



Today's issue of BEN

Business Events News today has two pages of news.

2020 Southern Highlands map

DESTINATION Southern Highlands has released the *2020 Southern Highlands Destination Planner & Southern Highlands Map*, featuring a new size, format and layout and as well as a fold-out location map.

The planner provides readers with GPS directions to key tourism locations in the region, and includes sections on the Secrets of the Southern Highlands, the Pie Trail and Wine Trail.

The 84-page planner is available **HERE**.

INDUSTRY BANDS TOGETHER AMID FIRES

KEY players in the business events industry across the country have rallied together to help support communities that have been devastated by the ongoing bushfires.

Across all its Australian hotels, Marriott International will launch a number of initiatives over the next 60 days, including the donation of room nights to fire service volunteers, and will also provide guests with the option to donate to the Australian Red Cross Disaster Relief and Recovery fund.

Sydney hospitality group The Venues Collection has made donations to the NSW Rural Fire Service and Australian Red Cross, as well as helping clients of other venues that have been damaged by the fires to find alternative event locations.

In another show of support from Sydney-based operators,



Fullerton Hotels and Resorts has pledged a \$60,000 donation to the NSW Rural Fire Service and St Vincent de Paul Society, with the funds going directly towards benefiting volunteer firefighters.

Meanwhile in Queensland, more than 60 Noosa tourism operators have teamed up to form the Team Noosa Bushfire Appeal, donating a

total of \$100,000 worth of holiday packages to the NSW Rural Fire Service, Victorian Country Fire Authority, South Australian Country Fire Service and Queensland Fire and Emergency Services.

Pictured: Noosa tourism operators come together at Culgoa Beach Point Resort for the launch of the Team Noosa Bushfire Appeal.

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22 April 2020

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Singapore MICE

SINGAPORE'S Meetings, Incentives, Conferences and Exhibitions (MICE) tourism market value hit \$US2.5 million in 2018 and is anticipated to reach US\$5.2 million by the end of 2027.

According to the *Singapore MICE Tourism Market Outlook and Projections, 2019-2027* report published on Research and Markets, the growth is due to an increase international visitors as well as an increasing number of business activities such as client meetings, brand promotions, and employee training activities.

The technology advancements and rapid infrastructural development in the country's MICE sector is also aiding market growth.

PCMA, CEMA

THE Professional Convention Management Association (PCMA) has announced a strategic alliance with the Corporate Event Marketing Association (CEMA), which started as of 01 Jan 2020.

The agreement will see the two companies collaborate and cross-promote through educational initiatives with the aim of increasing brand presence and membership.

The alliance will see CEMA co-develop education at PCMA's events, including Convening Leaders, EduCon, European Influencers Summit and Asia Pacific Annual Conference, while PCMA will deliver education at the annual CEMA Summit and CEMA Study Tours.

"This strategic alliance with CEMA allows us to deliver more resources to our members while expanding our audience so we can continue to demonstrate how business events transform global economies and societies," said PCMA president and CEO Sherrif Karamat.

"CEMA and PCMA share a vision for the advancement of event marketing as a vital element in the marketing stack, and each brand offers unique and complementary qualities and services to help event professionals learn and grow," said CEMA President and CEO Kimberley Gishler.

ACCOR WINS STAR



ACCOR has acquired Star Convention Centre in Thailand, which it announced it will re-brand to Novotel Rayong Star Convention Hotel this year.

Located in the Rayong province city centre, the 521-room hotel will receive a major renovation of its public areas, dining outlets and guestrooms.

Pictured: Vice President Development Thailand, Cambodia, Laos, Myanmar & Vietnam Victor Pang; CEO Upper Southeast & Northeast Asia and the Maldives Patrick Basset; Directors of Star Convention Hotel Phisamai Supanuntaroek, Pong Supanuntaroek & Pat Supanuntaroek.



IF YOU enjoy treasure hunting and have a fondness for truffles, why not combine the two and tag along with truffle hunters and their trained dogs at the 10th annual Truffle Kerfuffle?

The not-for-profit event, held from 19 to 21 Jun in Manjimup in WA's Southern Forests region, also includes free cooking demos, long table feasts, truffle dog demos, and the opportunity to mingle around the fireside and meet local farmers, producers, winemakers and community members.

Melia Koh

MELIA Hotels International opened the doors to its freshly renovated and rebranded Meliá Koh Samui Beach Resort on 10 Jan, which is located on Choeng Mon Beach in Thailand, just 15 minutes from Samui International Airport.

The 200-room property will feature four meeting rooms and a 400-person-capacity banquet room with "state-of-the-art technology", including plasma screens and projectors.

Sydney VR tour

SYDNEY Showground has launched a 360-degree virtual reality tool on its website, which it believes to be "the future of event sales and marketing".

The tool, developed in conjunction with Rapturous Media, allows event planners to experience the Sydney Showground precinct through a virtual tour, along with handy fact sheets, all from the comfort of their computer screen.

CLICK HERE to check it out.