



SCENIC SETS OUT TO LURE MICE

SCENIC is “starting to discover and explore” the opportunity in the MICE market, Louise Hill, *Scenic Eclipse* journey designer told *Business Events News*.

The luxury cruise and tour company is heading down the “new avenue” of MICE by ramping up its efforts in the market and having a presence at trade shows such as Luxperience and AIME.

“We have a range of ships from *Scenic Aura* at 22 suites, so 44 guests, to *Scenic Eclipse* with 228 guests,” Hill said.

“We have the fleet and the ranges in size so it’s the perfect opportunity to the MICE market.”

Scenic Eclipse is the line’s “ultra-luxury mega-yacht” which is set to debut in the Mediterranean on 31 Aug 2018.

The six-star, 168m-long *Scenic Eclipse* will offer eight lounges and bars, heated indoor and outdoor pools, a fleet of tenders,



zodiacs, kayaks and e-bikes, two helicopters in polar regions and a submarine capable of diving to a depth of 200m.

“For charter and MICE, it’s the right-sized ship, but [organisers] need to be thinking 2019/20 and they need to start talking to us now,” Hill told *BEN*.

“It is a product in high

demand,” she explained.

Hill highlighted the vessel’s rediscovery cruises, during which the ship is repositioned, as an opportunity for MICE.

Today’s issue of *BEN*

Business Events News today has two pages of news.

Brisbane off to a flying start

BRISBANE is off to a flying start in 2017 after already hosting a number of national and international business events such as the World Congress of Clinical Lipidology.

The second half of 2017 will see major incentive events such as Dreamtime 2017 and the Herbalife Future Presidents Team Retreat, while conference events such as The 10th International Conference for Adolescent Success will attract several hundred international delegates when the event is held on 24-26 Aug at the Brisbane Convention and Exhibition Centre.

On 23-24 Jul, the Congress of the International Society of Biomechanics will bring over 1,200 delegates from around the world, representing a variety of disciplines in biomechanics.

The World Congress of the International Federation of Translators will bring 850 translators to Brisbane on 03-05 Aug and will be also be held at the Convention and Exhibition Centre.

ICC Sydney Top 50 venue

THE ICC Sydney Theatre has made its way into the Pollstar ‘world’s top 50 performing theatres’ first-quarter listing which is calculated by ticket sales.

The ICC Sydney joins the likes of the Royal Albert Hall and Hammersmith Apollo in London, Radio City Music Hall in New York and AEG sister facility, Microsoft Theatre at LA Live.

PCOA Cruise

PROFESSIONAL Conference Organisers Association is holding a webinar on ‘Conferencing at Sea’.

The 09 May webinar will cover why the sector is growing, benefits, perks and what business opportunities are available.

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travelBulletin

Discover what is putting Adelaide conventions on the map in the May issue of *travelBulletin*.



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

14 - 18 MAY

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

24-25 MAY

This is Gold Coast PCO Famil; Gold Coast; for more info visit: www.visitgoldcoast.com

25 - 27 MAY

This is Gold Coast Business Exchange; Gold Coast; apply here: www.visitgoldcoast.com

31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: www.meetings.co.nz

20 - 21 JUL

The Travel Industry Exhibition & Conference; Luna Park Sydney; register here: travelindustryexpo.com.au

25 - 26 JUL

The Travel Industry Exhibition & Conference; MCEC Melbourne; register here: travelindustryexpo.com.au

28 JUL

Get Global - Where the World Meets; International Convention Centre Sydney (ICC); read more: www.getglobal.com.au

17 - 20 SEP

Luxperience; Carriageworks, Sydney; registration now open: www.luxperience.com.au

FIJI EYES EXPANSION

THE Fijian Government is looking to developers to expand conference and exhibition facilities as the next step in the country's tourism evolution.

At last week's Fijian Tourism Expo in Denarau, Tourism Minister Faiyaz Koya, **pictured**, said conferences were an increasingly important contributor to the economy and that facilities would need to be expanded in response.

He said the government was actively encouraging potential resort developers to include large-scale conference facilities in their plans wherever possible.

"Currently our capacity to cater to events of 1,000-plus delegates is limited," Koya said. "If anyone is developing here... we do inform them that (MICE) is a market we are going to tap into so the conference centres that get put in are able to cater to larger numbers than what we can currently facilitate," he said.

Fiji's largest conference and exhibition facilities are currently at the Sheraton Fiji Resort where the Denarau Island Convention Centre can host up to 1,000 delegates.



Other properties with event venues include the Sofitel Fiji Resort & Spa which has a ballroom with seating for up to 640 guests.

Koya said the newly opened Fiji Marriott Resort Momi Bay could potentially include larger-scale conference facilities in a future stage of development.

"I know the Marriott is looking at increased capacity... to put a larger centre in," he said.

"In terms of their development, that's probably the next one to come on."

Another focus for the government was in attracting large sporting events, Koya said, such as the upcoming Super Rugby clash between the Chiefs and Raiders in Suva.

CINZ Meetings Program

CONVENTIONS and Incentives New Zealand (CINZ) is promising an array of social events for guests attending MEETINGS 2017 later this month.

More than 650 delegates are expected to attend the conference, which runs from Tue 30 May to Thu 01 Jun.

This year's meeting will showcase 198 exhibitors from 19 regions across New Zealand to more than 500 New Zealand, Australian and international buyers.

The Auckland event will be held at ASB Showgrounds.

CLICK HERE for more info.

Melb to host Music conf

MELBOURNE will host the Music Cities Convention in Apr 2018, becoming the first city outside Europe and the US to do so.

The convention will bring hundreds of international government, academic and music industry delegates to Melbourne to discuss using music in areas such as education, community building and employment.

Melbourne will join cities like Berlin and Memphis in having hosted the event.

The Victorian Government is yet to announce where the event will be held.



THE demand for locally sourced ingredients has sent event caterers foraging in all sorts of unexpected places, but brewers in Denmark have broken new ground with a pilsner they say was born from recycled urine.

Danish company Norrebro Bryghus has produced the beer using malted barley that was fertilised with more than 50,000 litres of tinkle gathered from a local music festival in 2015.

Redefining event recycling, the process created 60,000 bottles of 'Pisner', though the brewer is keen to point out it contains no actual pee.

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