



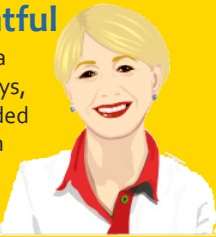
So eventful

IT'S been a busy few days, which included being driven in a luxurious red Bentley sports car, the only one of its kind in Australia, to Lilianfels country house hotel in the Blue Mountains, courtesy of Starwood and Bentley.

Then after hearing the remarkable talent of Penelope Austin at the Vibe songwriting suite, it was hard to pass by the events that were happening all over the city during Vogue's Fashion Night Out, which saw the city of Sydney come alive during Thursday's late night shopping.

David Jones was festooned in a mass of spring flowers, boutiques poured glasses of sparkling wine for shoppers and pedicars cycled by man power, gave free rides through the city.

Today I'm at the Luxperience event at the Overseas Passenger Terminal in Sydney - see **BEN** later this week for all the updates from this Australian first. *Jill.*



Driving Starwood's Luxury brand

STARWOOD last weekend officially welcomed its brand new resorts - Lilianfels and Echoes in the NSW Blue Mountains - into its Luxury Collection brand, marking its momentous debut into the Australian market.

Celebrating the acquisition, Sean Hunt, regional vice president Starwood Pacific Hotels & Resorts, said it is the award-winning properties' distinctive character, indigenous charm and unparalleled service that allow guests to experience this scenic area in a special way.

Such is Starwood's expansion in the Asia Pacific region; they have opened 67 hotels in the first nine



months of this year, with new properties coming on line in Melbourne and Brisbane.

Paul James, global brand leader, St Regis and The Luxury Collection Hotels & Resorts, who flew in from the US on Friday to attend the installation of Lilianfels and Echoes into the Luxury Collection, said the brand is "experiencing a great wave of global growth this year in the Asia Pacific. This is a significant milestone for the brand and continues Starwood's expansion in Australia and the Pacific region". James said of the owners of the two luxury resorts, George Saad and Huong Nguyen, "We partner with owners who have their feet in the clay of the destinations they are involved in."

It is an affiliation that also extends to Starwood's global alliance with Bentley luxury cars, one that saw **BEN** and special Starwood guests drive from the Sheraton on the Park in Sydney to Lilianfels, in four, one-off Bentleys. "Starwood and Bentley have a similar outlook," explained James. "To be able to drive to the Blue Mountains and back, typifies the Bentley driver who prefers to drive and experience their car, while other car owners in this luxury bracket would rather be driven."

With an ensemble of more than 75 of the world's finest hotels and resorts in more than 30 countries, Lilianfels and Echoes now join iconic properties around the world, such as The Gritti Palace in Venice, Hotel Alfonso X11 in Seville, The Romanos in Costa Navarino and The Chatwal in New York City.



Qantas to offer chauffeur drive

QANTAS First and Business Class passengers are to be offered a new chauffeur service as part of the carrier's proposed global airline partnership with Emirates.

Planned to start in April 2013, the new Chauffeur Drive will see passengers collected in a luxury vehicle and driven to the airport, while on arrival at their destination they will be met by another chauffeur service and driven to their hotel, office or home.

Travellers connecting via a domestic flight from Adelaide, Brisbane, Canberra, Hobart, Perth, Sydney or Melbourne to an eligible Qantas international flight will have access to Chauffeur Drive.

The offer also extends to Qantas customers travelling from Auckland, Christchurch and Wellington to Australia to connect to an eligible international flight.

Qantas Group ceo Alan Joyce said the service would be one of the many new benefits stemming from Qantas and Emirates aligning their products to provide a consistent, world-class customer experience.

"We know this door-to-door service will be very well received and it's a prime example of the kind of benefits customers can expect from the new partnership," he said.

The Chauffeur Drive service will be available on flights between Australia and London, Dubai, Los Angeles, Dallas, New York, Santiago and Johannesburg.

Subject to regulatory approval, Qantas and Emirates will form a global partnership and provide customers in Australia access to more than 70 one-stop cities in Europe, the Middle East and Africa.

Jervis joins the NTCB

NICOLE Jervis, with a broad background in marketing and communications across a number of sectors, has joined the Northern Territory Convention Bureau (NTCB) as assistant director, heading up marketing activities for the bureau.

