



## GROW YOUR BUSINESS

The Asia-Pacific Incentives and Meetings Expo (AIME) is the leading business events and meetings exhibition in the Asia-Pacific region. It's where 4,500 suppliers and buyers unite for two powerful days of business, knowledge and networking.

Join us at the **Melbourne Convention & Exhibition Centre** on the **23-24 February 2016**.

For more information about exhibiting, visit [www.aime.com.au/exhibit](http://www.aime.com.au/exhibit)

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## Exhibit at AIME

THE 2016 Asia-Pacific Incentives and Meetings Expo will take place in Melbourne on 23-24 Feb next year, with applications for exhibitors, hosted buyers and visitors now open.

For details see the **cover page** of today's *Business Events News*.

## PSA showcase

THE Professional Speakers Association will host an event on Thu 19 Nov at Sydney's Grace Hotel in the CBD, featuring a range of presenters including Dave Staughton who will speak on "Finding more speaking opportunities in turbulent times".

There's also an expert panel with David Penglase, Jenny Cartwright and Tony Eades - for details or to register **CLICK HERE**.



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## China events worth \$110b

THE first ever study of the Chinese business events market has found spending of US\$110 billion on domestic trips taken for meetings, incentives, conventions and events last year.

The study, conducted by the Global Business Travel Association Foundation with the support of Starwood, collated a total of 138.5 million trips within China for MICE travellers.

In fact business events-related travel comprised 42% of the total domestic business travel volume in China, and 45% of total business travel spending.

The majority of meetings and events were held in Shanghai, with a 27% market share, followed by Beijing at 25%, Guangzhou with 24%, Hong Kong at 11% and Macau at 6%.

## New Tourism Australia directors

FEDERAL tourism minister Richard Colbeck has appointed Kate Vale, Francis Wong and Hayley Baillie to the board of Tourism Australia.

The trio replace outgoing directors Geoff Dixon, Kate Lamont and Sandra McPhee.

Kate Vale is the managing director of Spotify Australia & NZ; Francis Wong is an ATEC board member and md of inbound company Encounter Australia; and Hayley Baillie is the co-founder of luxury accommodation operator Baillie Lodges.

"I am confident the new board will continue to build on Tourism Australia's achievements and will help to ensure the continued growth of the sector into the future," Colbeck said.

GBTA Foundation vice president of research, Joseph Bates said the figures showed the size of the Chinese MICE market is second only to the United States.

"The MICE segment presents a large opportunity for travel suppliers and we expect it to

continue to grow at a rapid pace as China's economy expands," he said.

In the past year 86% of corporate travellers in China had

taken a trip for business event purposes, and each one spent an average of US\$1,100 per trip.

Chinese MICE trips last 2.9 days on average and meetings were typically held at convention and conference centres (38%) or hotels (33%).

Starwood vice president of sales Asia Pacific, Nichlas Maratos, said the report would help shape the future of the company's business as well as reaffirming its efforts and growth plans in China.

## Sheraton into SA

SHERATON Hotels & Resorts Worldwide has confirmed the entry of the Sheraton brand into the South Australian market with the signing of the new Sheraton Adelaide.

The property is scheduled to open in mid-2019 as the centrepiece of a new mixed-use development at 88 O'Connell St.

It will have 160 rooms and two dining venues along with a 300 square metre ballroom, leisure facilities and 700 square metres of function space plus a pre-function area.

Other recent Sheraton additions in the Pacific region include Aloft Sydney Pitt Street, Aloft Adelaide, W Brisbane and The Westin Perth.

Distribution of MICE Trips In China Over the Last 12 Months



## Today's issue of BEN

*Business Events News* today has two pages of news, plus a cover wrap from AIME.

## MCB appointment

LEAH Hubay has been named as the Melbourne Convention Bureau's new PR and Media manager, with her experience including previous roles at Crocmedia, Haystac, Wrights PR and Cox Marketing Solutions.

## Events ben Calendar

BEN's calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au).

### 17-18 NOV

Australian Event Symposium 2015; Novotel Sydney on Darling Harbour; details at: [www.eventsymposium.com.au](http://www.eventsymposium.com.au)

### 17-19 NOV

ibtm world; Barcelona, Spain; see: [www.ibtmworld.com](http://www.ibtmworld.com)

### 18 NOV

Pacific Area Incentives & Conferences Expo (PAICE); SKYCITY Auckland Convention Centre; Auckland; more info at: [www.paicexpo.co.nz](http://www.paicexpo.co.nz)

### 29 NOV-1 DEC

PCO Association Conference and Exhibition 2015; Adelaide Convention Centre; more info at: [conference.pco.asn.au](http://conference.pco.asn.au)

### 1-2 DEC

EEAA 2015 Conference; Sydney; for more details go to: [www.eeaa.com.au](http://www.eeaa.com.au).

