

EDITOR: BONNIE TAI



### Today's issue of BEN

*Business Events News* today has three pages of news.

**PLANS** have been unveiled for a US\$1.5 billion overhaul of New York's Jacob K. Javits Convention Center in Western Manhattan.

The design build team behind the project will be led by Australia's Lendlease and Turner Construction together with tvsdesign.

Expected to break ground early this year, the major expansion is set to include an additional 90,000 square feet of permanent exhibition space.

When combined with the existing area, this will create a huge 500,000 square foot exhibition hall.

Also new will be a 55,000 square foot ballroom, green roof terrace pavilion accommodating 1,500 people

## NYC CONVENTION OVERHAUL

for outdoor events and 27 loading docks.

There will also be new kitchen and food services installed



storage facility is expected to relocate 20,000 event-related trucks off area streets each year, improving traffic flow and

activity, and allow for new and larger events.

"The Javits Center is one of New York State's greatest economic assets, and this project will turn this building into a 21st century marvel, a convention center of the caliber that New York deserves," Empire State Development president, ceo and commissioner Howard Zemsky said.

Zemsky said the new facilities would help unlock the New York icon's true potential by attracting "the world's best conferences and events".

The first phase of work, which will ready the site for the expansion, has begun.

There is a financial incentive for the project to be completed by 2021.

along with back of house administrative spaces.

The construction of an on-site truck marshaling, loading and

pedestrian safety.

The revamp is forecast to generate a massive US\$393 million in new annual economic



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Why not head to Tropical North Queensland for your next incentive? Check out the February issue of *travelBulletin*.

**CLICK HERE** to read **travelBulletin**



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## A taste of AIME's big welcome show

**TO CELEBRATE** the 25th Asia-Pacific Incentives and Meetings Expo (AIME), Melbourne Convention Bureau (MCB) has engaged Australian artist David Bromley (pictured below) to paint a commemorative sculpture live at the AIME Welcome Event.

The finished artwork will then be displayed on the



show floor during AIME.

The Welcome Event will also see a unique musical performance bringing together opera singer Josh Piterman and performer Terry the Beat Boxer.

Many elements of the show will remain a surprise but MCB ceo Karen Bolinger said the welcome activities would showcase the various art disciplines in a "unique and memorable way."

"If there is one event not to be missed during AIME, it is the AIME Welcome Event," she said.

**CLICK HERE** for tickets.

## MEA REBOOT THEME

'REBOOT' has been revealed as the theme for Meetings & Events Australia's (MEA) National Conference which will be held at the new ICC Sydney from 30 Apr to 02 May.

MEA ceo Robyn Johnson said the theme symbolised the new direction the organisation was taking to "better serve the membership and events sector".

This year's conference will be centred around four

key disciplines – business, professional development, industry trends and operations.

Highlights include a session delivered by vice president of Dreamforce Catherine Simmons who oversees the management of the major Salesforce corporate event held in San Francisco each year.

There will be more than 24 sessions and six workshops; **CLICK HERE** to register.

## Darwin lights up for events



**THE** Darwin Convention Centre will flick the switch on a new LED lighting system tomorrow night, marking St Valentine's Day with what will be a permanent option for events.

The wireless and fully automated system involves 38 LED exterior lights which can be programmed to offer any of 16 million colours, allowing the centre to display the colours of national flags or corporate brands.

Supplied by Australian-owned lighting specialist Luxmann, the system also reduces energy use by 77% on the previous system.

Darwin Convention Centre has also announced a new partnership with Dreamedia to deliver its in-house AV services, allowing a major upgrade of its technical and creative offering.

The technological upgrades come as the centre prepares to host the Qantas Australian Tourism Awards on 24 Feb.

The awards will bring together more than 800 tourism business leaders along with Federal and State tourism ministers.

## AACB appoints comms executive

**THE** Association of Australian Convention Bureaux (AACB) has announced the appointment of Annika Hofsink as its new marketing and communications executive.

Hofsink's previous role was working with professional conference organiser, Leishman Associates.

She enters her new position on 20 Feb where her work will be focused around raising the profile of the business events industry.



■ **FORGET** the crockery and linen, couples tying the knot can now opt for pizza-themed wedding gifts, with Domino's launching its very own gift registry.

