



## Healthy hotels

**THE** movement towards healthier conferencing and healthier business might sound exhausting and will possibly reveal to you just how unfit you are (it's become abundantly clear that my upper body strength has deserted me) but it's a (quick) step in a positive direction; it's good to see initiatives from hotels working around what can be an incredibly busy time for guests.

My time at AIME, as I recall, involved writing stories, talking to people about potential stories and tweeting (you may still be haunted by **BEN**'s seemingly exhaustive Twitter feed @busevnews - you're welcome).

I didn't find a lot of time for a run to unwind or even just to work off some of the many, many, oh so many, hors d'oeuvres I consumed, so the move to make exercising simpler and easier for business professionals is savvy as well as healthy.

I've heard of a variety of ideas for making conferencing healthier and energising attendees, from taking a five minute break for all delegates to perform a short series of work outs to Swissotel's in-room exercise equipment that can be ordered by guests, and jogging maps of Sydney.

Now, if hotels can just find a way to integrate the work out with the work, so I can write stories on the treadmill without the danger of taking not only myself out but everyone behind me, it'd be perfect.

*Alex (standing in for Jill while she's away)*



## NZ targets business events

**A NEW** strategy for New Zealand tourism launched today includes the business events sector as a key source of "high value off-peak visitors".

The Tourism Industry Association NZ's *Tourism 2025 - Growing Value Together* report targets NZ\$41 billion of total tourism revenue for NZ by 2025 by improving the competitiveness of the country's offering.

Figures cited reveal that NZ's share of the number of meetings held in Asia Pacific/Middle East fell from an estimated 2.55% in 2000 to 1.7% in 2009, with business events seen as a key opportunity for the country.

A key response is the development of the new \$402 million international convention centre in Auckland, which is forecast to attract 33,000 new visitors to NZ and create \$90 million in annual GDP.

"This will be a major step change for the tourism industry and New Zealand economy, and will attract a lucrative high-spending visitor that would not otherwise visit New Zealand," according to SKYCITY Entertainment Group ceo Nigel Morrison.



SKYCITY is working closely with Tourism NZ to "ensure that the business event segment will grow over the coming years," he said.

The strategy states that the best opportunity for the industry creates a strong link between business and pleasure, encouraging and making it easy for business event visitors to bring family and to explore NZ.

## Attention, PCOs

**THE** Japan National Tourism Organisation is looking for PCOs interested in attending its annual business events lunch seminar this Friday in Sydney - but better be quick, as places are limited.

The seminar will involve a destination presentation on Japan for business events, table sessions and meetings with suppliers including Shangri-La Tokyo Hotel and Destination Asia.

Interested PCOs need to RSVP to Stephanie Sng by close of business tomorrow, by emailing jntoinfo@jnto.org.au.

## Westin's well being

**WESTIN** Hotels & Resorts has launched its Well-being Movement to the tune of US\$15m (about AUD\$17m).



The year-long campaign aimed to enhance the well-being of guests, Westin said, and part of the launch involves a yoga 'travel kit', designed by Charlotte Dodson, Miranda Kerr's teacher, for travellers to keep healthy while on the road, including a short video tutorial and downloadable guide available on the Westin Sydney and Melbourne websites.

**BEN** attended the launch, which was followed by a SuperfoodsRX breakfast (a selection of foods which are said to be more nutritious and healthier than others), and can attest to the work out using some long dormant muscles.

The hotel group says it will offer a range of programs and partnerships, including meditation, which focus on six aspects of wellness: Feel, Sleep, Eat, Move, Work and Play Well.

Some of these programs were already in place, such as being able to hire New Balance running gear, including shoes, for \$5.

## Conference on the NSW South Coast

**ACCOR'S** Novotel Wollongong Northbeach and Mercure Resort Gerringong by the Sea are offering meeting bookers a special deal from \$150 per room at the Mercure or \$179 per room at the Novotel, including overnight accommodation, full buffet breakfast and internet.

For details see **page four**.



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# business events news

24th March 2014

## UAE top meeting place

**THE** Gulf Incentive, Business Travel and Meetings (GIBTM) show has opened, with a preview of industry research showing the United Arab Emirates (UAE) was the leading destination for meeting planners.

The eighth GIBTM opened today, with more than 74 first time participants, 250 targeted hosted buyers from 36 countries, 2000 expected trade visitors and 8000 appointments between local, regional and international suppliers and buyers.

The Middle East Buyers Report, a survey of planners from across the region and their buying habits and decision-making processes, will be released tomorrow afternoon.

A preview of the results showed 66% of meeting planners said they had held meetings in the UAE in the last two years, with Dubai the most popular location.

Planners said they had also selected European destinations for events, with no surprises that France led the pack as the most popular country, followed by Spain, Austria, Italy and Turkey following.

Nearly 50% of respondents had held events in Asian countries, with Malaysia, Thailand and Sri Lanka ranked as the top three destinations.

Thirty percent of planners had also held events in North America.

Almost 98% of respondents opted for hotels in terms of venue preference, said GIBTM exhibition manager Lois Hall (pictured above left).

