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Now in its 21st year, the Asia-Pacific Incentives & Meetings Expo (AIME) is recognised as the premier event in the Asia-Pacific region for event and business travel organisers.

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Capital jewel

CANBERRA doesn't always get the good rap it deserves, yet it has everything to offer the C&I market with some of the best conference and exhibition spaces in the country, not to mention august parliamentary buildings where functions can be held, wineries, first class restaurants, sporting facilities, in addition to museum's and art galleries where major collections are regularly exhibited.



A good reason to go from 14 December until 2 April 2013, is the new exhibition at the National Gallery of Australia -Toulouse-Lautrec: Paris & the Moulin Rouge.

Crowne Plaza Canberra has a Toulouse-Lautrec Package, including overnight standard-room accommodation, parking, and two adult tickets to the exhibition all from \$225 per night. You won't be disappointed - Jill.

Mail drives growth

AMY Mail, formerly senior event co-ordinator at the Cairns Hilton, has been appointed business development executive at Business Events Cairns & Great Barrier Reef.

Director of Business Events, Rosie Douglas, said Mail would manage all leads for potential business events in the region, co-ordinate trade events and undertake site inspections with meeting planners.

"Amy joins our organisation during an exciting time of growth with the region's business events sector increasing by 8% in 2011/2012 and we look forward to her working with us".

Silver Cloud goes under the knife

SACRE bleu! It's a dilemma that affects us all at some time or other - the need for a closer inspection of our superstructure!

Perhaps a few more turns of the jogging track, going easy on the buffet portions, a touch of botox and dare it be said, a complete refurbishment may be in order.

One glamorous lady who is heading for a major stem-to-stern refurbishment this month is Silversea's intimate all-suite *Silver Cloud*.

And, if you are going to do it, it may as well be done in an appropriate style.

Not for *Silver Cloud* is it the Cedars of Sinai, but Palermo's Fincantieri shipyard in Italy with the op being overseen by renowned Italian architect Giacomo Mortola.

Sources reveal that by the end of November, when the 'bandages' are off, *Silver Cloud's* refreshed public spaces will reveal a totally renewed lobby, the installation of stylish new carpets, wall treatments and artwork.

New furniture, carpet, curtains and reconditioned wood flooring will give the Panorama Lounge a refreshed contemporary look; The Spa gets a makeover; and the dining rooms such as Le Champagne, La Terrazza, The Restaurant and The Grill, will all be changed and rearranged.

Suites will have their sofas and chairs updated with all carpets, headboards, curtains and outside veranda furniture replaced



and there will be new bedding (including double-sprung soft and hard mattresses) and plush new Pratesi bed linen.

And, with this extensive makeover, comes a thorough maintenance on mechanical and propulsion systems.

MCI's CMP advantage

MCI project managers, Adele Cumerford and Brylee McFarlane, two of only five current CMPs based in Australia, have successfully completed the Certified Meeting Professional (CMP) program, which recognises individuals who have achieved the industry's highest standard of professionalism.

Jan Shaw, MCI Australia director of operations and development, congratulated the project managers on what can be a gruelling process.

"The amount of preparation required to sit an exam of this calibre is phenomenal and Adele and Brylee's fantastic results are a testament to the MCI team's commitment to quality," she said.

"Our project managers work directly with clients to build the best possible events, so having talent with this prestigious certification on the front line is a huge advantage."

BCEC to go troppo

AGAINST a strong bid from Bangkok, Brisbane has won the right to host 3,000 of the world's leading tropical medicine experts at the International Conference for Tropical Medicine and Malaria to be held at the Brisbane Convention & Exhibition Centre (BCEC) in 2016.

Estimated to bring \$9 million in benefits to the Queensland economy, the Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Jann Stuckey, welcomed the result, saying it was the first time the event would be held in Australia.

"We have a first-class facility in the BCEC and events like this show our commitment to targeting high-calibre international conferences that deliver a significant economic boost for the State," Stuckey said. "Securing business events like this is an important part of our strategy to double overnight visitor expenditure to \$30 billion by 2020."

