



## KL gets a bit cheeky

### SOMETHING

that caught my eye at AIME last week was the little bit naughty and little bit nice Kuala Lumpur Convention centre promotion.

The AIME campaign had a number of risqué tie-up related taglines including 'My AIME is to 'tie you down' and 'Let's be knotty at AIME' - a whole lot different to any ad campaign that might see the light of day back in Malaysia.

Their talk of 'bonding' with clients and creating positive 'tie ups' was all cleverly 'bound in' with their 'Perfect tie-ups with the art of Malaysia' and aligned to the Malaysian kain sarong.



## Aussie elected president of IACC

PETER Stewart, director of operations at the Macquarie Graduate School of Management, at Macquarie University in Sydney has been elected president of the International Association of Conference Centres (IACC).

Stewart (pictured right), who has been active with IACC for 15 years and also served as president of the Australian Chapter said: "It is a great privilege to continue to serve IACC and to work with my colleagues on the future direction of this great organisation."

Joining Stewart are two other newly elected executive officers: Jeu Bressers, owner/general manager at Conference Centre Kapellerput in Heeze, The Netherlands as vice president, and Peter Stockman as secretary/treasurer.

Stockman is ceo of 3p Business Solutions in the United States, a consultancy firm that advances ideal learning and meeting experiences and develops new and effective ways of doing business.

The new executive officers who will lead the Board for an extended two-year term are part of a global goal to deliver an exciting series of initiatives aimed at establishing IACC as 'The Thought Leader on the Meeting Experience.'

IACC represents 300 conference centres around the world in Australia, Belgium, Canada,

## Vienna green meetings

THE Vienna Convention Bureau, which assists organisations holding events in the Austrian capital, has become a licensee of the Austrian 'EcoLogo', which will enable it to certify conferences as so-called "Green Meetings".

The VCB is a division of the Vienna Tourist Board, which has for a long time advocated sustainability and responsible treatment of the environment.



Denmark, France, Germany, Japan, The Netherlands, Mexico, Spain, Sweden, the United Kingdom and the United States.

## Quality at Chifley

WHO wants a quality MICE experience at an affordable price?

Chifley Hotels - part of SilverNeedle Hospitality - has MICE offers at its prime locations in Australia and NZ incl Victoria (Dandenong and Geelong); South Australia (Adelaide); New South Wales (Eastern Creek, Penrith, Wollongong and Newcastle); Queensland (Brisbane and Cairns); Northern Territory (Alice Springs) and in NZ (Auckland).

The 4 star and 4 ½ star hotels offer state-of-the-art conference facilities boasting natural light and outdoor areas; menus using fresh local produce; and a high level of customer service.

Check them out on : [www.silverneedlehospitality.com](http://www.silverneedlehospitality.com)

## Production Editor/News Reporter

Would you like to join Australia's favourite travel publications?

**Travel Daily** and its associated titles **Cruise Weekly** and **Business Events News** are looking to appoint a Production Editor/News Reporter who will be a key part of our ongoing growth.

We are looking for someone who will enjoy being part of our busy, fun team, working to daily deadlines and continuing our passion to be "first with the news" in travel, cruising and business tourism.

This is a newly created full-time role. The successful applicant will be responsible for the production of our Business Events News title. They will also be required to report on the news for our other titles. You will also be required to represent the company at industry functions and events.

### Requirements:

- Excellent written and verbal communication skills.
- Travel industry experience. and/or experience in the MICE industry.
- Ability to work to deadlines, with an eye for detail.
- Friendly, well presented and outgoing.
- Knowledge of desktop publishing would be a distinct advantage.

The position is based in our office in Epping, NSW with an attractive salary package on offer for the right candidate. Previous applicants need not apply.

**Applications, which will be treated in strict confidence, should be made in writing to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au) by Mon 5th March 2011.**



TIME was when surfing meant sweet youth living and loving in the back of a wagon or combi, seeking nirvana in sun, surf and big waves.

So where do these latter day, upwardly mobile surfers go when the Beemer replaces the combi and their acquired taste for luxury is out of kilter with their passion for surfing?

One organisation, Elite Luxury Alliance have developed the 'art of luxury surfing' that introduces surfers to the world's best breaks via superyachts or luxury land based resorts.

Regardless of age or ability, they have a range of exciting destinations and ideas that allow the professional or executive seeking adventure to hang out with the likes of Mark Occhilupo, one of surf's true legends.

Classic cruise role

CLASSIC International Cruises has appointed Vilma Romedatti as its Western Australian sales manager, with a key part of her focus to be on the conference market and onboard weddings.

The company's 580-passenger Athena is based out of Fremantle each summer, and this year also operated itineraries between Adelaide and Sydney.

Romedatti's extensive industry experience includes roles with Accor and Malaysia Airlines, and said she was keen to develop Athena's conference and incentive business.

"As a smaller vessel, the 16,000 ton Athena is ideally suited to MICE groups and also wedding groups, so I look forward to developing that side of the product," she said.

Athena's current Australian program wraps up in Apr, and she will return again from Nov this year to offer an extended season of cruises ex Perth and Adelaide.

Corporate Traveller experiences Dubai

DUBAI in the United Arab Emirates is rapidly positioning itself as the conference, meeting and incentive travel capital of the world.

With its larger than life luxury structures, amazing architecture and sea to sand landscape, Dubai is being hailed as the new hotspot for corporate group travel.

