



EDITOR: BONNIE TAI



## LUXPERIENCE KICKS-OFF IN SYD

A **NUMBER** of luxury brands are taking centre stage today, as the fifth Luxperience expo kicks off at the Australian Technology Park in Sydney.

Thousands of meetings will take place over the three-day event, with buyers set to connect and strike-up deals with leading luxury and experiential travel operators.

This morning, an insight report titled *Luxury Travel and the Visitor Economy: Key Insights and Trends* was debuted at the opening of the expo.

The 12-page report by Mytravel research, with support from Luxperience and *Executive PA Magazine*, found that the luxury market is now defined by nine key trends which include: a new focus on experiential travel, mindfulness & wellbeing, family travel and river and ocean cruising.

The study also saw a growing number of people on the



look-out for responsible travel and activities which support economic, environmental and social sustainability; as well as a renewed commitment to learning and enrichment activities such as studying photography with a famous photographer.

Co-founder of MyTravelResearch and author of the study, Carolyn Childs, revealed this morning that the Asia Pacific region had the fastest accumulation of high net worth individuals in the world,

growing at a rate of 10% year-on-year.

However, following the global financial crisis in 2008, Childs admitted there had been a "new emphasis on privacy and less ostentatious displays of wealth". Despite this, "luxury travel is still a place for unabashedly

individualistic and hedonistic experiences," she said.

And it is also a sector which relies heavily on specialist advisors and travel agents "to make high-end trips a reality".

**Pictured** is Helen Logas, founder, Luxperience.

### Today's issue of BEN

*Business Events News* today has three pages of news, the latest **BEN** Christmas Venue Guide on **page four** and a full page from: (click)

■ [NT Convention Bureau](#)

## Star Tower Project

**THE** Star Entertainment Group has launched a competition to find the winning design for the proposed Towers, which will sit within the existing Star Sydney complex in Pyrmont.

Three architectural firms with both national and international credits are in the running to create the 200 metre tower which, if realised, will feature 220 premium rooms which will be operated by Ritz Carlton.

The tower, alongside the transformation and refurbishment of existing Astral Towers, is all part of the group's \$1 billion investment into positioning the Star Sydney as a leading events and entertainment hub for both local and international guests alike.

## Glebe Island's last hurrah

**SYDNEY** Exhibition Centre @ Glebe Island will receive its final curtain call after it hosts the Reed Gifts Fair in Sep.

"We've gone full circle," said Stephen Stevenson, group director of operations, Reed Exhibitions Australia. We were

there at the very start with the first of our successful gift fairs at Glebe Island, and it's very fitting that we're there at the end."

Reed Gift Fairs Sydney will run from 17-20 Sep, before the venue closes to give way to the ICC Sydney.



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## GRANT CREATIVITY PROJECT DEBUT

**AUSTRALIAN** events legend David Grant (pictured), who passed away in Dec last year (**BEN** 17 Dec), will continue to support the industry through the founding of a brand new fellowship.

The initiative, named the David Grant Creativity Project, will provide

an opportunity for people under the age of 30 to receive funds to "expand their creative thinking, knowledge and professional development" in the events space.

Made possible through contributions by Katerina Grant (business partner and wife of David), the Event Awards and the Australian Centre for Event



Management; the inaugural recipient of the fellowship will receive a \$10,000 contribution towards future professional development endeavours that are aligned to the objectives of the project.

Katerina commented that the new fellowship is "a way to continue David's spirit of generosity and mentorship and

encourage young event professionals to push the boundaries in our industry as David did throughout his career."

Those who are interested in applying are not required to have studied events management, however a detailed proposal as well as evidence on how they

intend the funding to be spent will be part of the submission process.

The application period for the fellowship will run alongside the Australian Event Awards, opening in May 2017 and closing in late July.

For more information on the David Grant Creativity Project initiative **CLICK HERE**.



■ **Authorities** in Western Norway have decided to rejig their tourism marketing budget in response to a problem others can only dream of - too many tourists.

The region is famed for its spectacular fjords and officials have cited the so-called "Frozen" effect for its newfound popularity, as fans of the wildly successful Disney film Frozen flock to see the area which is said to resemble the movie's fictional setting of Arendelle.

Kristian Jorgensen from Fjord Norway said surging visitation has seen hotels fully booked as well as long queues at key attractions such as the spectacular Preikestolen lookout, which now attracts 300,000 annual guests - up fivefold since 2009. "It's the most successful animated film ever made, basically about the fjords... the numbers have just exploded," she said.

As a result Fjord Norway will no longer market the destination to summer visitors, instead focusing its spend on the off season as well as aiming to raise the profile of lesser-known destinations in the region.

