



Not another rice paper roll!

NO disrespect to our gracious hosts who have bent over backwards to make this first-timer's famit to Vietnam completely memorable, however as much as we love a rice paper roll, when our group arrived at the InterContinental Hanoi, there was an unseemingly rush for the pasta station at the buffet.

I should also mention the flora greeting we had on arrival at the hotel. It allowed us to choose flowers for our room from a vintage bicycle festooned in colourful blooms, fresh from Hanoi's flower market.

It was a nice touch and an option for groups staying at the InterConti there.

On another note, Destination Asia, sticklers for detail in all that they do, showcased in most creative ways just about every known form of transport.

So we have seen Vietnam on a bicycle, riding pillion on the back of a Vespa in Saigon, by boat along various tributaries in Saigon and Nha Trang, in Russian Army Jeeps in Danang, under man powered cyclo through the streets of Hanoi and in electric buggies to our Tai Chi class and courtyard breakfast at one of the most revered pagodas on West Lake, Van Nien.

This was followed by a coach journey and an overnight luxury cruise on beautiful on Halong Bay with Paradise Luxury Cruises. *Jill*



Adelaide's 86 events



THE Adelaide Convention Bureau (ACB) and its Team Adelaide partners have netted 86 events to be held in the next few years, signed up in the last nine months to March.

The ACB said the economic benefit of these would be more than \$80m with nearly 800 jobs created and 89,785 bed nights at hotels.

The city welcomed 157 events from 01 of Jul 2013 to the end of March from bids won in previous years, which contributed more than \$121m to the economy and created more than 1,100 jobs.

The events won include the Royal Australasian Colleges of Surgeons ASC, which will be held in 2017 and will see 2,000 delegates enter the city at an economic boost of \$9.9m, as well as two wine industry conferences in 2016 and 2019 which will see 3,000 delegates and \$12.4m in economic input.

The ACB said a further 48 events

worth up to \$83m to the state and city economy were in the pipeline with decisions due over the next two to five months, ACB ceo Damien Kitto said.

The new Adelaide Oval and Convention Centre developments had helped this success, he said, and the collaboration of Team Adelaide members was not only impressive but very powerful in delivering a tailor-made event solution and package for clients.

"This has indeed been acknowledged by many event clients and is a key success factor in attracting business events to Adelaide and in securing repeat business."

Minister for Tourism Leon Bignell said the government recognised the importance of business tourism and had committed an "unprecedented" amount of infrastructure to be built which provided opportunities to this "lucrative" sector.

Melbourne for ATE15

TOURISM Australia has confirmed that Australian Tourism Exchange will take place in Melbourne next year, following the wrap-up of the 2014 event in Cairns last week.

TA md John O'Sullivan said the move would bring \$10 million in immediate economic benefit to the Victorian capital, as well as long-term impacts for Australia.

There's still no official word on the potential outsourcing of Australian Tourism Exchange, which was the subject of a federal government expression of interest last year (**BEN** 04 Nov).

ICC lands more events

BUSINESS Events Sydney has landed four more events for the International Convention Centre, which it says brings the total economic impact of international events for the centre to more than \$55m.

The events include the IEEE Semiannual Vehicular Technology Conference in 2017, with about 650 delegates attending, the World Self Medication Industry Asia Pacific Regional Conference and General Assembly in 2017, with about 450 delegates.

This brings the number of events confirmed for the venue, due to open in late 2016, to 11, which would attract attendees from sectors including ICT, international education and medicine, ceo Lyn Lewis-Smith said.

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NZ to host events roadshow

TOURISM New Zealand has announced a series of seminars across the east coast of Australia, with the aim of helping companies understand the benefits of holding their next event in New Zealand.

The complimentary workshops, to be operated in partnership with Inland Revenue NZ, will take place in Brisbane, Melbourne and Sydney from 03 -05 June.

They will focus on the recent changes to the NZ Goods and Services Act which now allows non-resident businesses to register for and claim back GST incurred on their events held in the country (**BEN** 02 Apr).

Tourism NZ International Business Events Manager, Bjoern Spreitzer, said the change makes NZ even more accessible to

Australian businesses "and is a good incentive to choose New Zealand as their next business events destination."

"Our key objective through these seminars is to educate businesses about the advantages of conferencing in New Zealand and how they can see direct benefit," Spreitzer said.

PCO's event management companies, corporations and associations are invited to attend - to register **CLICK HERE**.