## New Caledonia shows

**NEW** Caledonia Tourism will hold three roadshows in Brisbane on 31 Mar, Melbourne on 01 Apr and Sydney on 02 Apr as part of a number of trade initiatives within Australia.

Agents will have the chance to meet operators and hoteliers from the island, with the shows the first of several initiatives.



"This sends out a clear message to properties of the need to invest in state-of-the-art facilities, technology and a focus on tailoring the offering to meet the client brief in order to secure future business from this crucial market segment."

## Terrigal's new team

**CROWNE** Plaza Terrigal has appointed not one, not two, but six new team members, including new general manager Lachlan Walker (pictured below).

Walker will oversee all hotel operations and has previously worked with Sofitel, Four Seasons and Park Hyatt in Australia and overseas in Malaysia, Singapore and Indonesia.



Crowne has also appointed new meetings director Ruth Mason, who will be based at Crowne Plaza Terrigal.

Mason has more than ten years' experience in the hospitality industry and was most recently the director of catering and events at Park Rotana and Park Arjaan in Abu Dhabi.

Other appointments include food and beverage manager Logan Daley, executive sous chef Simon Quick, senior sous chefs Sean Bugledich and Dana Chantler.

## Kakadu relaunch

**GAGUDJU** Dreaming, operators of the Crocodile Hotel, Cooinda Lodge, Yellow Water Cruises and Spirit of Kakadu Adventure Tours is relaunching as Kakadu Tourism.

The name change was to make it easier for tourists to identify the hotel and its products, as well as complement the change of hotel management from IHG to Accor at the Hotel and Lodge as of 01 Apr, the newly named group said.

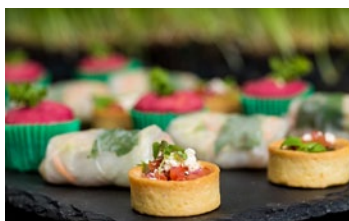
Kakadu Tourism chair Rex Wild said while Gagudju was a traditional way of saying Kakadu in some parts of the Top End, it was often confusing for the industry.

"We have been introducing the new name at trade events...and we will be particularly showcasing the new organisation and product at ATE in May."

## Swissotel's Vitality

**SWISSOTEL** Sydney is now offering its Vitality Day Delegate Package, from \$95 per person.

The package is comprised of four 'breaks' which Swissotel says as a whole, follows the 20/55/25 'ideal athlete's diet', of 20% protein, 55% carbohydrates and 25% fat.



Dishes would have ratio and calories displayed, Swissotel said.

Breaks include a starter or booster, for delegates arriving just after breakfast, including options such as blue pear protein shots with yerba mate and kiwifruit and low-fat yoghurt smoothies.

The mid-morning break proved the most popular at the launch, with various people raving about the berry pancake sandwich with mascarpone cheese (although there were a few lamentations regarding this in the women's bathrooms with regards to diets, Fridays and mascarpone cheese).

The Vitality program focuses on well-being and was launched in March 2012.

The conference package includes 30m function room access prior to the event start, whiteboard and flipchart and room hire.



**ORGANISERS** of a school reunion in the UK are regretting a decision not to have more security in place, after a number of the middle-aged attendees began acting more like out-of-control teenagers.

The event at the old Orwell High School in Felixstowe saw several hundred former students at the school turn up, aged from 20 to 80 years.

While most just strolled around the grounds and reflected on their school days, apparently a violent minority - said to be in their forties and fifties - "deliberately and repeatedly set off fire alarms, scrawled graffiti on walls and desks and were caught smoking in the toilets," reported the BBC.

Police and firefighters were called to intervene and eventually the building had to be evacuated.

**AND** also in the UK, events held at the Legoland Windsor Resort Hotel will soon be able to welcome a special avian guest, with the appointment of an official "parrot in residence".

The hotel advertised the role which saw the bird applicants submit audition videos giving their best pirate performances.

Apparently entrants showcased skills such as playing dead and putting gold coins into a treasure chest, with Charlie the Macaw eventually appointed to the position.

## AIPC registrations

**AIPC**, the International Association of Convention Centres, has opened up its web site portal for the 2014 AIPC Annual Conference in Berlin, with prospective delegates urged to register and finalise travel plans.

Berlin is likely to be sold out during the conference period, with the event taking place from 30 June-02 July 2014, so while AIPC has been able to secure accommodation at attractive rates the allotment is strictly limited and subject to stringent cut-off dates.

The theme for this year's conference is "Megatrends" affecting the industry, covering such topics as globalisation, resource shortages, urbanisation demographic change, mobility, technology and security.

**CLICK HERE** for details.





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### Bastion buys Zarr

**BRAND** alignment specialist Bastion EBA has announced the acquisition of "experiential activation and events agency" Zarr Marketing.

Zarr has worked since 2008 with a range of brands including Nissan and Woolworths, with the company's clients joining the likes of Jetstar, Tourism NT, AIA and Momentum Energy in the Bastion EBA stable.