## Vomo occupancy strong

**MARK** Leslie, general manager of the newly relaunched Vomo Island Resort in Fiji, says the property is proving extremely popular after reopening this month following a 28 week closure.

Speaking to **BEN** at Luxperience this morning, Leslie confirmed the property is almost fully booked through until the end of the year, having undergone a major renovation in the wake of Fiji's Cyclone Winston earlier this year.

He said the makeover was an opportunity to further enhance Vomo, with investments of more than \$20 million over the last couple of



years including two new residences - three and four bedroom beachfront villas with private swimming pools and lavish interiors.

Cuisine is also a strong focus of Vomo's all-inclusive offering, with all meals included from a new culinary team recruited by Leslie.

Vomo is just a 12 minute helicopter flight from Nadi and can accommodate up to 100 guests.



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## Lux Daily

**BUSINESS Events News** has partnered with Luxperience this year to help with the production of a special Lux Daily newsletter, which is being sent to delegates with a wrap-up of the happenings at the luxury experiential event - watch out for it in your inbox.

## 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](mailto:info@businesseventsnews.com.au)

### 21 SEP

Australian Event Awards 2016; Novotel Twin Waters Resort; Sunshine Coast; register here: [www.eventawards.com.au](http://www.eventawards.com.au)

### 22-23 SEP

Australian Event Symposium 2016; Novotel Twin Waters Resort; Sunshine Coast; to register visit: [eventsymposium.com.au](http://eventsymposium.com.au)

### 19-21 OCT

ITB Asia; Marina Bay Sands; Singapore; for details and to register visit: [www.itb-asia.com](http://www.itb-asia.com)

### 27-29 NOV

PCOA Conference and Exhibition; Brisbane Convention and Exhibition Centre; register here: [www.pco.asn.au](http://www.pco.asn.au)

### 21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit [www.aime.com.au](http://www.aime.com.au)

## VENUE SPOTLIGHT: PARKROYAL PARRAMATTA BULKS UP EVENTS



**PARKROYAL** Parramatta has officially launched five new meeting rooms and 90 new rooms following a \$25 million redevelopment and extension. The addition of a seven-storey tower has positioned the property as the largest meeting & events hotel in Western Sydney, offering 1,246m<sup>2</sup> of function space & the only hotel with Club Lounge facilities in the region.

"We always had big meeting and events spaces but not enough rooms, so now we've got the rooms to actually satisfy the meeting and events spaces," Michael Johnson, general manager Parkroyal Parramatta told **Business Events News**.

The hotel's grip on business events has grown from around 5% of the hotel's market to about 12%, he said, noting "business events is now a growing part of our market, particularly with the additional spaces we've put on."

The new additions, bringing

the meeting spaces to 13, Johnson predicts "will take us more into that meeting and events place than we've ever been before."

Despite a number of hotel development and construction planned for Parramatta, Johnson is not concerned.

"We were the first, there was no one here, we now have many, we're still here and getting bigger and more will come, so we're okay," he said.

"We're pretty optimistic about the future."

A whopping 50 Premier Rooms, 40 new Club Rooms and a new gymnasium have made their debut as part of the hotel's renovations.

**Pictured** at the official opening are: Keren Southgate, area director of Sales Oceania, Pan Pacific Hotels Group; Stuart Ayres; Caroline Hitchen, director marketing & communications, Oceania, Pan Pacific Hotels Group and Michael Johnson, general manager, Parkroyal Parramatta.



## You can't afford to miss Australia's leading Meetings Industry Conference.

**DON'T** miss the opportunity to register before 14th October to take advantage of discounted registration fees at the PCO Association conference to be held at the Brisbane Convention and Exhibition Centre, 27 – 29 November 2016. With a selection of six workshops, two full days of conference sessions, Welcome Function in the Exhibition area, offsite Networking Function at Howard Smith Wharfs and post conference famils.

Barry Neame, President said the program will look at key industry trends and issues, and encourage discussion to drive innovation and continued success in the business events sector. The conference, a combination of sessions covering both professional and personal topics, will provide attendees with the opportunity to 'Connect' with fellow practitioners and suppliers, 'Collaborate' with like-minded professionals, and to 'Differentiate' to ensure they remain competitive in an ever changing business landscape. The continuing growth in venue infrastructure in Australia reflects the confidence the sector has in the growth of face to face meetings. The conference will also examine the impact of this growth and the changing expectations of the convenors of tomorrow.

For further information visit the PCO Association website [www.pco.asn.au](http://www.pco.asn.au)



**Business Events News** is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector. Sign up for a free subscription at [www.businesseventsnews.com.au](http://www.businesseventsnews.com.au). Postal address: PO Box 1010, Epping, NSW 1710 Australia Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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# CHRISTMAS VENUE GUIDE



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