Jervis comes to the NTCB directly from the MacDonnell Shire Council in Alice Springs where she was in charge of strategic marketing and communications for this geographically huge shire, which has a landmass of approximately 268,887 square kilometres.



Reminder!

LUXPERIENCE, the exclusive high-end experiential travel trade event, opens today at Sydney's Overseas Passenger Terminal 10am to 5pm, and continues until Wednesday 12 September.

The expo, featuring exhibitors and hosted buyers from across the globe, will see industry thought leaders and experts congregate to share and exchange ideas and source for opportunities.

See luxperience.com.au.

WIN YOUR AMERICA FIX ON ROUTE 66 WITH COSMOS!

Share your celebrity moment with us & you could win a trip for two to America including a 16 day tour & flights, courtesy of Cosmos.

See facebook.com/BusEvNews or businessesnews.com.au for more details on this great prize and how to enter



Pictured is Damian Borg, Travelscene American Express with Megan Gale

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business events news

10th September 2012



STARWOOD'S top executives were in attendance last week at the NSW Australian Hotel Awards which took place in Hobart, where there was much rejoicing at Darleys at the group's newly rebranded Luxury Collection property, Lilianfels in the Blue Mountains, once again picking up the gong for Best Restaurant Award and inducting them into the Hall of Fame.

What's more their executive chef Lee Kwiez won a Chef's Hat just seven days after Darleys, fresh from a makeover, was re-opened.

But that's not all.

What else was Starwood's senior hierarchy doing in Tasmania?

Could it be that there is a hidden hotel agenda?

Watch this space...

WIN 2 NIGHTS AT SALAMANDER SHORES RESORT



This week **Business Events News** is giving one lucky reader the chance to win a two-night getaway in stunning Port Stephens, courtesy of **Salamander Shores Resort** and **Port Stephens Tourism**.

The prize, valued at \$558, includes two nights' accommodation for two in a Bayview Room, full buffet breakfast daily and a \$100 dining voucher to Shoreline Steakhouse.

To enter simply answer the question below in 25 words or less, the most creative will win! Email your response to portstephens@businessnews.com.au

Describe the appeal of the vistas obtained from the Bayview rooms at Salamander Shores.

Hint! Visit www.salamander-shores.com



Africa Tourism Summit

A **TWO** day tourism conference on global online trends and developments in digital marketing relevant to tourism, the fifth annual E Tourism Africa Summit will take place on the 13 and 14 September, at the Cape Town International Convention Centre in South Africa.

Coordinated by E Tourism Frontiers, the E Tourism Africa Summit is hosted in partnership with South African Tourism and Cape Town Tourism.

Registration for the Summit is still open - for details visit www.e-tourismfrontiers.com.

Aussie degrees in Asia

WILLIAM Angliss Institute, Australia's biggest specialist training supplier for the food, tourism and hospitality sectors, has launched a new partnership with Malaysian hospitality institution, Berjaya University College of Hospitality.

The move will see Angliss programs including a Bachelor of Tourism and Hospitality Management offered at Berjaya.

Tailor made event

GET out the readies, as The E Series – Ultimate Business Getaway - is being rolled out.

For entrepreneurs who want more, this is a forum at which successful professionals are able to exchange and share ideas with one another, thus increasing their business opportunities and creating contacts or possible business partners.

It's all happening on 22-25 Nov, with limited spots available at Sir Richard Branson and Brett Godfrey's private island, Makepeace, near Noosa in Qld.

Successful applicants will live-in, learn and be involved in an intensive think tank and a once in a lifetime networking opportunity with Brett Godfrey, Mark Rowsthorn and Matt Barrie plus Marcell Judkins.

It's priced from \$8,000 - \$11,000 all inclusive.

To register, call 1300 364 406 or email: info@thetailor.com

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Novotel Manly's amazing day out



SAILING on Sydney Harbour and running around Manly is a great way to spend a Thursday afternoon - especially when it includes ice cream, champagne and a look at the refurbished Novotel Sydney Manly Pacific.

The 213 room property has upgraded its ocean view rooms and suites to feature sleek, contemporary furnishings, new bathrooms and great views from the individual private balconies.

The newly refurbished events centre on level one has resulted in a fresh, unpretentious and warm new function space, with nine "first class" venues available to suit a discreet meeting of ten right through to a larger conference for 500 delegates in a pillar-free ballroom.

