



## Fiji happy events

**TOURISM** Fiji's brand new advertising and rebrand campaign –

'Fiji - where happiness finds you,' has been launched, albeit quietly, replacing the country's previous 'Fiji Me' tagline.

A report in *The Fiji Times* reveals that a survey conducted on close to 4,000 international passengers departing from Nadi International Airport had formed the basis of the new campaign.

At the launch of the rebrand last Thursday, Tourism Fiji chairman David Pflieger said while there were many comments about the natural beauty of Fiji, the warmth and friendliness of the people scored the highest points with international guests.

"For the visitors that chose Fiji, the remarks were that while the beauty of Fiji was nothing short of stunning, the people of Fiji were more impressive," he said.

That's certainly been my experience with many conference groups visiting Fiji - *Jill*.



## The EEAA reports optimism

**THE** Exhibitions and Events Association of Australasia (EEAA) says its latest market monitor, which tracks the health of the industry, reveals increasing business optimism among its members, as the NSW

government enters the final weeks of bid evaluations for the new Sydney International Convention Exhibition and Entertainment Precinct at Darling Harbour.

This is the second report produced by the EEAA, covering the period of January to June 2012, with consolidated results for the full 2011/12 year.

EEAA general manager Joyce DiMascio (pictured) said it is encouraging to see the sector perform strongly with optimistic forecasts for future growth.

"Sixty four percent of event organisers report the sectors they are operating in are growing, compared with 52% in the previous six months.

"Members estimate they will

deliver 27 new events in 2013 alone," she said.

The report also shows that 38% of trade shows and 10% of consumer events included a paid conference and that EEAA members hosted 649 events.



EEAA chairman Matthew Pearce said, "We understand that there is pressure on the Government to deliver much needed social infrastructure – but it must not lose sight of the fact that business events generate profound economic and social benefits to the State.

"We urge the Premier and Ministers evaluating the options not to skimp on NSW's economic future by making a bland choice – this state needs to deliver a flexible, world-class venue that is large enough to allow the industry to continue on its growth trajectory.

"The competition is not Melbourne, the competition is the rest of the world and we need a convention, exhibition and entertainment precinct that will be the envy of the world.

"As the international panel of experts now considers the two short-listed consortia bids for the Sydney International Convention Exhibition and Entertainment precinct, it is important the evaluation driver is to produce a facility not simply competitive with the best in Australia, but rivalling the best in the world."

According to the market monitor, EEAA members organised 136 events in the financial year ended 30 June 2012, attracting more than 1.6 million visitors and 22,898 exhibitors.

Members employed 2,659 full time staff, plus an additional 6,725 part time or contract staff.

The industry contributes hundreds of millions of dollars to the national economy, the association said.

## Spicers competition

**SPICERS** this month is offering three lucky *Business Events News* readers the opportunity to stay in three of its properties just by sending in a creative response to the weekly competition spots.

Last week *BEN* readers had the chance to win a two night stay with many extras at Spicers Peak Lodge, and this week the Spicers Group is offering another of its properties, Spicers Tamarind Retreat plus breakfast daily for two - see the comp box on this page.

## The Red Centre

**reinvigorates** VOYAGES **AYERS ROCK RESORT** TOUCH THE SILENCE

**AYERS** Rock Resort has a whole new look with the creation of a new contemporary brand to compliment a transformation that has taken place at the heart of Australia's Red Centre over the last year.

Described as clean and fresh and with a modern Indigenous element, the new branding (above) reflects the new developments in experience that is available at the Resort.

"It was important for the new brand to reflect Ayers Rock Resort as it is now, with a refreshed hotel, new dining options and tours and, most importantly, with a strong Indigenous involvement," said Voyages Indigenous Tourism managing director, Koos Klein.

"With the completion of the \$30 million refurbishment of our premium Sails in the Desert hotel and new conference centre it is a perfect time to create a brand that reflects the true nature of the Resort, one that reinforces our brand values and underpins the key messages of the Resort".

*BEN* will be travelling to Ayers Rock next week to report on the official opening of the resort.

If you want to know who made the cut, what they did and what is on offer for the C&I market; get the first taste in the Monday 19 November edition of *BEN*.

## WIN a luxury retreat to Spicers Tamarind Retreat



This week *Business Events News* and *Spicers* have teamed up again this time to give one lucky reader the chance to win a luxury stay, at **Spicers Tamarind Retreat**.



Set next to Gardners Falls in a stunning rainforest in the Sunshine Coast Hinterland, Spicers Tamarind Retreat offers an intimately unique experience where Thai style meets the tranquility of the Australian bush.

The prize includes a two night midweek stay in a One Bedroom Pavilion at Spicers Tamarind Retreat plus breakfast for two people.

**To win tell us in 25 words or less what kind of event you would host at Spicers Tamarind Retreat?**

Email [spicers@businesseventsnews.com.au](mailto:spicers@businesseventsnews.com.au)

Terms & Conditions apply





## Club Med targeting group business

A new Sydney based groups and incentive department responsible for both the Australian and New Zealand markets, has been announced by Club Med in time for PAICE 2012, which opens tomorrow in Auckland.

The timely announcement by groups and incentives manager Brendon King comes as the Club Med team of Joey Templin (new groups account manager) and Club Med New Zealand sales and marketing manager Kaarin Gaukrodger, work on the Club Med stand.

King says, "It's a really exciting time to be working for Club Med especially in the groups and incentive department.

"We are now seeing the results of the upscale strategy implements by Club Med five years ago and can now boast we are only 4 & 5 trident properties across Asia Pacific.

