



## Back home again

**FLYING** by the seat of my proverbial pants for the past few weeks, you'll forgive me if I have overlooked one of your missives, press releases or emails.

We all know how emails can build up and it's not always a quick answer that sends them on their way.

For **BEN** it's been back to back famils and industry trade shows that started with the beautiful Sunshine Coast and the Noosa Food & Wine Festival, then onto the mystery and allure of Jordan in the Middle East, for their first ever tourism conference (watch this space as there will be more news out of the Hashemite Kingdom) and lastly, but by no means finally, **MEETINGS 2012** in Auckland.

For now, I look forward to catching up with many of you at local industry events and at some of the planned reunions - *Jill*.

## HA's winners

**CONGRATULATIONS** to Ben Ogden, The Conference Room and Geoff York, Fairmont Resort who are the lucky winners of last week's Hawaiian Airlines comp in **Business Events News**.

Ben and Geoff will have the chance to take three friends each to a selected sitting of the Hawaiian Food Festival at The Grace Hotel in Sydney later this month.

This month readers are in the running to win a two night stay at Wolgan Valley Resort & Spa see **page 2** for more details.

## Germany increases its Aussie visitors

**SUSTAINABILITY** in business travel and MICE became a focus of German National Tourism Board (GNTB) particularly at the Germany Travel Mart 2012, in May where a boost has been seen in overnight travellers from Australia to Germany.

Germany reports hosting two thirds of the world's flagship trade fairs with more than 6,000 quality event venues; they also lead the way for "green meetings" with 56% of Europe's cities who have above average commitment to sustainability.



"Alongside companies from the environmental sector, event organisers from other industries – from the financial sector to the auto industry – are placing more value on green meetings, not only as a means of enhancing their image but also because they bring commercial success.

"It represents an important competitive advantage for the German conference and events sector," said Matthias Schultze, md of the GCB.

As Germany continues its efforts to go green, their overnight visitors have also increased to a total of 71,635,267 from January to March of this year.

"Of those, 12,287,336 were from overseas and 92,133 were from Australia.

"This represents a 10.4% increase overall and a 2.3% increase of Australians from the same period as last year, highlighting the moderate but increasing popularity of Germany as a travel destination," he said.

## EFT Appointments

**EXHIBITIONS & Trade Fairs (ETF)**, organisers of the Australian Business Events Expo and Sydney's Event Showcase trade shows, have announced the appointment of Rowan Marchingo to the position of show director for both of the flagship events in 2012, and Marion Leddy as national sales & marketing manager for ETF.

## Don't miss out!

**REGISTRATIONS** are closing soon for the MEA 2012 Executive Certificate in Sydney.

A three day Events & Meeting Program and one Sales and Marketing Program at UNSW, Sydney CBD Campus between 27 to 30 June.

## Four Seasons refurb

A **MULTI**-million dollar transformation of the Four Seasons Hotel Sydney food and beverage operation and public spaces is due to begin in July with an anticipated opening date in early November.

Expected to turn heads on its completion, the upgrade includes a new bar, destination restaurant, four additional meeting suites, a refreshed Executive Club and new Business Centre.

Construction is already underway on the bar, which replaces the previous Holmes conference room and is expected to open in early September.

In place of the existing bar, a new destination restaurant will be located on the lobby level.

In addition, the hotel is expanding its meeting and conferencing capability, adding four new residential-style meeting suites on the second floor where Kable's currently exists.

Designed by highly-awarded interior designers, Sydney-based Michael McCann of Dreamtime Australia, the suites are anticipated to come on line in early 2013.

Four Seasons Hotel Sydney gm, Vincent Hoogewijs, commented, "The hotel is making a significant investment to offer guests a greatly-enhanced experience with some trendy new outlets to eat, drink, meet and entertain in.

"The icing on the cake is that the hotel intends to work with one of Australia's rising star young chefs who will be the creative force behind the bar and restaurant's cuisine, so you'll just have to watch this space!" Hoogewijs added.

**SILVERSEA**

Inspire | Indulge | Intrigue

**SILVERSEA CRUISES CORPORATE & INCENTIVE PRESENTATION AND COCKTAIL EVENING**

Karen Christensen, General Manager, Director of Sales & Marketing, cordially invites you to a Corporate & Incentive Presentation and Cocktail Evening on Wednesday 18 July, 6pm to 8pm at the Museum of Sydney, Bridge St, Sydney NSW 2000. Please register your interest by calling **1300 306 872** (press 3, press 1) or email [apevents@silversea.com](mailto:apevents@silversea.com)





### crumbs!

IT's a bit of a downer but there is a space conundrum that has the French searching for a subterranean solution.