Zarr marketing founder Zoe Carr has become Bastion EBA General Manager, Activation & Events, while her events specialist staff will merge with the existing Bastion EBA Activation & Events team.

Bastion EBA services clients nationally with a team of 22 in Melbourne and Sydney, with the rejuvenated Activation & Events offer kicking off this month.

## InspireEX signs 120 buyers



**INSPIREEX** launched its Hosted Buyer program at a special function last Friday, with a total of 20 attendees including hosted buyers, current and potential exhibitors.

Exhibition and Trade Fairs portfolio director Pascal Ibrahim said the specialist corporate and special events industry event had signed 120 Hosted Buyers so far, with an estimated total buying power of more than \$10m.

InspireEX, which is an evolution of the former Australian Business Events Expo (ABEE) and Sydney Events Showcase, was targeting 200 hosted buyers in total with

a total potential buying power of \$25m by the time the show is held in August, he said.

Held at the Pavilion in the Botanical Gardens, the launch gave hosted buyers and exhibitors a chance to interact before the show, as well as showing exhibitors that the buyers were "real", Ibrahim said.

More than 60 exhibitors had signed up so far, with 150 targeted in total, Ibrahim said.

InspireEX will be held from 18 to 19 Aug at the Sydney Exhibition Centre @ Glebe Island.

For more information on the show, [CLICK HERE](#).



## Getting to Know: The Mulia, Bali

by: Bruce Piper

**ONE** of Bali's newest five star resorts, The Mulia, opened last year and is located on the island's coast adjacent to the Nusa Dua precinct. The Mulia is described as a "boutique concept hotel" and at a recent event attended by **BEN**, showcased its stunning meeting and conference facilities.

The Mulia offers a wide range of accommodation which can handle large groups, with 526 rooms and suites. The upmarket suites offer impeccable personal butler service and personal jacuzzis. And for the ultimate in privacy and seclusion there's also an array of villas ranging from one bedroom right through to the six bedroom Mulia Mansion.

Events at the Mulia can range from intimate weddings right through to large conferences, with an array of ballrooms, chapels and meeting rooms to offer a wide variety of venue options. The resort boasts a large standalone conference centre with capacity for up to 5000 attendees, including a 1500 sqm Grand Ballroom adjacent to a magnificent pre-function area. On the lower level of the building - easily accessible by escalator - is the 1000 sqm Junior Ballroom plus 15 meeting rooms, while other areas of the resort can also be flexibly adapted for cocktail parties or other gatherings.

The food and beverage offering at the Mulia is also exceptional. The event attended by **BEN** was attended by senior aviation executives from around the globe as well as Indonesian government dignitaries, and the meals and refreshments certainly did not disappoint.

The Mulia's conference centre boasts the latest AV technology, with a unique array of 12 video projectors combining to offer an integrated presentation on three walls so that delegates are truly enveloped in the experience. High speed internet is available throughout the centre for delegates at no charge, while the sound system also provided top quality reproduction and the ability to handle any live performance.

There's also a dedicated event team to help organisers with the fine details and the Mulia's seclusion ensures that VIPs can maintain their privacy.

After work there are also plenty of opportunities to wind down. The Mulia offers the Mulia Spa, complete with 20 treatment rooms and the latest products such as Hammam Tables, a Sweet Spa Finnish Wood sauna, a steam room and the only "ice fountain room" in the Asia Pacific region.

The Mulia is easily accessible from Bali's new Ngurah Rai international airport via the Nusa-Dua-Airport-Benoa toll road which opened last year - for more information on the Mulia see [www.themulia.com](http://www.themulia.com) or for MICE enquiries contact [catering@themulia.com](mailto:catering@themulia.com).



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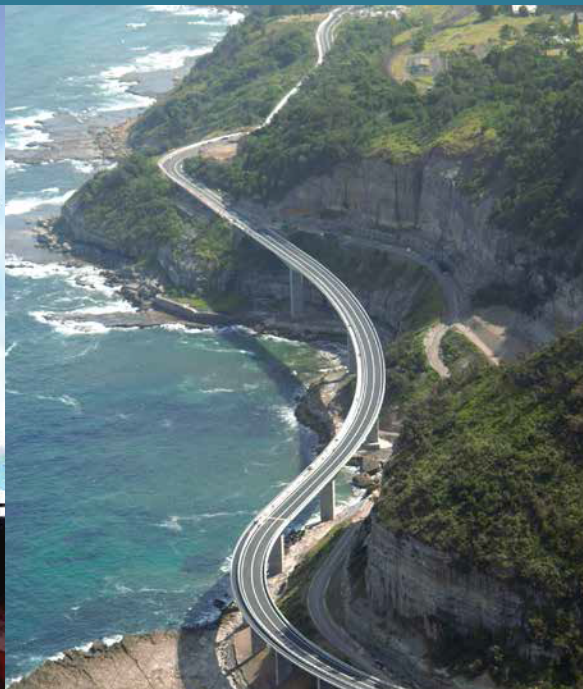
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