

THE
**TRAVEL
INDUSTRY
EXHIBITION**

PROUDLY BROUGHT TO YOU BY
DUBAI TOURISM



**CO-LOCATED
WITH THE AFTA
NATIONAL TRAVEL
INDUSTRY AWARDS »**

18 ~ 19 JULY 2014
ROYAL HALL OF INDUSTRIES SYDNEY

**“ The 2014 Travel Industry Exhibition
promises to be the industry must-do
event ~ put it in your diary now. ”**

Jayson Westbury / Chief Executive, AFTA

REASONS TO VISIT

- › Experience the latest travel products
- › Fantastic prizes, including overseas holidays
- › Travel industry seminar program
- › Gain industry knowledge and insight
- › Compare products and services
- › Network with travel industry professionals

TO REGISTER CLICK HERE

Email: info@travelindustryexpo.com.au

travelindustryexpo.com.au

[thetravelindustryexpo](https://twitter.com/thetravelindustryexpo)

[@thetravelexpo](https://twitter.com/thetravelexpo)

Official Exhibition Sponsor Sponsors



Media Partner



Co-located with





Showtime!

IT'S been a busy week, what with the Tapastry (as in Tapas) tasting at the Pullman Quay West



(**BEN** 4 Jul), the Hawaiians in town, the start of the Opera Sydney Winter Season with *Rigoletto* and the opening in Melbourne of Sir Cameron Mackintosh's *Les Misérables* (**page two**).

Not only is this stirring musical an absolute favourite in the genre, just eclipsing *West Side Story*, I had the immense pleasure of seeing the two stars perform at a Sofitel Melbourne on Collins soiree during AIME earlier this year.

The hotel is dedicated to supporting the arts in Melbourne and, along with a diverse sponsorship portfolio of cultural festivals and arts organisations, is the Official Hotel Partner of *Les Misérables*.

They have an accommodation package with Expedia.

MEANWHILE back in Sydney, *Rigoletto* opened at the Sydney Opera House in all its dark and delicious glory, a re-imagining of Verdi's tragic story.

The thunderous applause at the final curtain said it all about the voices and the production.

Certainly two extravaganzas to put on the conference or event program.

With four operas being staged during the winter season, it's best to check the Australian Opera website to make sure you select your preferred performance.

One in particular to look out for is *Don Giovanni* starring New Zealand bass-baritone, Teddy Tahu

Rhodes (**right**) - not only for his splendid voice but for his easy on the eye appeal!

Jill



Solomons' biz ev focus

THE Solomon Islands Visitors Bureau (SIVB) has said it is targeting the meetings, incentives, conferences and exhibitions industry, with plans to position the Islands as a new venue for the market.

SIVB ceo Josefa Tuamoto said the Bureau was currently talking to the government about allocating funds to build a convention centre and provide 150 additional rooms in Honiara.

The Australian and New Zealand MICE markets would be a focus, as would the American market, the Bureau said.

While government funding was needed, the Bureau would also look for private investment, with the private sector likely to be heavily involved, it said.

The Solomon Islands government had identified the opportunity in the business events sector and was "drawing up plans" to install such facilities to cater to this market, Tuamoto said.

"While our MICE activity is still relatively small and currently we mainly see incentive and small conference groups, we view the sector as playing a major role in the Solomon Islands benefitting from the 'Big Three' - generation of foreign exchange, employment and foreign investment."

"Large conventions are a different matter and while several of the bigger hotels in and around Honiara are very well equipped to handle large groups, our MICE experience to date has largely revolved around smaller groups.

"If we are to be in position to lure the MICE market into our islands, we have to install the necessary requirements to make us an attractive option to many

Club Med in China

CLUB Med is promoting a focus on China as a conference destination in this week's *Business Events News*.

Check out **page three** for more.



of our South Pacific neighbours - that goes without saying."

Tuamoto was previously international director of marketing and ceo for Tourism Fiji.

