



Hawai'i happenings

WITH all things Hawai'i happening in the past week (see story next page) and the Hawai'i



Tourism Oceania Roadshow being held on Tue in Melbourne and this evening at Sydney's Pier One, I was intrigued to learn from Hilton Waikoloa Village's director of marketing communications Leanne Pletcher that this property, set on a 62-acre beachfront with 1.4 miles between its three hotel buildings, has a huge underground tunnel to transfer goods and people.

A hive of industry, luggage goes underground to the 1241 guest rooms on small, flat back trucks called tuggers while hotel staff move around in golf carts.

The tunnel (pictured) is also home to a huge laundry, which includes its own dry cleaners for employee uniforms as well as an



extensive staff restaurant.

The resort also features its own mahogany canal boat on which guests can meander through the resort, 14 restaurants and bars and a state-of-the-art convention centre with more than 235,000 square feet of meeting, pre-function, and exhibit facilities and extensive outdoor areas, the largest amount of space on the outer islands of Hawai'i. *Jill*

Dockside timelapse

DOCKSIDE Group has released a time lapse video showing the work involved in the recent National Travel Industry Awards which took place at its Pavilion on Sydney's Darling Harbour.

To view click on the logo or see businesseventsnews.com.au/videos.



Wyndham launches rewards

WYNDHAM Hotel Group today launched a new "conference incentive program" in the South Pacific region, giving organisers the opportunity to gain added value from their events both for themselves and their delegates.

Conference Rewards by Wyndham offers three tiers of benefits, all of which include Wyndham Rewards loyalty points for each attendee.

The programs also offer organisers discounts on the overall spend, as well as other benefits such as free wi-fi, free parking and late check-out options.

"We are thrilled to have the opportunity to introduce our guest loyalty program Wyndham Rewards to our valuable conferencing clientele," said the group's South East Asia & Pacific Rim md, Barry Robinson.

The loyalty scheme already has more than 40 million members who have the opportunity to

earn and redeem points across Wyndham's global network of more than 7,700 hotels.

Participating properties in the region include the Ramada Couran Cove Island Resort, Ramada Hotel & Conference Centre Marcoola Beach, Ramada Plaza Noumea, Ramada Encore Dandenong, Ramada Hotel Hope Harbour, Ramada Resort Shoal Bay, Ramada Hotel & Suites Ballina Byron and the new TRYP Fortitude Valley hotel.

The rewards tiers are based on the total conference spend - for more details see the website at www.wyndhamap.com.

Boarding the magic Byron@Byron bus

THE Byron at Byron Resort & Spa recently hosted a corporate familiarisation in conjunction with its Sydney sales office Tourism Portfolio, giving this lucky group of participants the opportunity to experience an indulgent two day getaway.

As well as experiencing the 92-suite property and its 216 square metre Conference Centre, attendees enjoyed the on-site day spa, sunset drinks at the iconic Byron Bay lighthouse and one of the region's latest attractions, The Farm Byron Bay.



Double Bay gong

INTERCONTINENTAL Sydney Double Bay is celebrating after winning the *Function Venue of the Year* award at last night's Tourism Accommodation Australia NSW Awards for Excellence.

The Langham Sydney took out the *Sydney Deluxe Hotel of the Year* category, while Lillianfels Resort & Spa in the Blue Mountains won *Regional Deluxe Hotel of the Year*.

Abu Dhabi roadshow

THE Abu Dhabi Tourism & Culture Authority together with representatives of MSC Cruises is embarking on a four destination Australia roadshow.

They will be in Perth, Melbourne, Brisbane and Sydney from 3-6 August updating MICE consultants and retail travel agents on current and new tourism experiences and offerings across Abu Dhabi.

Luxperience sell-out

THE upcoming Luxperience show has a full house when it comes to exhibitors, with space at the event 100% sold out.

Exhibitor numbers this year are up 30%, with the show taking place at Sydney's Australian Technology Park 06-09 Sep 2015.

For more information see www.luxperience.com.au.

Today's issue of BEN

Business Events News today has two pages of news, plus the latest **BEN** Christmas Venue Guide on **page three**.

BEN Christmas guide

THERE is still space for inclusions in the *Business Events News* Christmas Venue Guide, which will be published on a periodic basis with the newsletter in the coming weeks.

Get in quick to secure your space and promote your venue's end of year specials - for today's guide see **page three**.

For enquiries email us on ads@businesseventsnews.com.au.

iVvy one-stop shop

IVVY says it already has almost 1,000 venues registered on its new Marketplace which is claimed to centralise function spaces and group accommodation options for the first time ever in Australia.

More than 150 of the venues also offer live booking options, with Marketplace allowing planners to find a venue and book it in as little as six minutes - compared to the "average of six weeks it normally takes".

