



## Middle East for MICE

**TODAY'S** issue of BEN shows just how big the Middle East is

getting when it comes to business tourism.

As well as the highest hotel in the world being created in Dubai (right) check out Abu Dhabi's major convention plans on p2.

See you at AIME! *Jill*



## Marriott to gazump Ritz Carlton

The world's tallest hotel, the Ritz Carlton Hong Kong is about to lose its 'highest hotel in the world' crown, being overtaken by the 1608-room JW Marriott Marquis Dubai when it emerges in the fourth quarter of this year.

At the giddy height of 355 metres (1,164 feet), the hotel "symbolises Dubai's resurgence and increasing importance at the centre of the global business crossroads".

Just 26 metres (85 feet) shorter than the Empire State Building in New York, it will open in two phases, with the first section featuring 807 rooms and numerous restaurants and lounges.

Firmly focusing its eyes on the important MICE market, it will fill the hotel gap of up to 1,000 people who can meet, sleep and dine under one roof, in one location.

In addition to the many dining and entertainment options, the hotel will have two ballrooms, 24 meeting rooms and a total of 5,100 square metres (54,895 square feet) of event space.

"The potential to cater for the growing needs of the global business community is huge and we believe the JW Marriott Marquis Dubai is uniquely placed in that regard," said Rupprecht Queitsch, general manager.

"There are businesses choosing various cities around the world in which to meet, but until now,



Dubai has not had a single location of this size to accommodate this type of group.

"In simple terms, we will establish Dubai on the global conference market landscape," Queitsch said.

## Macau meetings offer

**MACAU** Fisherman's Wharf Convention & Exhibition Centre, one of the largest meetings and banqueting venues in Macau has released their 2012 Meetings Packages.

With 10 separate function rooms on the same floor, their half and full day meeting packages start from MOP 428 (A\$50.00) per person and are available until 31 December 2012.

To find out more visit - [smd@fishermanswharf.mo](mailto:smd@fishermanswharf.mo).

## Big Apple on display

**AMERICAN**, Best Getaways Inc. is promoting its incentive offerings during a visit to Australia this week as part of a delegation from New York promotional body NYC&Co.

American Best Getaways offers travel services for groups visiting USA, Hawaii, Canada and the Caribbean - see their video on the BEN website by clicking above or [www.businessesnews.com.au](http://www.businessesnews.com.au).



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## Trafalgar targets groups

**IN** order to maintain their focus on the growing specialist groups market, Trafalgar Tours has appointed Christian Coronica to the position of groups sales mgr.

Coronica, who brings to Trafalgar his strong knowledge of the industry and well-regarded reputation, will work alongside Trafalgar groups manager, Manuel Rivera and groups coordinator Paul Salvo.

Matthew Cameron-Smith, managing director, Trafalgar said, "We are delighted to welcome Christian to the team.

"Christian has a strong track record, drive and solid industry experience which I am confident will enable him to sustain strong group bookings for Trafalgar".

## BESydney new ceo

Effective immediately, Lyn Lewis-Smith has been officially appointed Business Events Sydney's (BESydney) chief executive officer.

The Bureau's chairman, Col Hughes said the appointment is a sign of stability and growth within BESydney.

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# business events news

15th February 2012

## Abu Dhabi convention push

ABU Dhabi will this week host its biggest ever congress - the World Ophthalmology Congress 2012, which is expected to see 12,000 delegates arriving in the UAE capital from tomorrow.

The Abu Dhabi National Exhibitions Company (ADNEC) has announced the launch of the International Convention Centre

(ICC) Abu Dhabi, as a rebranding of the Abu Dhabi Hall (right).

The ICC launch aims to boost the city's positioning as a destination for large-scale international conventions and association events.

HE Ali Saeed Bin Harmal Al Dhaheri, managing director of ADNEC, said "building on our success to date, we continue to seek out new opportunities and raise Abu Dhabi's international profile as a destination for major events".

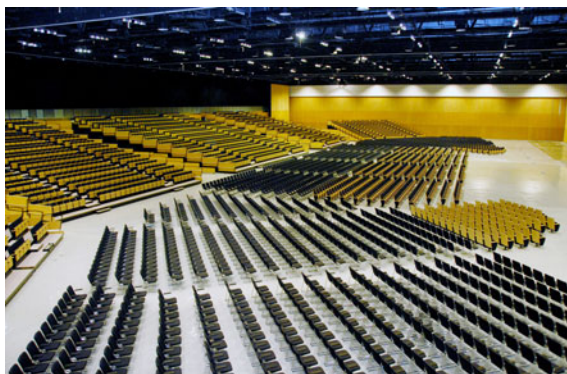
The creation of the designated ICC for Abu Dhabi signals an intention to "actively target a growing sector," with ADNEC saying international association conferences are a robust market with huge growth potential.

"Professional conference organisers recognise and appreciate ICCs," said ADNEC chief sales and marketing officer,

Huamid Al Dhaheri.

"The ICC Abu Dhabi adds another string to our bow as we actively promote the emirate internationally as a growing market for association meetings".

As well as the large, fully flexible tiered auditorium seating up to 6000 people, there are also two large conference rooms, 19



smaller break-out rooms, additional exhibition space of 65,080 square metres and extensive catering facilities.

More than 2400 hotel rooms are available on site or within five minutes drive, with an additional 700+ rooms expected to be added by the end of the year.

### Borneo rail adventure

A MEMORABLE activity for groups visiting Sabah in Malaysia is the newly relaunched North Borneo Railway, which was temporarily closed in 2005.

The service can accommodate up to 80 passengers in five colonial-style carriages - details at [nbrinfo@suteraharbour.com.my](mailto:nbrinfo@suteraharbour.com.my).