Brisbane's key convention partners, led by BCEC, joined with the Australian Society of Parasitology and the Australasian Society for Infectious Diseases to bid for the event.

Events Queensland, BCEC and Brisbane Marketing all played key roles in securing the five day conference.

AIME's 21st year

THE Asia Pacific Incentives & Meetings Expo will have over 800 exhibitors from 40 countries at its 21st annual event in Melbourne this February, for more info see the [front page](#).

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business events news

10th October 2012

Sail Port Stephens

NEW team-building sailing trips for the MICE market have been released by Blue Water Sailing in Port Stephens Blue Water Sailing's skippered yachts.

The four-hour corporate sailing packages include two 90-minute races with other yachts, a 30-minute morning tea break between the races and a presentation at the end of the event.

Blue Water Sailing's fleet of fast racing yachts include its 'flagship' vessel, the sleek 14-metre Beneteau Oceanis yacht, *Champagne on Ice*.

Available from \$2,900 for up to 10 passengers using two yachts or from \$5,900 for 30 passengers on three yachts, packages are also available for more than 80 passengers.

Team polo shorts are also available with company logos embroidered on them for \$55 each.

Blue Water Sailing's skippered yachts have hosted corporate events for Electrolux, ABI Group, IBM, Greens Foods, Ipoh Group, AAPT, Ing Direct and CGU amongst others.

Visit - bluewatersailing.com.au.



*T&C apply

India recognises MICE sector

PATA'S India chapter bought their first Roadshow to Australia last week, headed by Usha Sharma, additional director general, Ministry of Tourism, Government of India.

Held in Sydney at the Four Seasons Hotel, Sharma, in an address to the guests said she was delighted that major tour operators and stakeholders had participated in the roadshows.

"Australia is a big source market for India and our B2B sessions have been very productive."

"Our objectives are to promote co-operation and effective dialogue between our two countries, and to promote travel for economic development."

Addressing the issue of the MICE market, Sharma said they realise the importance of the sector and are also focusing on MICE tourism.

"India is an excellent MICE destination with world class facilities in Hyderabad, Bangalore, Mumbai and Delhi and there are a number of provinces that are promoting convention centres in the country."

Commenting on 2011-2012, Sharma went on to say that growth of foreign tourist arrivals



in 2011 was approximately 9% while from January to August it was around 10%.

"India," she said, "is a land of festivals, with at least five festivals held every month which now includes our first F1 race held in October 2011, on a brand new track in Greater Noida, near Delhi.

"Having established ourselves as a world class wellness and medical tourism destination with a growth rate of 20% per annum, for the future we hope to increase India's share in international tourist arrivals to 1% by 2016.

"Our ethos is: 'Athithi Devo Bhavah' which means 'A guest is equivalent to a God'".

Pictured above are the team from India Tourism Sydney at the event last week.

TCI's MICE website

MAINTAINING its position as "Best Inbound Tour Operator", TCI (Travel Corporation India Ltd) has created a dedicated website solely for the Australian meetings and incentives market.

The Indian company which specialises in special interest and incentive tours, conferences, air charter and cruise ship ground operations, also invests in eco responsible and socially aware tourism.

TCI also exclusively markets India's leading luxury train - the Indian Maharajah, Deccan Odyssey - tciconferences.com.

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50,000+ visitors are expected to "chase the sun" to Cairns & the Great Barrier Reef next month to witness a rare solar eclipse, especially as the last one in Cairns was in 710 AD and the next one is not expected for another 225 years.

Cairns is experiencing an 80% tourism and occupancy surge with some accommodation booked almost three years ago.

Four chartered aircraft will arrive from Japan, cruise liners offering eclipse viewing will be stationed off the coast from Port Douglas, reef vessels will make an early start to give passengers a view from the water and some will take to the skies in hot air balloons for the ultimate bird's-eye view.

NT MEETINGS MUSTER 12
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BRISBANE CANBERRA SYDNEY
MELBOURNE ADELAIDE



business events news

10th October 2012

Australia on radar

AUSTRALIAN tourism is set for major exposure across Europe - including our event and incentive offerings - through a major new partnership between Tourism Australia and Emirates which was signed this morning.