"All of our key properties in Asia Pacific can now facilitate professional and successful events for groups ranging in size of 20 - 900 delegates.

"Being an upscale all-inclusive product everything is included from a Club Med escort to greet you at the airport, to all meals, tea breaks, team-building, sports, conference facilities, elegant cocktail functions and exclusive four-course dinners with entertainment.

"Whether it's a national conference for 300



delegates with heavy content or a high end incentive group for 50, the value for money in being at an all-inclusive venue will leave your team sharing the same amazing experience and memories as cost will not restrict the outcome you are trying to achieve.

"This leaves teams more time to spend networking, sharing best practices and building relationship with their suppliers and distributors.

"This is why our clients such as IBM, IGA, GBI, Capricorn Society, Nutrimerics and Renault continue to return year after year."

**Pictured** above are: Joey Templin and Brendon King, from Club Med's new Sydney based Groups & Incentive Department.



### DID you know?

- A Boeing 747 airliner holds 57,285 gallons of fuel.
- In Tokyo, a bicycle is faster than a car for trips less than 50 min.
- The kea, NZ's two-foot long bird, likes to eat the strips of rubber around car windows.
- There are more than 10m bricks in the Empire State Building; and
- The Nobel Peace Prize medal depicts three naked men with their hands on each other's shoulders!

**OH** pooh! You can be assured that your Chinese pilot smells as sweet as a rose because interviewers of would-be-aviators are giving them a good old sniff.

"Staff work very closely with the public and no passenger wants to smell a pilot's armpits," one tester explained.

Other criteria include a max height of 187cm, a "pleasant" face and a good grasp of English.

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\*Free seat applies to economy class group bookings only.

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## Marriott Legian opens

**THE** opening of Marriott International's new The Stones Hotel Legian, Bali, represents the debut of the company's Autograph Collection brand in the Asia Pacific region.

"We are thrilled to introduce the Autograph Collection to Asia," said Simon Cooper, president and managing director of Asia Pacific for Marriott International, Inc.

"Bali represents the ideal location to launch this dynamic new concept for Marriott International, developed for travellers who seek an extraordinary independent hotel experience," Cooper said.

Located on the southern tip of Legian Beach, The Stones offers 308 guest rooms and 22 suites, including a palatial Presidential Suite and eight meeting rooms with a total space of 2,875 sqm.

# Alila Fort Bishangarh, Jaipur, India set to open

IF this doesn't send you running to India to check it out, then nothing will.

It's a luxury hotel set in a centuries old Fort, re-imagined and lovingly restored.

Two-metre thick ancient walls around the fort have openings for firearms and turrets (known as burjs) as battlements and as befitting its royal heritage, Alila Fort Bishangarh has its own holdings, which includes the charming Bishangarh village and its havelis (mansions).

Opening in late 2013, the resort perches on a granite hill of the Aravallis with spectacular 360 degree views of the Rajasthani landscape.

Accessible from both Delhi and Jaipur, the original warrior fort is left intact, with much care given to ecological restoration and the reconstruction of new residential areas, to recreate the courtly flavor of Shahpura's royalty.

A completely new structure is



created above and outside the old fort to house five different styles of royal suites and the lavish public areas.

The all-suite resort boasts 59 stately suites each individually created to capture the stunning views.

Its spacious interiors are elegantly furnished with large bay windows and day beds, expansive bathrooms with footed bathtubs, luxury bedding & room amenities

For grand occasions and celebratory events Alila's MICE facilities include a royal banquet hall, banquet dining room, conference and meeting rooms, and an open-air terrace and large banquet lawns.



## Getting to Know: South Lombok

by: Jill Varley

**MUCH** is known and written about Bali, an island with a multi-faceted personality.

Not so well known is Lombok, a sleepier cousin to its Balinese neighbour, and located east of Bali, it is geographically almost the same size. The difference being, with a population of about 2.5 million, Lombok is two million short of that in Bali.

With three main districts, Mataram in the west, Praya in central and Selong in east Lombok, the majority of commerce is in the capital city of Mataram in west Lombok. In Lombok's south is the town of Kuta, bearing no relationship to its namesake in Bali. Kuta's remote beaches are a haven for surfers and while there are five-star hotels run by global corporations in Lombok, they are the exception not the rule. The 20-minute drive from the new Bandara Udara International airport, still under construction, to the Novotel Lombok takes in a sparse rural landscape populated by water buffalo with sprawling fields and the villages of local people.

Of particular interest to the Australian Conference and Incentive market is the four-star Novotel with its intriguing 'Flintstone meets Sasak' architecture - a resort that sprawls through lush gardens hanging with bright bougainvillea, palm trees decorated with frond skirts, Mexican cactus, pools and fountains. Accommodation comes in 23 luxurious villas and 77 air-conditioned rooms, each beautifully decorated, featuring contemporary and whimsical architecture. When the Australian Society of Travel Writers held their AGM at the resort last month, a rain stopper was employed to ensure good weather. There was a cocktail party held on the beach with hawker-style food and entertainment, while a barefoot, gala evening was also held on the beach with a huge outdoor stage built to accommodate an awards ceremony, a traditional band and other musical entertainment. A fun team-building game was held, during which the 90 guests gathered to play a bamboo instrument called an Angklung, something akin to the musical experience of drumming.

The much awarded national carrier, Garuda International flies from Sydney/Melbourne to Lombok in approximately seven hours 35 minutes and 10 hours 15 from Melbourne, including transit time in Bali.