Marie Edwards, corporate business manager at Flight Centre's Corporate Traveller, recently took a five night business development trip to Dubai and found the emirate offers an amazing experience for corporate groups.

"For travellers that had reservations about travelling to Dubai, this famil tour has shown there are a myriad of opportunities for corporate group travel that are safe, secure and amazing when organised through the right channels," she said.

"A highlight of the tour was a four-wheel drive trip out to the desert followed by a camel ride over the dunes and a Bedouin-style dinner complete with local food and entertainment."

Hosted by Arabian Adventures, the famil tour



included return flights with Emirates and accom at the majestic Atlantis The Palm (pictured above).

The Itinerary included hotel inspections, city tours, visits to local attractions and a dune drive.

"We're expecting Dubai's conference and incentive market to flourish over the next few years.

"As one of the leading group travel specialists we have the supplier connections, personal experience and local knowledge to develop unforgettable incentive travel experiences for our clients," Marie enthused.

For more information visit the company's website at www.corporatetraveller.com.au.

New Puka Park gm

THE Grand Mercure Puka Park Resort on New Zealand's beautiful Coromandel Peninsula has a new general manager.

Tim Browne, who has been operational at management level in five star hotels, fine dining restaurants, and wine bars over the past 20 years says he is looking forward to putting his skills to use in this popular resort.

Easier India access

A NEW agreement announced on Fri between Jetstar and Indian carrier Jet Airways is set to make it easier for inbound groups to plan itineraries to Australia.

Under the deal, Jet Airways customers will be able to book a single combined ticket on Jetstar flights as part of a single integrated transaction.

Jetstar will accommodate the Jet Airways baggage allowance, and luggage will be tagged through for passengers connecting between two international sectors, with the carriers saying the deal "will allow both airlines to cater for the growing appetite for air travel from the emerging Indian middle class".

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



business events news

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# Macau is so hot right now

A **DRAMATIC** increase in the number of conferences, meetings, exhibitions and incentives in Macau is being predicted this year by the Macau Government Tourist Office (MGTO).

Part of this success is attributed to initiatives the Macau Economic Services and the MGTO launched in May 2009 and continuing this year in support of the development of business tourism.

The growth will see the opening of new hotels, entertainment precincts and shopping plazas and includes the unveiling of the massive Cotai Central project that will provide an extra 5800 hotel

rooms and suites and a staggering 600 retail stores.

All this comes hot on the heels of last year's opening of the spectacular Galaxy precinct.

Visitor numbers to Macau also soared past the 28 million mark for the first time in 2011, hugely overshadowing its population of 560,000, and significantly eclipsing the previous year's record arrivals by 12.2%.

Breaking the figures down, the China region provided a growth of 13.5%, while international visitors rose by 2.2% to more than 3 million, representing 10.9 per cent of the total arrivals.

## New New Cali website

GLP Hotels New Caledonia has launched a new website to highlight its ability to service conference and incentive groups.

GLP operates five properties including the Nouvata Parc, La Promenade and Escapade Island and says it's a "one stop shop" for meeting organisers in the South Pacific paradise with the ability to host large and small groups along with facilitating unique activities.

As well as the new consumer facing site at [www.glyphotels.com](http://www.glyphotels.com) there's a trade site too at [www.glyphotelspro.com](http://www.glyphotelspro.com) which allows PCOs to download videos, images and e-brochures copyright free for client presentations.

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# Let's go naked near Shanghai



A NEW 'sustainable luxury' resort, Naked Stables Private Reserve, featuring 121 beautifully appointed rooms in free-standing Tree-Top Villas and Earth Huts, has opened two and a half hours from Shanghai and an hour from Hangzhou airport in China.

Set across 24 pristine hectares in its own private valley, it is surrounded by a reservoir, bamboo and tea plantations, and small farming villages.

The aim of the property which is to become the first resort in Asia to achieve the coveted LEED Platinum sustainability certification, has launched bespoke teambuilding and meeting packages for 2012, tailored for the exact needs of companies.

The resort features three dining concepts including Kikaboni,

Poolside Bistro and Clubhouse Bar & Bistro, a 750 sqm naked Leaf Spa & Wellness Centre; three outdoor swimming pools; a Tea Pavilion, Bamboo Museum and Pottery Studio; Little Shoots Kids Club; and a fully equipped Equestrian Centre with operational stables for 20 horses.

An 800 sqm conference centre, Indaba (an African word which means 'gathering of the chiefs'), offers seven multi-functional meeting rooms.

"Through our committed team we are able to offer a wide range of truly unique experiences, unlike any other in the region.

"The benefits are clear to see, and continue to make a difference when companies head back to their offices," said naked Retreats sales director Teun Hanegraaf.

## WIN A SHOAL BAY - PORT STEPHENS GETAWAY



This week, **Business Events News** is giving one lucky reader the chance to win an overnight Shoal Bay escape, courtesy of Shoal Bay Resort & Spa.

This fantastic prize includes one night stay in a Poolview Room for 2 people including full Hot & Cold buffet breakfast (conditions apply); complimentary access to Aqua Spa- Wellbeing facility and complimentary under cover parking.

For your chance to win, simply send in your answer to the following question to [comp@businessesnews.com.au](mailto:comp@businessesnews.com.au)

**In 25 words or less, tell us why you deserve to win an island style resort getaway at award winning Shoal Bay Resort & Spa**

The most creative answer will win!



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