



La Flora Resort appt

LA FLORA Group has extended its marketing agreement with tourism representative Complete Travel Marketing to include three more of the resort's beach-front properties: La Flora Resort Patong, The Naka Phuket and the brand-new La Flora Resort and Spa Khao Lak.

"We are delighted about the prospect of representing the extremely unique La Flora Resort Khao Lak as part of our new agreement," comments CTM director, Jonathan Milburn.

"La Flora Resort Khao Lak is a product that will especially be enjoyed by those who want to experience one of the less traditional beach destinations," adds Milburn.

Rydges incentive

EVENT organisers who book their next meetings at Rydges, QT, Art Series or Atura Hotels will receive a \$250 Shoes of Prey gift card to spend.

The offer applies to every eligible booking made over the value of \$5,000, with the gift card value incrementally increasing by \$250 for every extra \$5,000 spent.

Rewards are based on the total eligible spend on day delegate packages, room hire, catering and equipment hire.

The deal extends until 31 Jan, with events held before 30 Jun.

CLICK HERE for more.

Venue sought for awards

BIDDING for the annual Australian Event Awards has commenced, with the group calling for government entities, destinations, venues and hotels to apply to host the dinner and awards ceremony.

Last hosted at Sydney's Doltone House in Nov 2015, the annual awards ceremony draws in hundreds of entries each year, and recognises achievements from within the events industry.

Attended by more than 400 people from every state and territory, categories are open to all Australian events and event



professionals regardless of size.

The bid winner will host the event for the next three years - including the 10th anniversary in 2018.

Bids will be accepted until 5pm 29 Mar, 2016.

Visit eventawards.com.au for more information.

DNAsia networking

DESTINATION Asia will host a networking workshop to bring together in-country program managers with Australian MICE professionals.

Named 'DNAsia Networking Workshops' the event will be held in Melbourne on 03 Feb and Sydney on 04 Feb.

"We think it is important for the people who actually operate our clients' programs to have a chance to meet them face to face, so they can be updated on products and services directly," said Destination Asia's Australian country manager, Nicole Naylor.

To attend, email Nicole on nicole@desination-asia.com

MEETINGS NZ '16

THE annual MEETINGS event which puts key conference and event organisers in touch with venues in New Zealand will be held at the ASB Showgrounds in Auckland on 15-16 Jun, 2016.

To register as a buyer or exhibitor visit meetings.co.nz.

OCEC visits Canada

DUBAI-BASED venue, Oman Convention and Exhibitions Centre (OCEC), promoted Oman as an ideal MICE destination to meeting planners and key decision makers attending the annual Professional Convention Management Association (PCMA) event held in Vancouver, Canada last week.

"The OCEC has a unique partnership with PCMA," said OCEC general manager, Trevor McCartney.

"The development of strong relationships with professional associations is one of the cornerstones of our business development plan," he added.

Since inking a strategic partnership with the PCMA in 2014, the OCEC has attracted 13 international buyers to Oman to participate in the inaugural PCMA Oman Advisory Summit and experience the destination first-hand.

VIPAC appoints GTI Tourism for AU & NZ

PERUVIAN-BASED tour operator Viajes Pacifico (VIPAC) has appointed agency GTI Tourism as its sales and marketing representative for Australia and New Zealand.

The new partnership will see GTI "drive awareness of the company's brand and portfolio of quality, travel experiences to Peru."

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business events news

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NO MATTER what email you're replying to, or event that you're planning - stop what you're doing and take your iPhone out.

Next, turn on the Siri function and repeat the following phrase: "Siri, beat box for me."



MCEC's \$350K auction

THE Melbourne Convention and Exhibition Centre has inked a strategic partnership with the Melbourne Convention Bureau and the Professional Convention Management, marking the occasion with the launch of the "2016 PCMA Citywide Auction of Melbourne", an events package worth US \$350,000 (AU\$510k).

The auction commences this month and will close 30 Nov, 2016 at 5PM CST.

For more information or to place a bid visit cometomelbourne.com.

Metro finds MICE niche



METRO Hotel Marlow Sydney Central has found its niche in the expansive MICE market - the 'small meetings' segment.

General manager Harry Leong says that quite often, large venues can feel "sparse and impersonal if you don't have the numbers to fill them."

"There are so many small businesses operating in the CBD which simply don't have the space to host a small meeting or seminar in their office. That's where we have seen significant demand and potential to grow our functions business," he says.

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Fiji Tourism Expo '16

REGISTRATIONS for this year's Fijian Tourism Expo (FTE) are open, with over 25 buyers from long-haul markets already registered.

Fiji Tourism's director of events, Sally Cooper, says that "registrations are gaining momentum", confirming that 120 exhibitors have signed onto attend the event in May.

FTE 2016 will be held at the Denarau Convention Centre from 03-05 May.

To register as a buyer or exhibitor [CLICK HERE](#).

Macao events promo

SANDS Resorts Cotai Strip Macao is offering conference organisers and delegates a special discount on event packages which includes complimentary rooms, Cotai Water Jet Ferry tickets and a markdown on AV equipment hire as part of its 'Macao Meetings with More' promo.

Available at all six Sands Resorts Cotai Strip Macao hotels: The Venetian, Four Seasons Hotel, Sheraton Grand Hotel, Conrad Macao, Holiday Inn and the St Regis; the deal will run from 18 Jan until 22 Dec, 2017.

Email sales@sands.com.mo.

Metro Hotel Marlow offers three flexible room options: The 250-capacity Metro Function Room; the 10-guest Marlow Pitt Boardroom and the Marlow Campbell small function room. Call (02) 9281 6999 to book.

AIEC invites proposals

The Australian International Education Conference (AIEC) is calling for presentation proposals for its event themed "connectivity", held in Melbourne 18-21 Oct.

[CLICK HERE](#) for more.



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