Paris authorities are mulling over a plan to extend the iconic Eiffel Tower.

Not upwards because it would spoil the French capital's geometry, but downwards!

Officials say it's not possible to build at ground level as "you have to respect the line of sight between the Ecole Militaire and the Trocadero, two landmarks with which the tower is aligned."

The solution might be a two-storey underground extension which would house ticket booths, a museum, a children's area and other visitor amenities.

## Join up, join up!

IF you confirm your membership to The Incentive Association prior to 30 June through their web site you will be in the running to win a number of enticing early bird rewards such as a bottle of champagne donated by Shangri-La Hotels and Resorts or a JAG watch (ladies or gents) to the value of \$199 from Frampton Concepts.

In addition, the first 20 members will receive a special Maui Jim VIP voucher compliments of Maui Jim Sunglasses.

The benefits of joining the Incentive Association are many and varied and some are listed below:

- The IA represents the entire incentive community, including all whose contribution is required to plan, implement and supply all the components of an incentive campaign.
- It offers advice and expertise



THE INCENTIVE ASSOCIATION

on the best use of both cash and non-cash reward programmes

- It will establish a secure business network to enable members to obtain help and advice from each other, discuss topics of interest and generally improve communication throughout the industry.
- It will provide assistance with legal agreements, contracts and other essential documentation.
- The IA will produce regular webinars on a variety of industry topics in which members can participate; it will create opportunities to hear speakers from business, government, other incentive practitioners, suppliers & clients.

Membership fees are the same for practitioners and suppliers and corporate membership packages are available for both.

Full details can be found on the Incentive Association web site - [incentiveassociation.com](http://incentiveassociation.com).

For more information contact: Peter Gray, general secretary, The Incentive Association by email at - [info@incentiveassociation.com](mailto:info@incentiveassociation.com).

## PCB delivers on marketing activities

THE Perth Convention Bureau report that as a result of their marketing activities in recent years and the undertaking of collaborative projects, they have been rewarded with an increase in funding in the recent Western Australian State Budget.

As a result, the next financial year is expected to deliver 146 conventions and incentive groups and a \$104.9 million delegate spend to the state capital.

In the meantime, this financial year is wrapping up on a high following the recent announcement of the 2012 worthy Aspire Program Award winners.

Then, in the same week of the Royal Australasian College of Surgeons (RACS) congress, the Perth Convention Bureau secured a further two x 350 plus delegate surgical conferences for Perth, confirming the continued success of its marketing strategy.

The first of any convention bureau in Australia to establish a partnership with this pre-eminent Australasian medical association, RACS has been a welcome addition to the program.

It is a strategic alliance that reflects PCB's long term strategy of securing high-yield medical conferences, aligning, they say with WA's international reputation as a world leading medical research centre.

## WIN AN ESCAPE TO EMIRATES WOLGAN VALLEY RESORT & SPA



During the months of June and July, *Business Events News* is giving one lucky reader the chance to win an amazing two-night stay at the exclusive Emirates **Wolgan Valley Resort & Spa** in the Blue Mountains.

The prize includes a two-night stay for two people in a Heritage Suite with breakfast, lunch and dinner daily. Non-alcoholic beverages with all meals and selected regional wines and beer with lunch and dinner are also included, as are two outdoor activities each day.

Emirates Wolgan Valley Resort & Spa is located on a 4000-acre nature reserve adjacent to the World Heritage listed Blue Mountains and only 190kms from Sydney. The resort offers 40 stand-alone luxury suites, each with its own private verandah & swimming pool.

To enter simply email your answers to each question by 27th July 2012

**Q.2: Wolgan Valley Resort & Spa is available for sole use buy outs for conferences and executive retreats, how many suites does the resort have in total?**

Hint: [wolganvalley.com](http://wolganvalley.com)

Email your answers to: [wolgan@businesseventsnews.com.au](mailto:wolgan@businesseventsnews.com.au)

[Click here for terms & conditions](#)



## Your personal Silversea invitation

SILVERSEA Cruises are hosting a Presentation & Cocktail Evening on Wednesday 18 July at the Museum of Sydney from 6pm until 8pm, and you are invited to attend - see **page 1**.

This is an opportunity to inspire your next incentive reward program and acquire an entrée into the world of ultra-luxury cruising.

Silversea inspirational cruises transcend the traditional and venture beyond the expected. Motivation is guaranteed to

soar as your top performers become inspired by the allure of an incentive cruise aboard the world's most awarded small ship cruise line.

Silversea's special interest and corporate cruises escort guests from one intriguing destination to the next while indulging their every whim with an array of sublime luxuries: spacious ocean-view suites, gourmet dining and exceptional amenities.

