



## Blown away

A remarkable few days in Wellington on a post MEETINGS famil



included dining in Wellywood's Roxy Cinema, in the heart of the vibrant, movie making town of Miramar.

This is where Peter Jackson's Lord of the Rings and Hobbit trilogies, Tin Tin, Avatar and King Kong come to life in the WETA Cave's Window into Workshop tour - a must on any Wellington event program.

Its not just Jackson's films that are produced here but Hollywood film director, James Cameron is also well entrenched, recently confirming his intention to live in New Zealand indefinitely.

Topping off a stay at the Intercontinental Wellington, the only 5-star branded, international hotel in the New Zealand capital and visiting some standout conference and event venues, the final night began with a cocktail event at the Museum of New Zealand Te Papa Tongarewa, prior to attending 'Phantom of the Opera.'

To say we were all 'blown away' seems an apt Wellington description of this world-class performance and of the city itself with its quaint wooden houses and rolling green hills.

Oh, and of the tasty local mussel and bacon fritters from the Sunday Markets - Jill.



## MEETING with success

AT the close of MEETINGS 2013 organisers have revealed that millions of dollars worth of business opportunities have been secured for New Zealand, promising new business connections with international and local event organisers.

With last year's MEETINGS resulting in \$32m worth of new business leads, Conventions and Incentives New Zealand (CINZ) chief executive Alan Trotter says this year the event has generated significant new business leads and a number of firm bookings.

Hamish Saxton, Tourism Dunedin ce, partnering with Southland for the first time said it was a successful move.

"Conferencing, events and incentives are triggers for greater geographical travel so it made sense that we came here as a wider region," he said.

"We're exceptionally pleased with the event.

"It's always an utterly relevant event for us to invest in."

Caroline Blanchfield, Christchurch and Canterbury Convention Bureau manager said she had noticed a sea change in engagement with Australian buyers.

"They've come for actual business, not just an update on the earthquake rebuild.

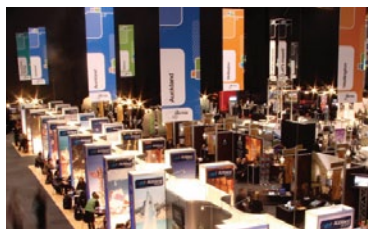
"Their clients want to come to Christchurch now.

"Our strategy at MEETINGS, of looking to the future and articulating the vision of what the Convention Centre precinct will look like, has been well received," she said.

Visiting conference and event organisers were equally upbeat.

Jessica Abbey from The Associations Specialists in Sydney said her first MEETINGS had been a great experience, in terms of meeting people and finding out about destinations.

"All the regions are really working together, not only to bring business to their regions,



but also to New Zealand.

"MEETINGS also provided a great opportunity to reinforce relationships & meet new people.

"I now have an excellent network on the ground here to help with future events."

Australian-based Roger Buckley, Surveying and Spatial Sciences Institute, says the organisation of MEETINGS 2013 was outstanding.

"I've been able to link up with suppliers I need to see.

"The Auckland-hosted famil, which preceded MEETINGS, was wonderful.

"We got a pristine taste of the real city, not just a themed venue."

## AI Aussie flights

THE announcement of Air India's (AI) long awaited and often announced debut of its flights to Australia, has been confirmed with a planned 29 August launch of triangular services from New Delhi to Sydney and Melbourne.

Using the airline's new Boeing 787 aircraft, the service will operate Delhi-Sydney-Melbourne four days per week, and Delhi-Melbourne-Sydney on the other three days.

AI spokesperson Deepak Brara said the triangular arrangement would "give both cities the benefits of non-stop services".

Unlike previous announcements for AI services to Australia, the carrier has commenced taking bookings for the route, giving a higher degree of probability they will actually take off this time.

Destination NSW said it will work with Air India to develop and deliver new marketing campaigns to support the launch of the new services in Delhi.