ZQN's action famil



A GROUP of five Australian corporate buyers hit up Queenstown this month as part of a pre-MEETINGS NZ tour, organised by HQ New Zealand and Tourism Portfolio.

The group stayed at the Heritage Queenstown and the Hilton Queenstown, and took part in zip lining, jet boating, helicopter rides, a 4WD Safari and a ride on the gondola up to Skyline Queenstown for 'Dinner in the Sky', Tourism Portfolio said.

The three day famil showcased Queenstown as a hard to beat, convenient and cost effective solution for Australian conference and incentive groups, Tourism Portfolio business development manager Lisha Singh said.

Pictured: The group enjoys some New Zealand bubbly on 'The Ledge'. Photo courtesy of Tourism Portfolio.

Today's BEN

Business Events News today features a front full page promoting the upcoming **Travel Industry Exhibition**, plus a full page from: (**click**)

- Club Med

Accor's win win

WHETHER it's getting access to the representatives of many of Accor's worldwide hotels and resorts in one hit or the possibility of taking home a brand new Peugeot Allure 308, no matter, the World of Accor, the largest hotel expo in Asia Pacific, is coming to Sydney on 07 Aug and if you are not there, you're nowhere man!

Providing travel agents, wholesalers, corporate clients, tourism partners and MICE organisers with all the latest accommodation news and trends from across the region, the expo will take place at Sofitel Sydney Wentworth and for the first time at World of Accor Sydney, representatives from Accor Hotels & Resorts in areas including France, Latin America, Dubai and United Arab Emirates will be on hand to update delegates.

Said to attract more than 600 guests to the Open Trade Cocktail Session, *Channel 7* celebrities Melissa Doyle and Larry Emdur will again host the events and of course, registered visitors get the chance a winning the Peugeot as well as a range of prizes.

WA China Mission

TOURISM Western Australia has reminded the tourism industry that registrations are now open for the 2014 China Travel Mission, held from 19 to 22 Oct in Chengdu.

The event would comprise a market briefing and business forum, one on one appointments with travel agencies and networking opportunities, Tourism WA said.

Registrations close on 31 Jul. **CLICK HERE** for more.



business events news

7th July 2014



crumbs!

A FORMER pigsty and a Georgian folly are among a number of historic buildings that are being offered to those seeking respite from the ordinary.

An initiative of The Landmark Trust, a charity that preserves small historic properties all over Britain by transforming them into unique holiday homes, has seen business boom by nearly 15% in the last 12 months.

Such is their success that some of the organisation's 194 buildings, which also extend into France, Italy and the USA, are fully booked until 2016.

The charity believes its sudden popularity is driven by people's desire for unique and exciting experiences.

Proving the most popular is Astley Castle in Warwickshire, a 12th century fortified manor owned by Elizabeth Woodville, wife of King Edward IV, which had fallen into disrepair until it was restored in 2005 with a modern twist, winning it the 2013 Stirling prize for architecture.

It's fully booked for some time but there's always the diminutive gatehouse at Stogursey Castle in Bridgewater, which sleeps four and looks delightful.

Or for the ultimate corporate retreat check out Fort Clonque, a great mid-Victorian harbour fort on Alderney, one of the Channel Islands, which sleeps thirteen and at high tide is cut off from the rest of the island.

No skiving off for a pint at the local pub here!

WA gets China Ready

THE Tourism Council of Western Australia, with support from Tourism WA, will host a workshop to help tourism businesses become 'China Ready' by understanding the market and becoming better equipped to meet its needs.

The workshop, the third of five, will be held at the Goodearth/Perth Ambassador Hotel on 29 Jul and costs \$150.

For more, **CLICK HERE**.

MEANWHILE Tourism Australia WA in its latest newsletter reminded the industry that nominations are open for the 2014 AHA-Aon Hotel and Hospitality Awards for Excellence.