To register your interest - email [apevents@silversea.com](mailto:apevents@silversea.com).





# business events news

20th June 2012

## We are sailing

**'MARGARET**

Rintoul V', one of the most impressive yachts on Sydney Harbour is now available for groups to enjoy exclusive sailings and dining events year round.



Available through Sailing Sydney who celebrated 12 months of operation in January by adding the luxurious 61ft maxi racing yacht to their fleet.

It's a fleet that also includes the two highly regarded America's Cup racing yachts, AUS21 & AUS40, all of which combined provide customised events for groups of up to 450 people at one time.

Using the two actual America's Cup racing yachts, Sailing Sydney operates daily 2.5hr sailing experiences and weekly 3hr racing experiences on a set schedule which departs from King Street Wharf in Darling Harbour.

Similarly, Sailing Sydney's, New Zealand operation, 'Explore NZ', can also provide exclusive charters and customised events for groups ranging in size of up to 1000 people per day.

## ATE returns to Sydney

**IT'S** the largest international travel trade show of its kind in the southern hemisphere and next year the Australian Tourism Exchange (ATE), returns once again to Sydney.

Destination NSW ceo, Sandra Chipchase, said she was proud and excited that ATE will be returning to Sydney for the second time in three years, from 26 April to 02 May 2013.

"We are delighted to host the event in Sydney again next year and the Destination NSW team has already started preparations for the event to ensure international buyers and the world's leading travel trade media can discover new and exciting experiences in Sydney and NSW.

"The Destination NSW stand hosting over 40 tourism operators at this year's event in Perth has generated significant interest from buyers and I'm pleased to report that Sydney and the State of NSW remains as a must-do and highlight destination experience for travellers from key international markets.

"ATE will be working hard to make the Sydney event in 2013 the best yet, casting a global spotlight on Sydney and NSW yet again," Chipchase said.

## SCEC closes end of 2013

**THERE'S** many a slip between the cup and the lip and the brain and the keyboard, so the sentence in yesterday's *BEN* - 'Motor Show finds home' - that the SCEC would close at the end of the year, should have read "at the end of next year."

As it has been pointed out, there is quite a bit of confusion in the industry around the closure topic.

However, it is definitely business as usual for the Centre and 2013 promises to be quite a busy year.



## Grays' Say

Peter Gray, managing partner of Motivating People presents a regular *Business Events News* feature on current issues in the MICE industry.



### MEETINGS TAKES AIME

I was a hosted buyer at Meetings 2012 last week.

It's a great show, well organised and with no pretensions to be something it's not.

In my opinion it's the best C&I trade show in the southern hemisphere.

Its purpose, first and foremost, is to showcase New Zealand product for the meetings industry, as its name suggests.

There are no seminars of any description and the number of exhibitors doesn't exceed a delegate's ability to visit them all in two days.

Why can't Reed manage that with AIME, or if not why not extend it to another day?

Yes, it's a smaller show than AIME and the talented team that puts it all together has been doing so for a while but

nevertheless it makes Reed Exhibitions look very amateurish if AIME this year was the best it could do.

Air tickets were delivered well ahead of travel dates - even to the far flung outposts of Asia - hotel accommodation was confirmed and third party invitations issued with plenty of time to spare.

I saw a couple of Reed International 'spies' looking longingly (or was that my imagination?) at the ease with which everything dovetailed together.

Maybe CINZ should suggest to MCVB that it's time for change.

To contact Peter Gray email [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net).



## Sweet bird of youth

**THE** Byron at Byron has a new conference and events manager, Sasha Eburne.



Described by gm, John Parche as "young and dynamic", he went on to say, "despite her young age she is highly experienced and very switched on with the conference and events market."

A perfect foil for this 'young and dynamic' resort.

"My role is both to secure events and to manage them," Eburne said.

"There is a lot of competition between Coffs Harbour and the Gold and Sunshine Coasts but The Byron at Byron has earned an excellent reputation for offering something unique.

"The attention to detail; and personal service offered here is equal to the best hotels in the world, yet at a fraction of the price," she said.

## Apollo hosts Wallabies

**A MULTI-**million dollar extension and refurbishment project to the Quality Hotel Apollo International, in Charlestown, was completed just in time for staff to welcome some very special guests.

With the paint barely dry, last night it was a full house when the Wallabies hosted Scotland at Newcastle's Hunter Stadium.

"The timing in completing our project just before the Test match is incredible and we are very excited to showcase our new and improved facilities to everyone coming in for the game," said David Ingleton, gm Quality Hotel Apollo International.

"A new stand-out feature of our rooms is the inclusion of private balconies overlooking acres of lush native bush reserve."



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