



## Aussie MICE biz dips

**AUSTRALIA'S** ranking for the number of international associations meetings held has slid two places from 13 to 15, according to the latest report by the International Congress and Convention Association (ICCA).

Chief executive officer of the Association of Australian Convention Bureaux (AACB) Andrew Hiebl called the results a "trend in the wrong direction".

"With the Federal Government's focus on innovation, smart cities, transitioning the economy and jobs of the future, Australia needs a national strategy to secure more international conventions."

As part of the federal budget process, the AACB identified a number of key strategies (**BEN** 14 Apr), each specifically designed to help convention bureaux attract more international business events to Australia - **CLICK HERE** to view.

## Magical Kenya Expo

**REGISTRATIONS** to attend the Magical Kenya Travel Expo (MKTE) in Nairobi are now open.

Organised by the Kenya Tourism Board, the event brings together wholesalers, retailers, product buyers, tour operators and hoteliers in on place.

Now in its sixth year, MKTE will be held on 12-14 Oct, and is a key event in KTB's marketing strategy, aimed to increase tourist arrival numbers and revenue.

**CLICK HERE** to register.

## LA's plethora of activities

**UNIQUE** experiences available nowhere else on the planet are key points of difference PCOs should be using to promote Los Angeles to clients, says the head of the LA Tourism & Convention Board (LATCB), Ernest Wooden Jr.

In Sydney this week for an LA-focused show to meet with trade partners, Wooden says the US west coast gateway is unrivalled in the sheer number of options to offer the MICE market.

"We've got so many things to do. Usually, that's a challenge for event organisers."

Wooden (**pictured**) told **BEN** the LACTB believes there is "real potential" in the MICE sector out of Australia, especially given the increasing air capacity and low airfares, driven by competition.

"One of the things we are trying to do now is size the market but intuitively we know that the MICE we are doing are for a couple of hundred people, around 200-250.

"We think that can be developed," the former Hilton Worldwide executive said.

Wooden said LATCB was ramping up its efforts in Australia, doubling its footprint here and regularly addressing the MICE market opportunity.

"We think we have a unique selling proposition to offer MICE organisers. What is unique is we have a plethora of things to do with that group.

"You can come [to LA] for very special and unique experiences



that you can't get elsewhere.

"That might be a behind-the-scenes lot tour of an active television or movie set. We can put your group on some trams to see *Modern Family* produced."

Exclusive tours can be arranged through the LATCB at Universal Studios, Paramount and Warner Bros, he explained.

"From watching the Clippers or the Lakers play, to the NHL Kings and the Dodgers, the list goes on and on.

"We think we have a unique selling proposition that event organisers will find attractive."

Wooden added that not all activities come at an expense.

"We have an embarrassment of riches in terms of things to do but many of the things you can do in LA don't cost a dime."

"We are adept at handling small-, medium- and large-sized MICE groups and we think Australia is going to give us an opportunity to do more of that kind of activity," he told **BEN**.

PCOs seeking more info can contact LACTB's Craig Gibbons at [cgibbons@latourism.org](mailto:cgibbons@latourism.org).

## AALARA to Luna Park

**SYDNEY'S** Luna Park will play host to the 2016 Australian Amusement Leisure and Recreation Association (AALARA) for the first time on 23-25 May.

Around 125 delegates will descend on the amusement park over three days where they will be welcomed by a carnival-style reception at Coney Island before enjoying conference sessions in the Crystal Palace & Popcorn Hall.

## Holiday Inn Vanuatu

**HOLIDAY** Inn Resort Vanuatu in Port Vila has completed a major refurbishment after closure due to damage inflicted by Tropical Cyclone Pam last year.

A series of new conference solutions have been introduced with additional benefits ranging from food and beverage packages, creative room set-up and tech inclusions.

The resort will reopen 01 Jun.

To make an event enquiry, email [sales.vanuatu@ihg.com](mailto:sales.vanuatu@ihg.com).

## Luxperience awards

**NOMINATIONS** for the 2016 Luxperience awards are now open.

Two new categories have been added to this year's agenda: Best Suite and Best Custom Space.

