



## BEA INSIGHTS

BUSINESS EVENTS  
AUSTRALIA



AUSTRALIA.COM/BUSINESSEVENTS



with Penny Lion

IT'S been a big week for Tourism Australia, with our signature showcase of incentive experiences, Dreamtime 2015, bringing over 90 influential buyers and over 20 media to host city Adelaide to experience the very best of our experiences and products.

The Australian industry took every opportunity to leverage Dreamtime 2015, not only through the one-on-one scheduled appointments with buyers during the Business Session day on Monday 7th December, but also by networking effectively throughout the programme.

Our research tells us that one of the key factors of our appeal as a business events destination is our people, and Dreamtime 2015 provided the perfect platform for the Australian industry to meet and make personal connections with influential international buyers that will increase business partnerships in the future.

Also proving the power of relationships throughout Dreamtime 2015, was Tourism Australia's positioning for the event, "Adelaide – Welcome to our Home".

We were fortunate to be able to work with so many proud and talented South Australians in bringing this positioning to life through short films and personal appearances at Dreamtime 2015, and it really drove home the message to buyers and media that Adelaide is anchored to its people, and their passion and innovation.

It's a message that can be taken by our entire industry as we all work together to show the world why there really is nothing like Australia for business events.

## Mantra digital chief

**MANTRA** Group has appointed Matt Granfield as its Executive Director - Digital.

He joins the company as a member of the Executive Committee reporting to chief financial officer Steven Becker, with Mantra currently recruiting for more members of its newly created digital team.

## AccorHotels acquires

**ACCORHOTELS** has inked an agreement to acquire Fairmont, Raffles and Swissôtel brands.

The sale will see 155 hotels and resorts, of which 40 are under development added to AccorHotels' portfolio.

AccorHotels will pay for the acquisition by issuing 46.7 million new AccorHotels' shares and a cash payment of US\$840m.

The deal will also see the Qatar Investment Authority and Kingdom Holding Company of Saudi Arabia become significant shareholders in AccorHotels.

## Syd wins Polo comp

**THE** 2017 World Polo Championship will be hosted by The NSW Government and the Sydney Polo Club in Sydney's Hawkesbury region.

The World Polo Championship is the sport's most prestigious event and was secured by Destination NSW.

Member for Hawkesbury Dominic Perrottet said the event is "a great win for the Hawkesbury, with more than 5,000 domestic and int'l visitors expected to spend \$3.3 million."

The tournament will consist of six teams – the winner of each geographic region and Australia, the host nation.

## Rego open for GBTA

**REGISTRATION** is open for the GBTA Convention 2016 in Denver in Jul, with the theme of 'balance'.

To register, **CLICK HERE**.

## Grand Prix Given Platinum Experience

**GUESTS** at a breakfast event hosted by the Danmor Group last week were reminded that it may be two weeks till Christmas but that it's only 100 days until the 2016 Australian Formula 1 Grand Prix.

Daniel Morahan, ceo of Platinum Pass, the corporate events wing of the Danmor Group was promoting the array of opportunities available to host clients at the premier global event.

He told guests that, "Melbourne is the events capital of Australia and for any of you that haven't experienced the Grand Prix before it's a really spectacular event. I invite you to make the



Grand Prix a part of your client engagement strategy." The Platinum Pass F1 Experience includes a table for 10, exclusive pit lane walk, grand stand seating, outdoor viewing balcony plus a host of other experiences.

For details call 1300 766 332.

Daniel Morahan, ceo Platinum Pass is **pictured**.

## RockMonster into corporate events

**GREAT** Southern Outbound has today announced the entry of venerable music tribute band RockMonster into the corporate events sector.

With more than 20 years experience, the group will bring their "passion and talent for 60s and 70s classic rock" to corporate functions across Australia.

The passionate musicians have an extensive repertoire covering everything from The Beatles to Zeppelin, with iconic high energy rock anthems to keep the dance floor pumping - for details call 0407 703 599.

