



Today's issue of BEN

Business Events News today has three pages of news.

WA tourism event

TOURISM Council WA, Visitors Centre WA, Caravan Industry Association WA and the Forum Advocating Cultural & Eco Tourism (FACET) are joint hosts of the 2016 WA Tourism Conference which kicked off today in Perth.

It's the second time the event has been held and runs through until Wed 10 Aug, hosted at the Perth Convention and Exhibition Centre.

Speakers at tomorrow's session include Tourism Australia chief marketing officer Lisa Ronson and Tourism WA acting ceo Gwyn Dolphin who are also both on a panel that will discuss marketing destination experiences.

There's a range of workshops, panel sessions and networking opportunities - more details at waturismconference.com.au.

VisitBritain funding pool

DESTINATION Management Organisations (DMOs) have an opportunity to dip into a pool of £4 million set aside by VisitBritain to secure international business events to the UK following the recent Brexit vote.

The Event Support Programme has been rolled out in line with Great Britain and Northern Ireland's strategy to attract, grow and develop "new and exciting international business events".

The four-year initiative sets aside £1m annually to: increase the value of existing events by boosting delegate demand, length of stay, marketing activity to help lock in events and to establish new events - all with the "key principle" being to not fund 'business as usual' activity, VisitBritain said.

Other short-term financial support can be applied to fund activity in future years centred around the delivery of an event.

Non-financial support is also available to DMOs in the form of advocacy from Ministerial and senior government figures, non-government influencers, reception hosting, trading, UKVI (UK Visa & Immigration) and UKTI (UK Trade & Investment) support.

VisitBritain & VisitEngland chief executive Sally Balcombe said the firm is committed to expanding the zone's business events sector "and promoting its world-class destinations and venues to drive more inbound business tourism".

"By working with local organisations we can attract more lucrative international business events to Britain spreading the economic benefits of business tourism across all our nations and regions," she said.

Marketing activity funds from the program will require the integration of approved GREAT Britain campaign branding.

For more details, [CLICK HERE](#).

Marriott Sales Mission

THERE'S still time to register your attendance for the Marriott Sales Mission, which will be held at Melbourne Marriott Hotel on 09 Aug and Sydney's Doltone House Hyde Park on 10 Aug.

The tradeshow runs from 12om to 6pm, and will give event planners and PCOs the chance to meet and network with Marriott representatives from all around the world.

[CLICK HERE](#) to register.

TasTAFE Tetsuya p'ship

TASTAFE Drysdale joined forces with internationally acclaimed chef Tetsuya Wakuda to prepare a six-course degustation menu for the public as part of the Drysdale Great Chef Series last month.

Tetsuya utilised a range of Tasmanian produce, deliberately showcasing Tamar Valley Truffles with a range of proteins including Huon salmon, abalone and wallaby.

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business events news

8th August 2016

Mercure Singapore Bugis debut



THE new Mercure Singapore Bugis hotel is now welcoming its first guests.

Offering 395-rooms, the newly built property is situated next to Bugis+ shopping centre and is just steps away from the MRT station.

The hotel features meeting spaces which open up to a spacious terrace where people can lounge on cosy sofas; whilst all rooms are equipped with

handy smartphones, providing free unlimited mobile access and international calls to 10 key destinations including Australia, Japan, Korea, Hong Kong, Indonesia, China, Malaysia, Philippines, USA and the UK.

The smartphone will also be pre-loaded with an up-to-date city guide, which guests can access on the go in their preferred language.

Find out why Auckland should be top of the list for your next conference in the August issue of *travelBulletin*.

CLICK HERE to read

travelBulletin

Have your say CBR

CANBERRANS are being encouraged to join the discussion on how the ACT can ensure its city stages better events.

"Events bring life, colour and vitality to the Canberra Region," reads the ACT Events Policy Discussion paper which was released last week.

To access a copy of the discussion paper or to submit feedback, **CLICK HERE**.

Dare to Speak event

ODE Management is hosting the DARE Sydney Speaker Showcase this month to help event planners find their next presenter.

Held 12 Aug from 7:00am to 10:30am at the Hilton Sydney, attending speakers include James O'Loughlin, Scott Bales, Peter Berner and Amanda Stevens.

Tickets are complimentary for all PCOs and event planners and includes a hot breakfast.

CLICK HERE to register.



crumbs!



THIS was a wedding ceremony sure to have had its guests on the edge of their seats.

Two circus acrobats decided to tie the knot on a tightrope strung almost ten metres above the NRG Stadium floor in Houston, Texas.

As if that wasn't enough excitement for one wedding the groom arrived on a camel and the bride on a horse.

Big day nerves didn't cause either party to slip up with the newly married couple descending safely.

You can watch it **HERE**.