The system is an extension of iVvy's existing work with brands such as Vibe, Mantra, Adina, Peppers, Breakfree, Travelodge and Wyndham - see ivvy.com.



business events news

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crumbs!

SHOWING the diversity of its place in the sun, the Sunshine Coast proved it's not just about bricks and mortar when it comes to holding functions and events - they can also make use of some pretty specky beach locations.

This was the case when an out of the ordinary spot was sought for a fundraising event for Steve Irwin Day.

A sandbar in Maroochydore was chosen for the charity Barefoot Breakfast organised by the Sunshine Coast Council in partnership with Australia Zoo, attended by some 80 guests.



China certification

THE International Association of Conference Centres has accepted the first IACC-certified facility in China into its membership.

Beijing's Chuanshan Academy is a 13th century building in the Chinese capital's centre, and is part of the Chateaufort portfolio of properties across the globe.

"We are delighted to welcome our first member in China and to expand our membership in Asia, said IACC ceo Mark Cooper.

"I am sure that the unique delegate packaging that Chateaufort is known for in Europe will be well received in Beijing by both international and domestic meeting planners wanting to run high quality distraction free events," he said.

The Chuanshan Academy offers an auditorium, a boardroom, two large plenary meeting rooms and five breakout rooms, all equipped with the latest technologies.

Hooray for Hollywood in Hawaii!

WHEN the Hilton Sydney held a 'Hollywood in Hawaii' cocktail event last week, guests enjoyed regional



cuisine inspired by dishes from Hilton Hawaiian Village's executive chef, Charles Charbonneau.

Sponsored by Hilton Hotels and Resorts, Hawaii Tourism Oceania, Hawaiian Airlines and Oahu Visitors Bureau, the theme reflected Hawaii's popularity as a movie destination since the 1930s.

This year two blockbusters 'Aloha' and 'Jurassic World' have again put Hawaii on the world

map showcasing the diversity and beauty of its landscape.

Pictured above at the event are Ashlee Galea, Hawaii Tourism; Vanessa Ligovich, Pinpoint, Carina Mullen, eCruising; Valerie Okamoto, Hilton Hawaii; Nina Henderson, House of Travel; Larissa Centorino The Travel Authority; Fiona Dalton, Qantas Holidays; and Andrew Denman of Hawaiian Airlines.



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Gray's Say

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



BENEFIT OR WASTE OF TIME?

LIKE many people in the conference and incentives industries I use social media. I am a member of LinkedIn and even use its logo and my LinkedIn email address on my business cards. I'm also on Facebook and use it almost exclusively to find out what's happening to friends and others in the C&I industries. Then there's Pinterest; I'm not sure why I joined this because it's just another annoying distraction which clogs my inbox almost daily with things I rarely want to see.

Are these of benefit to me...or to anyone?

As time goes on, I've been wondering whether they're a total waste of time, certainly in a business context. LinkedIn is probably the only one that targets businesspeople and I also belong to a number of LinkedIn groups.

However, I am now culling these drastically because in many cases, their members seem to think that I'm fair game to receive what is euphemistically called Spam but which I would describe as blatant promotions of services I do not need nor would I even consider because they are usually a continent or two away!

My entry in LinkedIn tells the world where I am based and yet I am inundated with spurious information from just about everywhere except where I happen to be. But what happens when I complain to the so-called moderator? Usually nothing. So what's the point?

A fellow presenter at an international conference recently told me that her business cards showed only her LinkedIn email address (apart from her name and business name) because she

assumed that people would look up her profile before contacting her and so find out what she did and where she was located. I asked her whether this worked and she said that it did to some degree but it didn't filter out the time-wasters which is what she had expected.

Every day I receive LinkedIn updates, notifications of topics and people in which might be interested, invitations...the list is endless. By the time I wade through this lot I'm feeling as though I've done a day's work.

And yet none of it actually helps me in my business. Of course it's good to know that this person or that now has a career in chicken sexing or some other obscure skill. But the original purpose of LinkedIn seems to have descended into obscurity and it's now more of a chore than a pleasure.

I know of nobody that's ever written any business as a result of being a member (although I'm sure it must have happened to someone, sometime - the odds alone make that inevitable) and so I continue my membership 'just in case'. And yet if I add up all the time I spend mainly deleting the rubbish I get sent every day perhaps I'd be better off without it.

After all, I built a successful business without LinkedIn, or any other social media, and continue to liaise with clients and potential clients well enough without it. Have we all been conned...or is it just me?

Peter Gray is an independent Incentive Consultant and Motivational Strategist. He can be contacted on peter.gray@motivatingpeople.net



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