## A TROPICAL PLATTER OF EVENTS

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## Fiji Airline's uniform launch



AS the Air Pacific name passed into history last Thursday night, Fiji's national airline was rebranded worldwide as Fiji Airways and its new cabin crew uniforms were unveiled.

The uniform's vibrant aqua colours stylised to the Fijian attire of Sulu Jaba and Bula wear, are balanced by the earthy tones of the cabin interiors.

These aqua and brown tones now form a key part of the airline's brand mark and identity.

"The key requirements for our new uniforms were that they had to stay deeply rooted in the Fiji Airways' brand and remain true to Makereta Matemosi's stunning masi artwork," said Aubrey Swift, Fiji Airways' acting ceo.

Designer Alexandra Poenaru-Philp says the designs capture what the airline needed the uniform to be.

"The new airline branding is seeking modernity while keeping the traditions of Fiji alive", she said.

"The aqua reflects the wonderful colours of Fiji, from clear blue skies to the oceans and the brown signifies respect."

## DMS celebrates 21 years of connecting you to the world



DMS Destination Marketing Services has been 'connecting you to the world' for the past 21 years, with the representation company celebrating its milestone birthday today.

Founded by managing director Leila Bishara, on 1 July 1992, the company was a "pioneer" in Australia, representing destination management companies worldwide.

"As a company we stay focussed on what we do best", Bishara said.

"We provide a high level of service, we continuously open up new destinations to the market but above all we are an ethical company with high values.

"With such vast accomplishments spanning the past 21 years, DMS is committed to continue *connecting you to the world*," she added.

Since its inception Bishara has steadily grown the portfolio of DMCs and hotels to incorporate over 60 destinations worldwide.

**Pictured** above is Leila Bishara with the DMS team and most

of the destination management company partners from around the world.

## Mercure Newcastle Airport to open

NEWCASTLE Airport will see the introduction of its first hotel with the four storey Mercure Newcastle Airport set to open late next year.

The \$19 million project will feature the 95 room hotel and a 50 room motel as well as conference facilities for up to 200 people and a restaurant.

Destination Port Stephens marketing manager Tars Bylhouwer said the new accommodation will boost the airport's role as a gateway to Port Stephens and attract more conference delegates to the region.



**NOT** just content to be home to Wellywood and all things Middle Earth, Air New Zealand bagged British adventurer and Man v Wild star Bear Gryllis for its latest inflight safety video – The Bear Essentials.

One in a number of Air New Zealand's attention grabbing inflight videos that have included the Hobbit themed An Unexpected Briefing, the All Blacks Crazy About Rugby and Fit To Fly with fitness legend Richard Simmons, it was filmed in a remote part of the Routeburn Track near Fiordland in the South Island and defies being ignored.

As imitation is considered to be the sincerest form of flattery; these entertaining videos have been imitated by airlines such as Qantas during the London Paralympics and Turkish Airlines with football players from Manchester United.

Right: Air New Zealand's Lynne Sutherland sits beneath a Bear Gryllis promo at MEETINGS.



## BECA welcomes consultation

**THE** Federal Government's open consultation with industry on its decision to cap tax deductions for work-related self-education expenses, has been welcomed by the Business Events Council of Australia (BECA).

BECA executive manager Inge Garofani said, "There has been such an outcry regarding this cap that Government has had to listen to those affected.

"It is not the business events industry alone, but the wider professional community who rely on their continued education to provide their expertise to the community," Garofani said.

"Opening dialogue with industries allows sensible discussion of the issue and hopefully a realistic outcome.

"BECA understands that governments need to fund other projects, such as the National Plan for School Improvement, and we do not disagree with the concept of a cap.

"However, the level of the cap should be decided through a consultation process."

BECA will be making a submission to the Discussion Paper and submissions can be made up until 12 July and are open to all concerned.

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## Auckland's \$750,000 conference win

**AUCKLAND** has scored a leading tourism education conference, enhancing its reputation as an international convention destination.

