Australian airline CEO was seen this weekend in Sydney using a competitor?

The unnamed chief was spotted checking into Singapore Airlines First Class on Saturday.

The surf's up on the NSW Central Coast

OCEAN and Umina Beaches on New South Wales' Central Coast have secured the NSW Surf Life Saving Championships for the next two years.

Central Coast Tourism's ceo, Ollie Philpot confirms, "Being the host destination for such a high profile event provides substantial benefits for the region.

"This world-class event will no doubt catapult the Central Coast as a pre-eminent destination for a beach holiday and a serious contender for other State and national events."

Overall the event is expected to inject an estimated \$36 million dollars into the local economy over the two years.

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