MEET HAWAII ROADSHOW

The Meet Hawaii Roadshow is an exclusive opportunity for our MICE industry to meet with Hawaii suppliers including Hawaiian Airlines, Hawaii Convention Center, hoteliers, DMCs and more. Join Hawaii Tourism Oceania to learn more about what Hawaii can offer for your future meetings, incentives and events:

- Meet with Hawaii MICE industry partners and find out what's new
- Hawaiian entertainment and cuisine
- Amazing prize giveaways

SYDNEY

Monday 29th August

Sheraton on the Park
161 Elizabeth Street, Sydney

MELBOURNE

Tuesday 30th August

Sketch Central Pier
161 Harbour Esplanade, Docklands

REGISTER AT: MEETHAWAIIROADSHOW.COM.AU

Web: gohawaii.com/au | meethawaii.com/au **Email:** groups@hawaii-tourism.com.au

HAWAII TOURISM
OCEANIA



business events news

8th August 2016



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AUG draws crowds

MORE than 6,000 young athletes - 5,000 of which are from outside of Western Australia - will descend onto Perth for the Australian University Games from 25-30 Sep.

Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

24 AUG

Gold Coast Connect Melbourne; RACV City Club, Melbourne; register here: GoldCoastBusinessEvents.com

25-26 AUG

The Event Show; Royal Randwick Racecourse, Sydney; more info here: www.eventsshowsydney.com.au

29 AUG

Meet Hawaii Roadshow; Sheraton on the Park, Sydney; details here: meethawaiiroadshow.com.au

30 AUG

Meet Hawaii Roadshow; Central Pier, Docklands Melbourne; for more info visit: meethawaiiroadshow.com.au

18-21 SEP

Luxperience; Australian Technology Park; Sydney; for details visit: www.luxperience.com.au

19-21 OCT

ITB Asia; Marina Bay Sands; Singapore; for details and to register visit: www.itb-asia.com

21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit www.aime.com.au

Longer NightFest

FLORIADE will return to Canberra this Sep bringing an extra five nights of illumination for NightFest.

The spring celebration's after-dark experience will see the skies lit up from 28 Sep to 02 Oct, promising to "transport visitors into an illuminated wonderland bursting with outdoor lighting design and production".

Event highlights include a line-up of comedy, live music and roving entertainment.

Four Seasons lauded

FOUR Seasons Hotel Sydney has been recognised in Hotels.com's top 10 list of luxury stays, coming in at number two in the annual Loved by Guests Awards.

General manager of Four Seasons Hotel Sydney, Rudolf van Dijk, commented the team were "delighted to be recognised with the award".

"It is wonderfully rewarding to know that our guests consider our hotel as one of the most loved in the world," he said.

Other hotels recognised were W Taipei in Taiwan; Hotel Sofitel New York and The Venetian Resort Hotel & Casino Las Vegas.

Little beach boathouse

THE Little Beach Boathouse has opened in Port Stephens, offering a brand new space for group functions and corporate events.

"The bar is inspired by the beautiful blue waters of Port Stephens and we know our guests will be inspired by the view as they enjoy local seafood, wine and beer or casual get-togethers in a relaxed and chilled space that showcases and celebrates everything we love about Port Stephens," said co-owner of Little Beach Boathouse Luke Cameron.

Offering vistas of Port Stephens, the new eatery is capable of hosting 80 people for sit-down events or between 10-120 for stand-up cocktail parties.

For more information, visit littlebeachboathouse.com.au or phone (02) 4984 9420.

New spaces in WA

AN OLD freight building within Claremont train station in Perth has been transformed into a vibrant new creative hub and event space.

Named The Goods Shed, the hub opened last week and will deliver space for exhibitions, workshops, artist residencies, cultural events and more.

BEA Insights

with Penny Lion



BUSINESS EVENTS AUSTRALIA



THIS month, Tourism Australia will be releasing new international research on association delegate behaviour to provide insights on the best ways to target international delegates to attend a conference in Australia

The new research, which also seeks to support the industry in reaching its Tourism 2020 target of AUD 16 million for business events, examines the path to purchase behaviour of potential international conference delegates - helping to shed light on the best ways to reach and convince them to travel to Australia for association events.

A key insight is the importance of conference websites, which play an integral role throughout the decision making process.

Giving delegates access to informative and inspiring content on Australia can greatly enhance their decision to travel, and there's no more important channel than the conference site. In addition to this, the research reveals that the ideal conference combination for delegates is one that balances professional outcomes with strong destination appeal.

This is great news for Australia, as it competes strongly on the world stage, ranking #1 on scenery, sight-seeing, being a destination worth travelling to, and being an exciting destination for conferences. The full research will be available shortly on the Business Events Australia website www.australia.com/businessevents.

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