"We hear often from customers that Domino's was a part of their big day, from proposals to after-hours meals at their wedding," a Domino's spokesperson said in a statement last week.

"We wanted to make it easier for people to ask for and receive something that they'll really use".

Couples can choose a selection of "cheesy" gifts and vouchers sure to keep their taste buds satisfied during post married bliss.

## LEAVE THE CBD BEHIND AND BE REWARDED

CHOOSE FROM 10 REGIONAL CONFERENCE RESORTS IN NSW.

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## 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)

### 21-22 FEB

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

### 6 MAR

DMS Connect; Ivy Ballroom, Sydney; for details see [www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)

### 7 MAR

DMS Connect; Park Hyatt Melbourne; for details see [www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)

### 8-12 MAR

ITB 2017; Messe Berlin ExpoCenter City; for more info visit: [www.itb-berlin.de](http://www.itb-berlin.de)

### 9 MAR

DMS Connect; The Maritime Room, Auckland; for details see [www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)

### 30 APR - 2 MAY

MEA Conference; International Convention Centre Sydney (ICC); for more info see: [www.meetingsevents.com.au](http://www.meetingsevents.com.au)

### 14-18 MAY

ATE 2017; International Convention Centre Sydney (ICC); details at: [www.tradeevents.australia.com](http://www.tradeevents.australia.com)

### 31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: [www.meetings.co.nz](http://www.meetings.co.nz)

## NZ CONVENTION SPIKE

**THE** number of visitors from overseas entering New Zealand in Dec to attend a conference or convention jumped a massive 65% year-on-year to 4,432 delegates, data from Statistics New Zealand indicates.

The figure was the highest in recent history, some 500 more than in Dec 2013.

Conferences and conventions lured 65,824 participants throughout the year, up close

to 3,000 more people than in 2015, or 4.7%.

Despite a significant increase in visitors from Australia in the last month of 2016 (up 800), across the whole year there was a dip of 928 delegates.

The number of arrivals from China travelling to NZ for the same purpose surged 69% for the year ending Dec, up to 3,056 while Japan visitation was also elevated, up 46% to 1,632.

## ICMS exec director appointment

**SUELLEN** Holland (pictured) has been promoted to executive director at ICMS Australasia.

Her new role involves developing global pathways for the company to explore in association with chairman, Bryan Holliday.

She moves up from her former position with the company as executive manager where she successfully established the company's Queensland office.



## ACC welcomes Cathay upgauge

**THE** head of the Adelaide Convention Centre (ACC) has lauded the scheduled introduction of a fifth weekly Hong Kong-Adelaide service by Cathay Pacific, set for launch on 06 Jul.

The service will boost capacity on the route by 25%, bringing the weekly number of seats to 2,500.

"Increasing accessibility into Adelaide, particularly from Asia, will be welcome news for international conference organisers with the timing of new flights to commence shortly prior to the official opening of the Centre's new East Building and completion of the \$400 million expansion," ACC chief executive Alec Gilbert said.



with Penny Lion

**LAST** month we announced Brisbane as the host city for Dreamtime 2017, Tourism Australia's signature incentive showcase to highlight Australia's strengths as a business events destination.

Over two days, Dreamtime provides Australian industry with the opportunity to meet, network and do business with more than 120 international incentive agents and business events media.

In 2015, Dreamtime delivered more than 80 business leads for Australian industry and received positive feedback from both sellers and buyers. The post event survey showed, 100 per cent of sellers were 'satisfied' or 'extremely satisfied' with the event and 96 per cent indicated they would recommend participating in the next Dreamtime to others.

Dreamtime 2015 also delivered a high level of international buyer satisfaction, and importantly 95 per cent stated they were more likely to send business to Australia as a result of attending the event.

Hear what international buyers had to say about Dreamtime 2015 in our **SHORT FILM**, which brings the event to life through the eyes of our attendees.

I urge Australian industry to join us at Dreamtime 2017 to shine a light on Australia's outstanding incentive experiences and to show the world why there's nothing like Australia for business events. For more information, contact [bea@tourism.australia.com](mailto:bea@tourism.australia.com)



BUSINESS EVENTS AUSTRALIA

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