



Opening up TNQ



IT'S an initiative that will provide critical growth

for Tropical North Queensland (TNQ) and open up Cairns and Great Barrier Reef to greater tourism - and it came about on Saturday when SilkAir flight M1828 touched down at Cairns International Airport - the airline's first service into Cairns.

Described as the start of a new aviation chapter for TNQ, Kevin Brown, Cairns Airport ceo said SilkAir would fly to Cairns three times a week offering both business and economy class on its latest Boeing 737-800 aircraft.

"This linkage with Singapore will better connect travellers from throughout Asia, India, the UK and Europe into Cairns, which we expect to generate up to \$14 million in visitor expenditure in Cairns in the first year," he said

Tourism Minister Kate Jones (represented by Treasurer Curtis Pitt on the tarmac to welcome disembarking passengers), said Tourism and Events Queensland had worked to promote the new route in key Asian and European visitor markets.

"Promotions have appeared across digital, print, radio, social media and outdoor advertising, featuring holiday packages to Cairns and the Great Barrier Reef," Jones said.

Also commenting on the service, Alex de Waal, ceo of Tourism Tropical North Queensland, said as well as providing access to South East Asia SilkAir will also bring passengers from India and the traditional markets of Europe and the United Kingdom.

"Feedback from the marketplace indicates there is significant demand for this service so we expect big things to happen," de Waal enthused. *Jill*



Mossman Gorge

EEAA aiming to lift profile



EXHIBITION and Event Association of Australia president Domenic Genua says raising the expo sector's profile in the marketing industry is a "major challenge and one that the Association has made a priority".

Speaking to delegates during a day-long program of meetings and workshops which coincided with the EEAA annual general meeting at Sydney Royal Stables

last Thu, Genua said: "a strategic repositioning of the sector is what is needed.

"It can be done - that's our industry's challenge," he said.

A higher profile would ensure that exhibitions and their associated events "can get a bigger share of the marketing spend," Genua added.

The meeting also saw seven appointments to the EEAA board including Spiro Anemogiannis of Informa Australia; Matt Pearce from Diversified Communications; Reed Exhibitions' Brian Thomas; Richard Hogan of the Australian Gift & Homewares Association; Bob O'Keeffe of Brisbane Convention & Exhibition Centre; Paul Elliott from Harry the Hirer; and Jo-Anne Kelleway of Info Salons - joining mid-term board members Jim Delahunty of Exponet, Domenic Genua, BIA NSW & SA; Peter King, MCEC; Helen Mantellato of ICC Sydney; Peter Thorpe, Sydney SHowground; and Robert Moore of Agility Fairs & Events.

Pictured above are EEAA gold and platinum partners honoured at the AGM with President Domenic Genua and ceo Joyce DiMascio.

Luxperience + MICE

THE organisers of the upcoming Luxperience show say the "Events by Luxperience" expansion has received strong support and will offer "better return on investment" than the MEA Events show announced last week (**BEN** Wed) which takes place just a few days prior to Luxperience.

75% of the exhibition space has been sold, a spokesperson told **BEN**, with Events by Luxperience a response to growth in numbers from MICE buyers who have been included in the event since its inception in 2012.

"Luxperience also offers more flexible option to participate for MICE buyers," the spokesperson said, with at least of 42 face to face appointments, and social events included in registration as well as an education component at the Thought Leaders Forum.

"The selection process for buyers and exhibitors at Luxperience is by invitation, ensuring we have a higher standard of delegate," the spokesperson said.

Today's issue of BEN

Business Events News today has two page of news plus a full page from (**click**)

- Club Med

Citadines MICE deals

THE Event Centre at Citadines on Bourke in Melbourne is offering a \$300 Good Food gift card for anyone who books a meeting, conference or event to the value of \$5,000.

And events taking place this month will have the Day Delegate Package upgraded to include a hot buffet lunch.

Citadines Melbourne offers a variety of function spaces and rooms to suit any occasion.

Day delegate prices start at \$74 per person - for details see www.citadines.com.au.



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Club Med rewards

CLUB Med is today highlighting its groups and incentives program, Through its groups and incentives program as an ideal way to motivate and inspire - for details see **page three**.



White parties on P&O

P&O Cruises, which is continuing to attract on-board meetings (**BEN** 03 Mar) has also introduced a new "White Parties at Sea" entertainment concept.

Every cruise of three nights or more will feature the "Bianco" party, with other themes for onboard celebrations including Gatsby, Vegas and Back to School.



MELBOURNE'S historic Hotel Windsor has been holding conferences since it opened 132 years ago - and the property is making the most of its extensive heritage.



A special "warming winter meeting package" is being promoted with the above image, which was taken at the hotel more than 100 years ago.

It's the Premier's Conference which took place at The Windsor on 03 Feb 1899 - presumably to discuss the formation of the federation we now call Australia.

More currently the package, valid for bookings made 01 Jun-31 Aug, includes complimentary wireless internet and a data projector.

Additionally, there's a choice of individual vanilla yoghurt pots with strawberry and rhubarb or warm bagels of smoked salmon, cream cheese and fine herbs - probably not something that was on the menu 132 years ago.

A prop-er farewell

THE events industry is being invited to bid goodbye to International Special Events Society Sydney Chapter President Scott Bellingham, whose term of office is coming to a close.

An "international event extravaganza" will take place at Sydney Prop Specialists in their Marrickville warehouse, with traditional Austrian fare and delicacies provided by Arnold and Carlo Huber of Exuprean Catering.

Also present will be Bruce English, entertainment consultant at Boulevard Performance while Stephen Thatcher of Pages Event Equipment is providing an "eclectic collection of furniture" for the comfort of guests.

A panel of speakers will include Susan Le Roux bringing her knowledge to bear on "venue variables," and after the presentation there will be plenty of "live action food bars," beverages and networking.

Tickets cost \$60+GST, with guests costing \$40+GST extra, and the event takes place on Tue 23 Jun from 6.30pm - register to attend by **CLICKING HERE**.

Cake and Bake is back

THE Cake Bake & Sweets show will return to Sydney and Melbourne for the second year running, after last year welcoming more than 45,000 home bakers.

BLANCO has been announced as the Major Appliance Sponsor, with the manufacturer's ovens and cooktops to be integrated into a variety of show sets and working kitchens.

The show is on 23-25 Oct 15 at the Melbourne Convention & Exhibition Centre, as well as 12-14 Jun at Sydney Showground, Olympic Park.

MEA honours excellence

LAST week's Meetings & Events Australia national awards saw four perennial victors inducted into the MEA Hall of Fame.

Arinex, Verve Creative Events, AV1 and the Adelaide Convention Centre are now enshrined in the Hall of Fame, with the awards evening seeing the industry's best and brightest out in force.

The Mad Men and Mad Women theme saw participants break out their best 1960s getups as they

celebrated excellence with five categories recognising individual, venues, products & services and organisation management.

Exponet's Jim Delahunty was also honoured with the Outstanding Contribution Award.

The pics below were taken by Oneill Photographics on the night at Hamilton Island.



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