Lever to IHG

BUSINESS Events Australia's marketing and communications manager Giovanna Lever was today named as the Director of Marketing for the InterContinental Sydney Double Bay which is set to officially launch later this year.

Lever takes up her new role next Mon 26 May, with the 140 room hotel becoming Australia's fifth InterContinental property.

She said she was thrilled to join IHG "and play an integral role in developing the reputation of what is set to be a pillar of Sydney's hospitality industry."

Online SIGs for MEA

MEETINGS & Events Australia has launched a new "online special interest groups" initiative, with a forum which can be accessed through the organisation's website.

The SIG forums targets various sectors of the meetings and events industry, and are moderated by "passionate MEA members."

Participants receive email updates when new discussions and comments are added to the forum, MEA said.

The initiative was announced during the MEA conference in Kuala Lumpur, "and should provide a first-rate ongoing opportunity for members to expand and share their knowledge."

MEA 2014 award winners



MEETINGS & Events Australia has celebrated industry excellence, naming the recipients of its 2013 National Awards at a gala dinner in Kuala Lumpur.

The event wrapped up the MEA national conference at the Kuala Lumpur Convention Centre, with more than 50 finalists nominated in the 28 different award categories.

Many guests took creative inspiration for their outfits at the dinner from the conference theme of Asia Now, with Toby Travanner returning for the seventh year as MC of the event.

The full list of winners is:

Business Development Person of the Year: Tanya Brown, Haycom
Event Manager of the Year: Tania Goodacre, Australian Trucking Association

Meetings Manager of the Year: Lorraine Di Vito, Arinex

Young MEA Future Leader: Sam McNeill, Song Division

Metropolitan Destination

Marketing Organisation: Business Events Sydney (third year running, inducted into the MEA Hall of Fame 2014-17)

Meetings or Events Management Organisation 8 or more employees: Arinex

Meetings or Events Management Organisation less than 8 employees: Forum Group Events

In House Meetings Management Department: ASHM Conference and Events Division

Events Management Organisation: Verve Creative Events

Meeting Venue under 500 delegates: MGSM Macquarie Park Executive Conference Centre

Meeting Venue 500 delegates or more: Brisbane Convention & Exhibition Centre

Specialty Meeting Venue:

Doltone House

Specialty Event Venue: National Wine Centre of Australia

Banquet & Catering: Melbourne Convention & Exhibition Centre

Technical & Creative Production - turnover more than \$5m: AV1

Technical & Creative Production - turnover less than \$5m: Scene Change Tasmania

Technical & Creative Production - in house AV services:

Melbourne Convention & Exhibition Centre

Support Services: Lumi

Exhibition Services: Exponet (third year running, inducted into MEA Hall of Fame 2014-17)

Association or Government

Meeting of the Year: Australian Trucking Association

Corporate Meeting of the Year: ciEvents - Woolworths Limited National Conference 2013

Incentive Reward of the Year: cievents - Flight Centre Global Gathering in Cancun (third consecutive win, inducted into MEA Hall of Fame 2014-17)

Public Event of the Year

(including Festivals): Adelaide Convention Centre, The Cellar Door Wine Festival

Cause Related Event of the Year: Doltone House for the Biaggio Signorelli Foundation.

Meetings or Events Professional of the Year: Tanya Brown, Haycom

Platinum Award: Adelaide Convention Centre

Outstanding Contribution Award: shared between Ruth Lilian of L&R Contract Business Services, and Merri Took, Staging Rentals and Construction.

Some of the happy winners are pictured above with MEA chief Linda Gaunt (centre).

Photo courtesy Eventpix.

MCB's new website

THE Melbourne Convention Bureau (MCB) this morning launched a new website, with the enhanced portal now offering comprehensive event planning tools and destination information.

MCB ceo Karen Bolinger said the new site would "make planning a meeting, conference or incentive trip in Melbourne effortless," with the initiative part of the organisation's digital strategy to provide more engaging and interactive connections with associations and conference, incentive and meeting planners around the globe.

www.melbournecb.com.au was developed using research from key clients and partners, and offers three search modules which allow users to look for a venue based on accommodation and capacity, event service type and tours/activities.

It offers full Google Maps integration and a 'Planning Toolkit' to assist with promotion and delegate boosting.

The "responsive platform" means the site can be viewed across devices including desktops, tablets and smartphones.



business events news

19th May 2014

\$2.5m for NT bus events

THE Northern Territory Convention Bureau received \$2.5 million to market and promote the territory as a business events destination in the 2014-15 state government budget released last week.

