



Short shrift

GET into a huddle with a group of event and conference planners and there is no shortage of topics to talk about.



Conference bags, which we were all variously wheeling or carrying, became the focus of a recent discussion.

The question was, why do giveaway cases and bags have to be spoilt by having the name of the event or the product emblazoned on them, rendering them useless for the most part after the event if you don't want to be a walking billboard?

Sure, it's all about exposure, sponsorship and someone's business, but what sort of exposure does it get over the few days of the meeting or trade show when it preaches to the converted?

Most people admitted giving them to Vinnies (okay, a worthy cause) but in the long run, a waste of money and, as one of the group suggested, why not write something on the inside or on the lining?

Louis Vuitton is a good example of discretion - its distinctive colour and initials may be all over the products but it is tasteful and instantly recognisable too.

Lanyards got the short shrift too, for the same reason.

"Surely it's more sustainable and eco friendly for sponsors to create their own generic lanyard, and not have Macca the Stacker or Bob's Hire publicised around your neck," said one person.

When it comes to good taste and wearability, the lanyard leading South African DMC



Dragonfly gave me is distinguishable for its beautiful beading, in very recognisable South African colours (pictured).

It always gets admired and is always reused.

Jill

Luxperience defines luxury

AFTER announcing a 51% business growth, Luxperience ceo Lindy Andrews said the show's new location at Pier 2-3, Walsh Bay was more conducive to the high end, luxury and experiential elements of the industry.

Andrews said the show had gone from 100 exhibitors in 2012, to 150 last year, to 240 this year.

"I think it just shows the buoyancy and growth of the industry on a global level."

Accor Asia Pacific chief operating officer Simon McGrath prophesied that in the next decade many more luxury developments would be seen throughout the region.

"We are deeply entrenched in this region with the result that we have Sofitel So Singapore, Sofitel Nusa Dua and Sofitel So in Auckland, and now we also have Sofitel Wellington under development too.

"Accor has placed much



importance on the management of the luxury brands in Singapore and specifically in the Asia/Pacific region where the influences of great European and Asian design can be seen and it is this coming together today that is the definition of luxury."

McGrath (pictured) said Dr Jerry Schwartz, the Sofitel Sydney hotel's owner, had passion and the luxury market was about animation and continual investment in the market.

"The thing is, luxury really is your calling card and I think the trend back to luxury in Australia and New Zealand augurs well for tourism as a whole."

The Christmas Venue Guide

BUSINESS Events News is launching a Christmas events venue guide and this is your chance to get in on the fun.

The events guide will promote venues perfect for holding Christmas events and festivities, whether it's a decorous cocktail party to farewell the year or a karaoke sing-off of 'Jingle Bells'.

To highlight your venue's unique features to the business events industry and **BEN's** readers and social media channels, email

advertising@businesseventsnews.com.au.

CWT M&E signs with Cvent

CARLSON Wagonlit Travel Meetings and Events (CWT M&E) has signed an agreement with Cvent to introduce its event management software system over coming months.

This included for clients in Asia Pacific, as well as North America and across Europe, working in parallel with existing CWT software to strengthen the company's meetings and management services, "delivering significant ROI for event programs," CWT M&E said.

The software would allow customers to use a range of meetings and events management software including planning, venue sourcing and event management mobile apps.

CWT M&E senior vice president Floyd Widener said the agreement strengthened the company's global proposition, using technology to improve the event experience for event attendees.

The Australian CWT M&E office was not aware of the agreement or when it would be rolled out.

To read more, **CLICK HERE**.

Sell TNQ 2014

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CONFERCING in Japan in the
near future?

Why not - the country has giant dancing robots and 'butler' cafés as incentive ideas (**BEN** 31 Mar) - but not, apparently, toilet paper reserves, so it may pay to pack some spare rolls in your suitcase.

The *Telegraph* reports that the Japanese government has kicked off a campaign urging people to stockpile toilet paper because almost half the supply of the necessity comes from one of the more earthquake-prone areas of the nation, the Shizuoka prefecture.

That, or it's a great coup by the paper companies, who are participating in the campaign, which offers a 149m single layer toilet paper roll, the publication has reported.

The reason is not papery thin - it came as a lesson learned from the March 2011 quake, it said.

More Accor for Brisbane

ACCOR has announced Australasia's largest ibis will be built in Brisbane's Elizabeth Street to the tune of \$90m.

The company said it signed a management agreement with hotel developer Action Hotels plc, with the 368 room, new-build hotel due to open in early 2016.

The hotel would have three meeting rooms catering for small to medium sized conferencing and events, with the largest room about 130 sqm, Accor said.

The announcement follows the news that Accor would open an ibis at Brisbane Airport, sharing a new Brisbane Airport Conference and Meeting Centre with a new Pullman (**BEN** 01 Aug), but Accor said the two locations were different accommodation markets with separate demand drivers.

"The ibis Brisbane Airport will be attached to a convention centre which along with the Airport demand will be the key



markets driving demand for the hotel.

"We do not believe that the ibis Brisbane Airport will have any impact on the Brisbane CBD market."

Instead the ibis Elizabeth Street would focus on demand generated within the CBD and complement Accor's existing portfolio in that area which "continue to trade at high occupancies".

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The heart and soul of Ladakh

ONCE it would have taken weeks and months to travel on foot or horseback from the Indian subcontinent to remote Ladakh which sits within the ragged beauty of the Kunlun Mountains and the snow capped Himalayas.

Today with air connectivity, this land, with its feet planted in India and its soul in Tibet, is where the Ultimate Travelling Camp sets up the luxury Chamba Camp Thiksey from June to September, at the

foot of Thiksey Monastery.

For those lucky enough to find themselves here, the opportunity to join the Thiksey monks in early morning prayer, to raft down the Zaskar River and to open your tent flap to a breathtaking view, is a reward worth winning.

For more photos, **CLICK HERE**, or check out our Facebook page at

www.facebook.com/BusEvNews.



business events news

3rd September 2014



ABOVE: The 12-storey Thiksey Monastery, envelops a hill at the foot of Chamba Camp Thiksey.

LEFT: Thiksey monks 'welcome' the early morning prayer.

BELOW LEFT: Camping or glamping never looked so luxurious or laid-back as at the Chamba Camp Thiksey.

BELOW: The snow capped Himalayas provide a perfect back drop for Thiksey's splendid prayer wheel.



MIDDLE: Colourful Buddhist prayer wheels displayed for sale.

BELOW: Zybros in traditional costumes entertain camp guests with cultural dance performances.



RIGHT: A vignette of the extraordinary decor of the luxury tents at Chamba Camp Thiksey.

BELOW: Prayer flags drape the bleached desert landscape where the Indus and Zaskar Rivers meet.