Working in partnership with the Auckland University of Technology and Auckland Convention Bureau to secure the event, Auckland Tourism Events and Economic Development (ATEED) general manager Rachael Carroll said is a real achievement to Auckland to attract one of Asia-Pacific's leading annual events for hospitality & tourism education.

The conference is expected to attract 400 mostly international academics and inject more than \$750,000 into Auckland's economy.

# HK, steady as she goes

**THE** Hong Kong Exhibition and Convention Industry Association (HKECIA) has released the results of its annual survey of the exhibition industry.



on-year change as was the same in stand rental revenues.

Growth among international companies rose modestly by 3.7% after a huge leap of 17.9% from 2010 to 2011.

The number of exhibition visitors from outside Hong Kong also showed little variation from 2011 to 2012.

The final overall total for the year, including Hong Kong visitors, was 1,726,693.

HKECIA chairman Daniel Cheung said, "Given the difficulties that many companies have faced in recent times, the fact that our Hong Kong exhibition industry has held its ground over the last year is certainly an encouraging outcome."

"A number of important new exhibitions are bringing new visitors and exhibitors to Hong Kong after a steady year last year."

"Here at the HKECIA, we're very optimistic about the current environment, and the direction that the Hong Kong exhibition industry is going in," he said.

Based on responses from all exhibitions of over 2,000 square metres held from January to December 2012, it underlines a snapshot of global economic trends.

It shows an easing of the steady growth of the previous few years, as global uncertainties prevailed, particularly on international buyers.

Overall performance held steady year-on-year, with ongoing growth from China, with relatively minor fluctuations from 2011 and the total number of exhibitions remaining the same, at 145, of which 107 were "trade" and "trade and consumer" exhibitions.

59,868 exhibiting companies experienced no significant year-



## Getting to Know: Dubai

by: Bruce Piper

**DUBAI** is now one of the world's most recognised destinations, and has to be a strong contender as a venue for organisers of meetings and incentives, with a huge array of hotel accommodation, many exclusive and upmarket activity options and easy flight access from around the globe.

Groups of all sizes can be catered for, and there's so much to do in Dubai, from shopping through to skiing and everything in between. A must-do is a desert dune safari, where a fleet of expertly driven 4WD vehicles will take participants on a thrilling ride through the sand, culminating in an authentic dinner experience which can include camel rides, henna tattoos, belly dancing, dune-surfing, music and of course a fabulous Arabian feast.

For something a little different, groups can take the opportunity to sail around the world in just a couple of hours. That's the Dubai version of The World - an artificial archipelago of man-made islands. While on the water you'll also take in the iconic "seven star" Burj Al Arab and the Palm Jumeirah, which now features scores of hotels offering upmarket accommodation including the five star Atlantis the Palm - famously opened some years ago by none other than our very own Kylie Minogue - and also the home of underwater restaurants and even submarine suites.

No visit to Dubai is complete without taking in the Dubai Mall, the world's biggest shopping centre. But it's not all about shopping, because the Mall offers a host of other attractions including the Ski Dubai indoor snowfields and Kidzania, a truly unforgettable experience for young visitors.

And guests of all ages will enjoy spending time at some of the water parks which include Wild Wadi, adjacent to the Jumeirah Gardens Hotel, as well as Aquaventure at Atlantis which even offers the opportunity for scuba diving and swimming with dolphins.

Getting around in Dubai is easy, with an efficient road system as well as the fully automatic Dubai Metro elevated railway system which links many key locations and enables mass movements of even the biggest conferencing or meeting groups visiting Dubai.

Architectural marvels in Dubai include the Burj Khalifa, the tallest building in the world which is also home to the Armani Hotel; there's also the recently opened 75 floor Cayan Tower, where the view is ever-changing because the whole building is in constant motion as each floor rotates.

There are several options for large meetings, including the Dubai World Trade Centre which hosts an array of consumer and trade exhibitions and in 2011 attracted more than 1.65 million visitors. But even bigger events are on the agenda for Dubai, which is a contender to host the 2020 World Expo.