There are a total of 42 awards including a conference and functions award with criteria for submission including menus for catering.

Online nominations are due by 18 Jul.

CLICK HERE for more.

Etiquette training

THE Training Establishment Pty Ltd is offering a business etiquette training program for those looking to move into management in the travel industry called i24carat.

The program has 24 modules including understanding the four generations in business today and successful networking.

The Training Establishment said it cost about \$400 per person per day, with a maximum of 10 people in a class, which runs for three to five days.

Emerging business stars

SOME of the state's emerging destinations marketing stars were created at the recent University of New South Wales' Australian School of Business (ASB) annual awards ceremony.

With the backing of Business Events Sydney (BESydney), the top performing undergraduate and postgraduate students were awarded scholarships and prizes worth over A\$1.9 million.

ASB Alumni and BESydney head of client engagement Virginia Loyola presented three marketing awards on behalf of the bureau:

- The Business Events Sydney Prize in Marketing for Destination Marketing, won by Nur Amira Liyana Adb Manaf.
 - The Business Events Sydney Prize in Marketing for Strategic Management in Tourism and Hospitality, won by Qizhen Zhao.
 - The Business Events Sydney Prize in Marketing for Tourism Policy and Planning, won by Sophia Chen.
- Loyola said Business Events Sydney was proud to support and



provide recognition to students studying destination marketing subjects at university.

"It is great to be a part of their journey from the very beginning.

"They are our future industry leaders and shining examples of the benefits that formal education can have in our profession."

ASB Dean Professor Geoffrey Garrett, who presented scholarships and prizes to some 300 students, thanked the donors and sponsors of the scholarships, awards and prizes.

"You have supported our students in many valuable ways, helping to develop the future leaders of Australia, the Asia Pacific region and the world."

Les Mis' boost

CUE the puns about a not-so-miserable boost to the tourism industry with the news that Sir Cameron Mackintosh's production of Les Miserables will bring about \$32m in visitor expenditure over the its six month season when it comes to Sydney in March 2015.

This is according to Acting Premier and Minister for Tourism and Major Events Andrew Stoner, who said the musical would return to the city's Capitol Theatre as part of its 30th anniversary.

Stoner said it was estimated that more than 91,000 visitors would come to Sydney to see the production.

Tourism and Transport Forum (TTF) acting ceo Trent Zimmerman said the production would provide a "significant" boost to Sydney's tourism industry and that major events were essential for the visitor economy, helping to stimulate spending across accommodation, retail, entertainment, dining and transport.

Broome on Melb

ON 26 Jun, the Cable Beach Club Resort and Spa treated a group of ten PCOs and meeting planners to an event in Melbourne.

Held at The Atlantic, a premier seafood restaurant, the 'Seafood & Roast' event reflected the unique experiences and the quality of meals the iconic Broome resort offers conference and incentive delegates.

It featured a master class with celebrity chef Donovan Cooke, demonstrating how to roast a whole Victorian Baby Snapper.

The Resort's director of sales Nicole Tingey said often business associates had not had the opportunity to experience the Resort first hand and so it had wanted to bring a touch of Broome to Melbourne and highlight its product offering.

Guests included representatives from CI Events and Plan Ahead Events.

CONTACT US:

Publisher	Editor	Contributor/Coordinator
Bruce Piper	Jill Varley	Alex Walls

For advertising enquiries email Sean Harrigan & Katrina Ford:
advertising@businesseventsnews.com.au

P: 1300 799 220 F: 1300 799 221

PO Box 1010 Epping, NSW, 1710

Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly & Pharmacy Daily.


Disclaimer: While every care has been taken in the preparation of *Business Events News* no liability can be accepted for errors or omissions. *BEN* takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed.

Club Med 
GROUPS & INCENTIVES

Take your conference to breathtaking China



Club Med Guilin, China

 1 800 258 263
www.clubmedgroups.com.au

Club Med 
Premium all-inclusive resorts