The three year Memorandum of Understanding will see both organisations contribute up to \$14.3 million in a series of joint promotions including traditional and digital marketing as well as event and sponsorship activities.

Key markets include New Zealand as well as the UK, Germany, France and Italy, building on Emirates' strong presence across Europe.

It's the biggest joint tourism marketing deal ever signed by Emirates with a national tourism organisation.

Tourism Australia md Andrew McEvoy said the move confirms the airline's "strong and growing commitment to the Australian market".

Stay 3 pay 2 at Accor

ACCOR Hotel's 'stay three nights and pay two' has been extended globally with the best destinations covered for stays until 11 November.

Participating properties are offered across the globe.

For example – Bali from AU\$39 per night, Brisbane from AU\$96, London from AU\$41 and Sydney from \$68.

For more information visit www.accorhotels.com.

Craving Malaysian

AS Sydney swings into a month-long celebration of the Crave Sydney International Food Festival for the third consecutive year, The Grace Hotel Sydney, together with The Federal Hotel Kuala Lumpur and in association with Tourism Malaysia and Malaysia Airlines, launched their Flavours of Malaysia Food Festival.

With special guest, Masterchef's Alvin Quah, the Malaysian month sees the Grace Brasserie transformed into a Malaysian food extravaganza with an aromatic menu prepared by Malaysian Head Chef Tan Kok Siong, Chef Sharun bin Ramli, Chef Adinnin bin Amat Usop and Chef Tan Kok Sheng.

Ooi Lee Ping, director of marketing, regional sales and business development of Federal Hotels International said "Flavours of Malaysia at Grace Hotel Sydney is a sumptuous feast for the senses and provides a tantalising insight into the rich cultural heritage and unique culinary diversity of Malaysia, Truly Asia."

Pictured below is The Grace Hotel's GM, Philip Pratley with Masterchef's Alvin Quah.



New Mandarin Oriental office

FRANK Zwartveen, who took over managing Pamela Scott Associates, following the sad loss of his much admired wife, Pamela Scott in 2010, has announced his plans to retire from the industry at the end of December.

The end of an era for the well respected company, Michael Hobson, chief marketing officer for Mandarin Oriental Hotel Group said "We were all extremely saddened to lose such a valued colleague."

"Over the last two years, Frank, as managing director of Pamela Scott Associates, has done a remarkable job of promoting our interests in this all important market."



"While we are sorry to see Frank depart, we wish him all the very best in what we hope will be more leisurely pursuits."

Peter Hession, Mandarin Oriental's regional director of sales, Australia & New Zealand, who has worked for the group over the past seven years will head up and re-establish a Mandarin Oriental sales and marketing office in Sydney from January 2013, with further details to be announced in due course.

In the meantime Pamela Scott Associates will continue to represent the luxury hotel group's sales, marketing and media interests in Australia until 31 December.



Hanmer appoints Bretherton



VICKI Bretherton has been appointed general manager of Heritage Hanmer Springs in New Zealand's Canterbury region, outside of Christchurch.

A seasoned hotel manager and former Heritage Hotel Management employee, she was for the past seven years the regional manager for the Air New Zealand South Island Koru Lounges, based in Christchurch.

Bretherton replaces Tony Howlett who has been appointed general manager – sales and marketing for Heritage Hotel Management based in the Auckland corporate office charged with the CityLife, Heritage and Heritage Boutique Collection brands.

WIN A WEEKEND AWAY FOR 2!



This week **BEN** is giving one lucky reader the chance to win a weekend away for two adults in a One Bedroom Apartment at an Adina Apartment Hotel of their choice across Australia and Europe, courtesy of **Adina Apartment Hotel Norwest**.

The brand new Adina Apartment Hotel Norwest is located within one of Sydney's thriving commercial hubs, Norwest Business Park at Baulkham Hills. Situated just 45 minutes' drive from Sydney's CBD, Adina makes doing business with some of Australia's most prominent businesses easy by offering pleasant, affordable meeting alternatives for your next conference or event. Adina Apartment Hotels are the small meeting specialists.