## Tamworth Equine evt

**TAMWORTH** will next year host The 20th American Quarter Horse Association International Youth World Cup, hosted by the Australian Quarter Horse Association (AQHA).

The event will be held at the Australian Equine and Livestock Events Centre (AELEC) from 23 Jun-03 Jul, delivering more than \$1 million in overnight visitor expenditure.

**jito**

for the price of a cup of coffee a day!

[view jito](#)

employers you can reach a targeted audience  
jobs in travel, hospitality & tourism [jito.co](#)





# business events news

14th December 2015



## crumbs!



**THE** Langham in Melbourne has taken sustainability to the next level and built its Christmas tree out of recycled soap.

The white Christmas tree (pictured below) has been designed by the hotel's managing director, Ben Sington and constructed by hotel colleagues, using SOAP AID recycled soap and reusing other waste materials.

The hotel sends all used guest soap bars to SOAP AID, which reprocesses them into new bars which are shipped overseas to areas with a high mortality rate due to a lack of sanitation.



## MPI & IAEE partner

**MEETING** Professionals International (MPI) and the International Association of Exhibition and Events (IAEE) have partnered to increase brand awareness through MPI's *The Meeting Professional* (TMP) magazine.

From Jan, MPI will distribute TMP to IAEE members as a full-digital, mobile-friendly edition and the two associations will work together to develop content for the magazine.

## Nth Qld innovation

**CREATING** an innovation movement, collaboration and a changing economy were key topics at the Advance Queensland forum held in Townsville on Fri.

The forum aimed to build the state's global competitiveness by fostering greater collaboration between researchers, businesses and industry sectors.

## Chengdu to host CTF

**CHENGDU**, China will host the China Traveler's Forum (CTF), in conjunction with C-Trip Travel Wiki in Mar.

The Forum is the largest tourism-related forum in the world.



**Do you have the BEN app?**

ANDROID APP ON Google play

Download on the App Store

## White House recognises KLCC



**THE** Kuala Lumpur Convention Centre's IT team have been recognised for their support to the US President during his visit for the 27th ASEAN Summit.

Sixteen team members were awarded a 'Certificate of Appreciation' from the White House Communications Agency's presidential communications officer, Ryan Kenner.

"A lot of dedication and hard work goes into the hosting of a high-profile international event like the recent Summit. Our team members work tirelessly to ensure every event runs seamlessly and these behind-the-scenes efforts don't

often get recognised, so this acknowledgement from the White House Communications Agency was a nice touch," said the Centre's General Manager, Alan Pryor.

Pryor also congratulated other 'unsung heroes of the Centre' and the role they played in the successful hosting of the Summit, including the centre's operation, culinary and security teams.

**Pictured** are: Kuala Lumpur Convention Centre's IT manager - Strategic and Infrastructure, Richard Soo; IT Manager - Operations Support, Surendra Sivapathasundram and team members.



**HOYT'S X CORPORATE SOLUTIONS**

**DISCOVER THE POSSIBILITIES**

BOOK YOUR CORPORATE EVENT TODAY

CONTACT THE TEAM  
1300 345 664 • CORPORATE.HOYT.COM.AU

**Business Events News** is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

Sign up for a free subscription at [www.busesseventsnews.com.au](http://www.busesseventsnews.com.au).

**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**Street address:** 4/41 Rawson St, Epping NSW 2121 Australia

**P:** 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

**Business Events News** is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter 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. Responsibility for editorial comment is taken by Bruce Piper.

**Editor:** Bruce Piper [info@busesseventsnews.com.au](mailto:info@busesseventsnews.com.au)

**Contributors:** Guy Dundas, Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

**Advertising and Marketing:** Sean Harrigan and Magda Herdrik [advertising@busesseventsnews.com.au](mailto:advertising@busesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@busesseventsnews.com.au](mailto:accounts@busesseventsnews.com.au)

Travel Daily CRUISE WEEKLY travelBulletin business events news Pharmacy DAILY