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## HKTB hosts MICE planners

Meetings, Incentives,  
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Hong Kong

**THE** Hong Kong Tourism Board yesterday played host to over 45 Australian business events organisers for a cocktail and networking function in Sydney as part of its first travel mission in over a decade.

Delegates (pictured) mingled with 36 different HK suppliers including hotels, attractions and ground operators, before getting an update on HK as an exciting MICE destination.



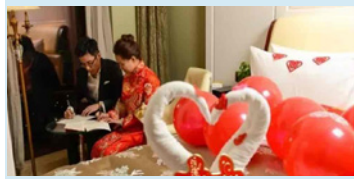
## crumbs!

**A WEDDING** should be an occasion marked with romance and plenty of good food and wine - but one Chinese couple decided instead to spend their first night as man and wife transcribing the 17,000 word Communist constitution.

Li Yunpeng and his new bride Chen Xuanchi - both civil servants - said they wanted to show the world that they backed President Xi Jinping's administration.

The couple viewed the arduous task as something that would create "beautiful memories" of their wedding night.

Phew, save some romance for the honeymoon guys!



## HTA marketing deals

**THE** Hawaii Tourism Authority (HTA) has this week announced the awarding of marketing contracts on behalf of the Hawaiian Islands for the US, Canada and Japan as well as Global Meetings Conventions & Incentives (MCI).

HVCB (US) received a two-year contract to provide marketing services to MCI; Vox International (Canada) was awarded a one-year contract for MCI; a.link LLC (Japan) a two-year and Business Events Hawaii will receive a one-year contract with HTA and an option to extend.

## Glamping in Tasmania

**WINGTONS** will launch a brand new glamping site this year located 45 mins north of Launceston.

It features five metre bell tents fully equipped with queen size beds - **CLICK HERE** to view.

## Winter MICE package

**BALGOWNIE** Estate Vineyard Resort & Spa is offering a complimentary spa suite for every ten rooms booked as part of their conference/incentive program for Autumn and Winter 2016.

The 2016 Corporate Retreat deal is valid for any conferences booked between Jun and Aug this year and includes free use of the basic AV package.

All delegates will also receive a 15% discount off spa treatments. Visit [balgownieestate.com.au](http://balgownieestate.com.au).

## The Star's masterplan

**THE** Star Entertainment Group has unveiled the master-plan for future developments to the Gold Coast's Jupiters property.

Information sessions will be held regarding a proposed 22m hotel and tower with construction possible for 2017, increasing the current \$345m redevelopment to an investment worth \$850m.

The plan provides concepts for future developments with up to five hotel &/or apartment buildings, pools and spa.



## Partner Up

The low down on tech in the events world

## Why attending events is just as important as holding events

**WE ALL** know the positive impact holding an event can make on your business and brand. Being in a live environment, and interacting with people face-to-face is so important. But in our industry we can forget to walk the talk! Are your team attending relevant events?

Some of the most positive impacts from attending events include:

Networking with colleagues and peers - it can be really refreshing to connect with people in your industry that you can help or who can help you in some way. You never know who you'll meet or what collaborations may come of it!

- Motivating your team - attending events and putting your business out there is a great way to shake things up and inject some life into your team.
- Showcasing your brand - events are a great way to showcase your brand and services to the other

guests. People do business with people, so show them that you're real and that you have passion for what you do.

- Providing learning opportunities - a lot of events have fantastic educational components and can leave you with a lot of great ideas to implement.

Above all, don't forget to have fun! The event may be business related but that doesn't mean you can't relax and enjoy yourself. You'll be far more approachable that way too.

*Brendon Biffin is the partner at Sofitel Brisbane Central with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly-tailored approach.*



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# business events news

## CHRISTMAS VENUE GUIDE 2016

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[www.westinmelbourne.com](http://www.westinmelbourne.com)



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#### Gold Coast Convention and Exhibition Centre Broadbeach, QLD

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[www.gccec.com.au](http://www.gccec.com.au)

Each guide will feature four (4) different venues with an image, selected copy and contact details - all linked through to a website, PDF or email contact.\*

This guide will be included in each Thursday edition of Business Events News from July 2016.

### RATES:

- 1 Insertion - \$150+GST
- 2 Insertions - \$250+GST
- 4 Insertions - \$400+GST

Bookings can be made by contacting us at

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