### 6-9 DEC

Dreamtime 2015; Adelaide; see: [www.tradeevents.australia.com](http://www.tradeevents.australia.com).

### 17-20 JAN

IACC-Australia Asia Pacific Conference; Sydney; visit: [www.iacconline.org](http://www.iacconline.org)

### 23-24 FEB

AIME 2016 Melbourne Convention and Exhibition Centre; for more visit [www.aime.com.au](http://www.aime.com.au)



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## G20 BNE legacy sign

**BRISBANE'S** South Bank is now home to a permanent landmark "Brisbane" sign, which has been erected as a "permanent legacy of the G20 Leaders Summit".

The \$300,000 sign has been jointly funded by the Qld government and the Brisbane City Council, following the "unprecedented popularity" of a temporary sign which was on display during last year's G20.



**THOSE** ubiquitous conference name tags may hold the key to delegate attractiveness, according to data collated by a smartphone dating app called "The Grade".

The software makers have collated the "swipe rates" for each name, and ranked those most likely to get accepted for a match.

Interestingly, the most popular man's name was found to be Brett, with a very healthy strike rate of 24%.

That was just ahead of Tyler, Corey, Andy and Noah at 23%, followed by Shane, Jeffery, Rob, Frank and Jeff.

Bad luck if your name is Joel - that came in at the bottom of the list with just 3% of matches from women.

The app makers also collated popular female names, with Brianna and Erika coming in at the top of the list - followed by Lexi, Brooke and Vanessa.

The top ten most successful (in dating terms) female names were rounded out by April, Natalie, Jenna, Molly and Katie.

The least matched female name was Tiffany, the report found.

## New Geelong guide launched



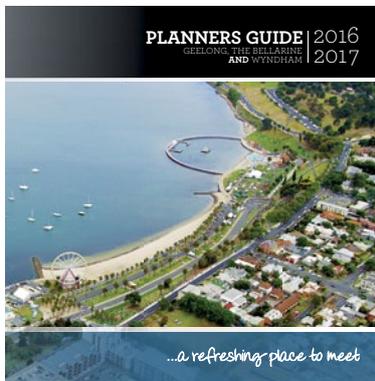
**GEELONG'S** flamboyant mayor Darryn Lyons (pictured) last week formally launched the new Planners Guide for Greater Geelong and The Bellarine, which has been produced by Business Events Geelong.

More than 200 event organisers attended the launch event at Bond in Melbourne, with the guide showcasing the region's best venues, accommodation, experiences and support services.

"Geelong is the perfect setting for major business events," Lyons enthused, with its "beautiful north-facing bay, closeness to Melbourne and some of the world's best beaches right on our doorstep".

He said the two-year publication

would help Business Events Geelong to attract meetings to the region, with the guide designed to make it easy for conference organisers to plan their next event.



The newly designed guide has expanded its use of imagery to highlight the region's stunning landscapes, and it's also available as an online flipbook, with QR code technology incorporated

to make it easy to experience the destination directly from your desktop - a useful feature particularly in the destination selection phase, according to Mark Day, regional Convention Bureau Manager.

Copies of the guide can be obtained by calling Business Events Geelong on 03 5244 7119 or at [www.begeelong.com.au](http://www.begeelong.com.au).

## Singapore slump

**FIGURES** released by the Singapore Tourism Board have confirmed a 12% drop in business travel and MICE arrivals for the first six months of the year.

The STB's Quarter One and Quarter Two 2015 Tourism Sector Performance Reports indicate that the decline in business events arrivals was accompanied by a slump in visitor spending.

STB executive director of business tourism development, Chew Tiong Heng cited macroeconomic factors as having had a strong impact on the destination, "in particular economic uncertainties in some of our top markets for business travel and events".

He said in the short term STB had increased its business tourism marketing investment globally "to generate even greater awareness of Singapore as an attractive MICE destination".

Activity includes collaboration with media partners such as CNN and *The Economist* as well as marketing specific events to build delegate attendance from the Asia Pacific region.

Singapore venues, attractions and DMCs are also offering incentives for event planners, Chew said.

## AVANI into Gold Coast

**THE** Minor Hotel Group's AVANI Hotels & Resorts has announced a new \$150m development on Queensland's Gold Coast.

The AVANI Broadbeach Residences will comprise 219 units, a lounge, meeting space and an al fresco bar & restaurant.

It's scheduled to open in 2017, in the lead-up to the XXI Commonwealth Games to be held on the Gold Coast in 2018.

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

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**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)

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

**Contributors:** Guy Dundas, Jasmine O'Donoghue

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

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