For your chance to win this great prize send in the most creative response to the question below to comp@businessesnews.com.au

In 25 words or less tell us what makes Adina Apartment Hotel Norwest a great destination for meetings & conferences.

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NT Highlighting resources

THE Annual NT Resources Week

(September 18 - 20), which brought together the South East Asia Australia Offshore Conference

(SEAAOC) and exhibition and the Mining the Territory conference, and attended by more than 800 resource professionals, highlighted the growth in the potential and the broader interest in the Northern Territory's resources industry.

Held at the Darwin Convention Centre, as it has been every year since the Centre opened in 2008, it appropriately marked the NT Government's co-sponsorship of the event with the opening address given by the recently elected Northern Territory Chief Minister, The Hon Terry Mills.

Both conferences featured a number of local and international expert speakers and took place on either side of a sold-out exhibition of more than 120 stands.

Darwin Convention Centre general manager Malu Barrios said it was a privilege to host a major event for the Government that is of such significance to the Territory's economic prosperity for four successive years.

"We will certainly look forward to the opportunity to partner the NT Government in Resources



Week 2013 for another even larger and more successful conference," she said.

Toga's legal hit

TOGA Hotels have formed a partnership with the award winning hit, Legally Blonde The Musical and have been named the musical's official Apartment Hotel (Medina Apartment Hotels and Adina Apartment Hotels) and 3&4 Star Accommodation Partner (Vibe Hotels & Travelodge Hotels).



The hotel group is offering Stay & See packages available from Showbiz, at the following Toga Hotels - Medina Executive Sydney Central, Medina Classic Martin Place, Medina Grand Harbourside, Medina Grand Sydney, Travelodge Sydney, Travelodge Wynyard and Vibe Hotel Sydney

To book a Stay & See package, visit: www.showbiz.com.au/legally-blonde-the-musical/stay-and-see.html.



Sitting Pretty Singapore Airlines A380

Welcome to Sitting Pretty, our regular review of experiences up the front of the plane.

SINGAPORE Airlines was the launch customer for the Airbus A380 superjumbo, and when it debuted the aircraft on the Singapore-Sydney route it created a sensation with its amazing new business class product.

THE SEAT

Despite the extremely wide body of the A380, Singapore Airlines opted to install its seats in a 1-2-1 configuration - meaning that every single business class passenger has aisle access, while the seats themselves are almost a metre wide, creating exceptional personal space and comfort.

As a frequent international traveller, **BEN** would have to say that when it comes to business class, the Singapore Airlines A380 product is one of our very favourites. All of the aircraft's business class seats are situated on the upper deck of the plane.

The width of the seat really comes into its own when it's time to sleep - because rather than just reclining, the bedding arrangements see the rear of the seat fold forward to create a wide mattress which is trimmed with a light duvet, large pillows and fresh linen.

THE SERVICE

Singapore Airlines is renowned for its in-flight service, and on a number of A380 flights taken by **BEN** this has been impeccable. Unobtrusive cabin crew serve a wide range of delicious meals created by an international panel of celebrity chefs - including Australia's own Matt Moran.

They are experts at anticipating every need and of course the service includes matched premium liquor including a good range of wines and spirits.

Singapore Airlines focuses on frequent business class passengers, so rather than providing a comprehensive amenity kit it offers a small pack with eyeshade and bedsocks, with bathroom drawers containing a good supply of items such as toothbrushes and shavers.

THE SCREENS

The Krisworld inflight entertainment system offered onboard the Singapore Airlines A380 offers a huge range of movies, TV shows and music, and also comes with an integrated keyboard and office software suite for those who just can't get away from work.

A recent innovation being phased in this year is the introduction of inflight internet service, which is now offered across much of the Singapore Airlines A380 fleet.

ON THE GROUND

Singapore Airlines offers a comprehensive portfolio of lounges across the globe, and has recently announced a refurbishment of these facilities starting with some of its operations in Australia. As you'd expect, impeccable service is also offered at check-in and boarding.



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