



AIME 2012 kicks off

It's finally here!

Business
tourism
delegates
from



across Australia and the world are today gathering in Melbourne for AIME, which formally launches tonight with a major welcome reception.

BEN started AIME a bit early, with a fabulous Yarra Valley & The Dandenongs faml over the weekend and then continued at the Qantas-sponsored Hosted Buyers reception last night at the Myer Mural Gallery - a spectacular events space in the heart of Bourke Street.

We took lots of photos - see page 2 and also our page at facebook.com/BusEvNews.

I look forward to seeing lots of you during AIME, and don't forget to call in on our friendly team at stand 4648. *Jill*.

Tourism Australia MICE focus

TOURISM

Australia and Andrew McEvoy will today launch a major new MICE campaign at AIME, telling corporate meeting and event planners that *There's Nothing Like Australia* for business events.

For the first time, Tourism Australia will use its consumer-facing tag line for all business events marketing activity, with McEvoy saying there's scope for "significant growth" in business visitation and expenditure.

"Business events visitors are a significant part of the visitor economy, now contributing up to \$9 billion or 10 per cent of overall tourism spending," he said.

Tourism Australia is aiming to lift this to as much as \$16 billion a year by 2020, with a particular focus on growth from Asia.

A new website is now online at www.businessesnews.australia.com and the campaign has been developed based on insights from event planners in key markets.

McEvoy will announce the rollout of the campaign in a range of countries including the USA, UK, China, New Zealand, Korea, Singapore and Indonesia, all of which "continue to be core to the



business events sector".

"Tourism Australia's new campaign and its dedicated business events website is about reaching the decision makers for such events with a strong message that Australia is a good place to do business," he said.

The promotion will feature a range of events and team-based activities in settings that are "unrivalled by other destinations" such as dining under the stars in the outback (see above).

McEvoy said that on average business events visitors spend \$212 per day - 50% more per day than leisure tourists - so the return on investment is strong, and MICE visitors are also much more likely to return for a leisure visit to Australia in the future.

Recycle those gifts

THE Melbourne Convention and Visitors Bureau has unveiled a world first at this year's AIME, by encouraging delegates to recycle unwanted promotional gifts and gimmicks from the event rather than just throwing them away.

Dubbed 'Keeping it Green', the initiative is part of the MCVB's wider push for corporate social responsibility across the board.

MCVB director of marketing and communications, Charis Heelan, told *BEN* last night that at the end of any trade show there's a huge amount of collateral which delegates are not keen to keep or are unable to fit into their luggage, "so we thought, why couldn't it go to a good use".

Often perfectly useful items are dumped, and even objects as simple as pens or USB memory sticks can be used by charities or schools, she said.

AIME delegates can hand in any unwanted items at the MCVB desk where they drop their lanyards at the end of the conference, and staff will sort the items and work with charities to find a use for them.

"We challenge other trade shows around the world to do the same thing," Heelan said, adding that it was a way for the sector to give back to the community.

TripAdvisor classes

ONLINE travel review website TripAdvisor has turned its attention firmly onto Australian hoteliers, with the launch of a series of free Master Classes to be held this week in Melbourne and Sydney.

The educational seminars aim to show how hotels can make the most of TripAdvisor Business Listings, with almost 300 delegates already registered.

Come and visit us at stand
4648 at

AIME

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business events news

20th February 2012

AIME launches into song



THE Qantas Choir made a surprise appearance last night at a hosted buyers reception, the first formal event of AIME 2012.

Qantas manager commercial and global sales development, John Simeone introduced the choral performance, reminding delegates that the airline had been associated with AIME since its inception 20 years ago, and was committed to continuing to showcase what Australia has to offer the business events sector.

Simeone is pictured above with MCVB ceo Karen Bolinger and Sasha Sherman, Qantas manager tourism development.

Business Events News took these exclusive pics, and there are lots more on our page at facebook.com/BusEvNews.



ABOVE: Ketan Thakker from Vidilon, India with Rishiraj Singh Anand of Jagsons Travels and their "fashion illustration".

LEFT: Kristina Hermin, Schneider Electric Indonesia with George Booth of Integrated Tourism Perth.

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SCEC online traffic

THE Sydney Convention and Exhibition Centre has today launched an online traffic management system for its exhibition hall loading docks.

A central traffic controller logs all arrivals online, and then uses the system to advise waiting drivers by SMS when it's their turn to move to the loading dock.

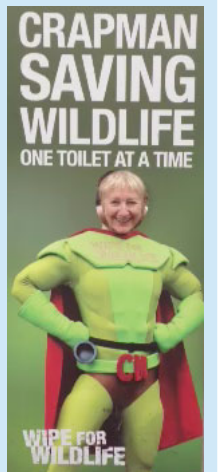
CEO Ton van Amerongen said the custom-developed software reduces waiting times and also allows exhibition organisers to easily monitor the flow of traffic during their event.

Shoal Bay industry deal

SHOAL Bay Resort and Spa in Port Stephens NSW is offering special industry rates priced from \$33pp quad share or \$74pp twin share - call 1800 181 810.



DURING a pre-AIME famil in the stunning Yarra Valley on Saturday we just couldn't resist this poster at the Healesville Sanctuary.



It's part of a Zoos Victoria initiative which encourages the use of recycled toilet paper.

WIN A 2-NIGHT ULURU ENCOUNTER



To celebrate the \$10million redevelopment of Ayers Rock Resort's Uluru Meeting Place conference centre **Voyages** is offering a great prize to **Business Events News** readers.

The Uluru Meeting Place will feature striking contemporary interiors that reflect the Indigenous heritage of the location. Facilities include a new ballroom that can comfortably seat 420 people as well as a second ballroom that seats over 300. These two rooms combined can create a large area that is ideal for events and trade shows.

The prize includes two return economy airfares to Ayers Rock Resort from the winners nearest Australian capital city, return airport transfers, two nights accommodation in a newly refurbished room at the Sails in the Desert Hotel, dinner at the intimate Tali Wiru fine dining experience and a Desert Awakenings Small Group Sunrise tour.

All you need to do to be in the running to win this great prize, is to email your answer to the below question by COB on Friday 30th March to: voyagescomp@businesseventsnews.com.au

The most creative answer will win this fantastic prize.

In 25 words or less tell us what Uluru means to you



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