Come and visit us at

# AIME

at stand 4648



## 2012 AIME Update

### A first for SilverNeedle

SILVERNEEDLE Hospitality is to make its first appearance at AIME following their acquisition of Constellation Hotels late last year.

With 25 years experience they have an expanded network of properties across the Asia Pacific region that include local hotel brands, Grand Chifley, Chifley, Australis, Country Comfort and Sundowner hotels.

In addition their SilverNeedle Hospitality portfolio now includes several luxury boutique properties in South East Asia.

Located in popular and unique conference and incentive spots, they are SilQ, Bangkok; Kiridara, Luang Prabang, Laos; and 137 Pillars House in Chiang Mai.

### Coastal conferencing

SALT Village on the northern NSW coast is offering special conference rates throughout April, May and June which will be promoted during AIME next week.

The integrated property at Kingscliff (about 20 minutes drive from Gold Coast Airport) includes Mantra on Salt Beach, Peppers Salt Resort & Spa and Peppers Bale Salt, together comprising the largest conferencing facility in the region with capacity for up to 500 delegates and collectively offering 700 accommodation rooms.

Day conference rates start at \$60, while bed and breakfast accommodation at Mantra on Salt Beach leads in at \$140.

The tranquil seaside location is the ideal spot for a range of events and incentives - contact the team on 02 6670 5000 or see them on AIME booth 2508.

### Sunshine Coast kicking goals

BUSINESS Events Sunshine Coast (BESC), who opened their door on 1 July 2010 - a division of Sunshine Coast Destination (SCDL), the Regional Tourism Organisation for the Sunshine Coast, say they will be out in force this year, joining nine Sunshine Coast tourism industry operators to sell the region.

The BESC's 'Taste of the Sunshine Coast' stand will include new operators; Aussie World, ASV Audiovisual and RACV Noosa.

Another newcomer, Clandestino Roastery will be presenting daily demonstrations and tastings.

Business Events Sunshine Coast manager Pippa McCreery said the BESC has achieved strong results in the Business Events sector for the region.

"In our first 18 months of operation we have uncovered some amazing and unique product perfectly suited to the conference and incentive buyer.

"This, coupled with our ongoing work with local Council to access our stunning natural assets including parks and beaches, means we are becoming a serious business events player."

### A taste of South Africa

SOUTH African Tourism will be hosting a Taste of South Africa at AIME on Tuesday 21 February from 4.30pm.

For tasty details go to the South African Tourism Stand No. 3742, next to the Globe Restaurant and try some of their South African favourites in food and wine.

### Have a chat with CHC

THE Christchurch and Canterbury team of Jan Whiteside and Janelle Brooking will be at AIME in Melbourne this year on Stand 2931.

They are inviting you to stop by for a chat on the region's latest information, including their conference and incentive facilities as well as filling you in on what's what in hotels, bars, restaurants, annual events and more.

If you are not attending AIME but would like to know what is happening in the Christchurch and Canterbury region email Jan - [Jan.Whiteside@christchurchnz.com](mailto:Jan.Whiteside@christchurchnz.com).

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## CONTACT US:

### Publisher

Bruce Piper

### Editor

Jill Varley

### Contributors

Bruce Piper, Chantel Long

### Advertising:

advertising@  
businesseventsnews.com.au

P: 1300 799 220

F: 1300 799 221

PO Box 1010

Epping, NSW, 1710

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## Mauritius cuts Aust

A MOVE by Air Mauritius to cease operating to Sydney and Melbourne, announced today, will impact on the destination's growing MICE market out of Australia.

The final Australian east coast flights will operate on 30 May, while Perth will see the addition of an extra weekly flight from early in June.

The airline said it plans to serve Sydney and Melbourne via its "airline partners," with the wide ranging network revamp also set to see Air Mauritius withdraw from a number of ports in Europe including Milan, Frankfurt, Geneva and Munich - as well as Bangalore in India and South Africa's Durban.

## More cruise incentives

OCEANIA Cruises and Regent Seven Seas Cruises are the latest luxury cruise operators to target the business tourism market, with a key appointment by their parent company Prestige Cruise Holdings.

Prestige has created a new role of vice president of corporate, incentive and charter sales for both brands - and has named Freddy Muller, ex Silversea Cruises, to the position.

Muller will be based in Miami, with responsibility for developing corporate, incentive and charter business for both brands, as well as "strengthening relationships with meeting and incentive travel partners throughout North America, the Caribbean, Latin America and Europe".

As well as Silversea, Muller's career also includes incentive sales management positions at Norwegian Cruise Line and Celebrity Cruises.

He's a member of the Society of Incentive and Travel Executives and Meeting Professionals Int'l.



CLEANLINESS has been identified by Mari Elka Pangestu, Indonesia's Minister of Tourism and the Creative Economy, as a key factor to developing tourism to any destination.

Quoted in *Bisnis Bali*, Pangestu said: "There are three factors that must be attended to by provincial governments wishing to develop their tourism.

"They are clean bathrooms, clean toilets and airports that are clean."

She said cleanliness in these three areas is an essential task of local governments as deficiencies in these areas are the source of many complaints from tourism visitors.

"North Sulawesi must maintain cleanliness in these three areas in order to grow tourism arrivals", she added.

# Let's Meet in Sydney

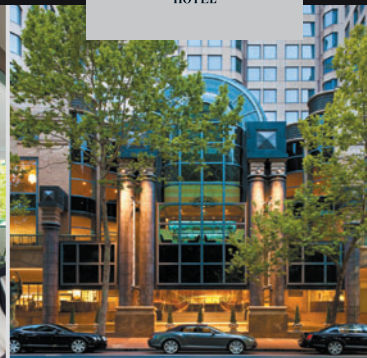


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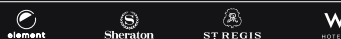
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