As part of an overall \$8m boost to a total \$44.7m in the area, the budget was a "significant step forward" as NT continued to focus on boosting visitor numbers, according to NT Minister for Tourism Matt Conlan.

The Territory has previously targeted business events, with an overall worth of \$89 million per year (**BEN** 28 Mar).

Conlan said investment would be targeted at driving bookings from international markets as well as other segments that attracted visitors "such as business events and working holiday makers."

NT would also set aside \$500,000 for its new Tourism Infrastructure and Development grant program to develop new tourism experiences and businesses, especially regional and remote areas, he added.

The program would have a flexible funding program responsive to tourism business needs, Tourism NT said.

Tourism NT executive director of business and market segments, Suzanne Morgan, told **BEN** the NT Convention Bureau was very pleased to have received a \$250,000 increase in funding as part of the budget, particularly in a climate of tight fiscal restraint.

"The funding is in recognition of

the importance of the business events industry to the NT and the NT economy," she said.

Morgan said the Tourism Infrastructure and Development grant program would be available to companies operating in the MICE sector.

"We would encourage any business events company to apply for these grants before the 13 June deadline," she added.

To read the budget, **CLICK HERE**.

DestinationQ regos

REGISTRATION for the 2014 DestinationQ Forum on the Sunshine Coast is now open.

Minister for Tourism, Major Events, Small Business and the Commonwealth Games Jann Stuckey said the forum had become Queensland's premier tourism industry event.

Held from 16 to 17 Sep, the event will be held at the Sheraton Noosa Resort and Spa and the Outrigger Little Hastings Street Resort and Spa.

To register, **CLICK HERE**.

Outrigger GC special

OUTRIGGER Surfers Paradise has special offer for events, with a full day delegate package for the half day price of \$54 per person per day.

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Rydges to offer free WiFi and more

AMALGAMATED Holdings has launched a "refreshed look, feel and service offering" for its Rydges hotel operation - including free internet access for all guests.

The upgrade includes a new 'Rise Breakfast' concept including freshly-squeezed juice shots and bespoke smoothies along with eggs cooked to individual preference.

The mini-bar at Rydges properties has also undergone a "quirky designer overhaul" with Rydges-branded sweets, nibbles and chips plus "fun games and add-ons".

Staff will sport stylish new uniforms and the properties will also boast an expanded wine list.

The makeover has also included a revamped website and logo for the Rydges brand.

WA events funding

THE recipients of Tourism Western Australia's 2014-15 Regional Events Scheme have been announced, with more than 50 regional events to take place across the state.

The scheme recognised the importance of smaller developing regional events in providing economic, social and cultural benefits to their communities, Tourism WA said.

Events include Kalgoorlie's Goldfields Kidfest from 05 to 06 Jul, the Zest Festival in Kalbarri from 20 to 21 Sep and Albany's Vintage Vancouver Street Festival from 02 May 2015.

Applications for the 2015-16 round of funding will open at the end of this year.

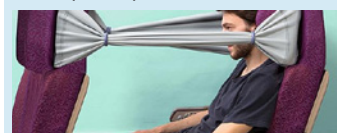
New Kakadu tours

KAKADU Tourism has launched new touring programs, including 'Footprints of the Past', a tour that explores the history of Kakadu, focusing on Indigenous, European, mining and pastoral history, costing \$250 per adult.

For more, **CLICK HERE**.



ECONOMY travel does have its challenges, so the development of the B-Tourist 'slingshot' is particularly useful when you want some privacy in the air.



Possibly stretching the imagination somewhat, the idea is essentially a huge strap made of an elastic fabric that wraps around an airline seat.

It's said to create a place to "hide" from those around you - your own private space to quietly eat, read a book, watch a movie and to sleep without being disturbed, the designers said.

However a tiny flaw may be the difficulty seatmates would have squeezing past to get to the loo.

One week 'til Vivid



THIS Friday, Vivid Sydney kicks off for 18 days with a program of lights, music and ideas in store.

Deputy premier Andrew Stoner said the event attracted more than 800,000 visitors last year, pumping more than \$20m into the NSW economy.

This included 11,000 international tourists on travel packages, buying more than 51,000 tickets, Destination NSW ceo Sandra Chipchase said.

Stoner said this year's Vivid Sydney Light Walk had more than 50 new installations and French fontaneers Aquatique would have a show twice the size of last year, with four major water screens, lasers, giant fountains and pyrotechnics.

For the program, **CLICK HERE**.

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