"With the SCEC closing facilities at Darling Harbour in late 2013, we see a boost for our upgraded facilities with the pillar-less ballroom capacity for 500 guests able to take up some of the slack.

"We expect a brisk trade in business events during this down-time for SCEC," said Director of Sales & Marketing, Lindy Andrews.

The Accor property was showcased last week to an intimate group of corporate clients and PCOs (pictured above), during an extensive famil which also featured Manly as a MICE destination.

The day included a sail across Sydney Harbour on an America's

Cup yacht, an Amazing Race challenge, a visit to Q Station and a drive around Manly followed by a Great Gatsby themed dinner back at the hotel.

Showcasing "Sydney's leading business events destination," the famil included partnerships with Sailing Sydney, Be Challenged, ICMS (International College of Management), Staging Connections, Destination Manly and Q Station.

The famil was a first for the MICE market featuring "the old and new Accor" following the acquisition of Mirvac Hotels and Resorts earlier in the year which included Q Station and the Sebel Manly Beach property.

Accor's Lindy Andrews told **BEN** that the event also followed a recent strategic partnership with global events production company Synergy Events which specialises in Sydney and its Northern Beaches.

Synergy will be launching a DMC operation called Destination Manly, and will work to promote the precinct as an international business tourism destination.

The Gatsby dinner of 55 was "very successful" with corporates and PCOs keen to sample the new global Novotel Meetings Menu that includes a fresh and healthy focus and organic elements.

Novotel Sydney Manly Pacific has a team with over 100 years experience in the business tourism and events industry.



Getting the Vibe vibe

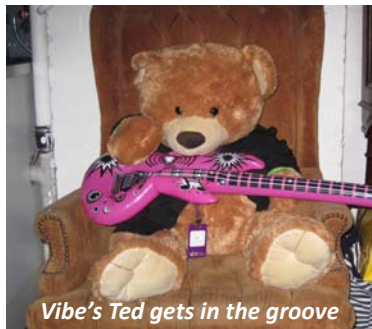
KNOWN for individualism and cosmopolitan cool, Vibe Hotels celebrated the launch of their 'vibe songwriting suite' last Thursday by inviting **BEN** and a few industry guests to a behind the scenes experience of this first for Australia's music scene.

What, you may ask, is a hotel doing in the music business?

Very well actually, having released four chart-topping albums including last year's *The Vibe CD: The Chillout Suite*, which ranked sixth on the ARIA charts.

This unique affiliation has seen the appointment of Robert Conley as hotel music director, a prominent songwriter/producer who has worked with some of the biggest names in the industry such as KISS, Beyoncé, Christina Aguilera, Jessica Simpson, Carlos Santana and Darren Hayes.

Conley, had in fact, just returned from the wedding in Italy of Brian McFadden, who



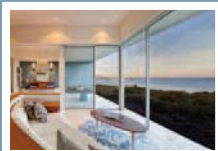
works out of the studio, as does Amy Meredith and stars of *The Voice*: Sarah De Bono, Darren Percival and Rachael Leahcar.

Most thrilling, aside from sitting on Mariah Carey's deep leather couch which Robert now owns, was to have rising star Penelope Austin sing her first single 'Smoke Into Flames.'

She has a beautiful and most mesmerising voice – sometimes very Judy Collins, and would be ideal as an entertainer at a sophisticated corporate event.

See www.penelopeaustin.com.

Win a luxury stay at Southern Ocean Lodge



During the months of August and September, *Business Events News* is giving one lucky reader the chance to win an amazing two-night stay at the exclusive Southern Ocean Lodge, Kangaroo Island courtesy of Baillie Lodges.

The prize includes two-nights accommodation for two people in a Flinders Suite with breakfast, lunch and dinner daily, open bar with premium wines and spirits, in-suite bar, signature experiences and return island airport transfers.

To be in the running simply answer the 17 questions and the final creative answer which will be featured in *BEN* on 21 September.

The person who answers ALL the questions and has the most creative response will win.

Email your answers to:

baillielodges@businesseventsnews.com.au

Q13: The main lounge area at Southern Ocean Lodge is known as the _____ Room.

Hint: www.southernoceanlodge.com.au

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Qld's Million \$ idea

INDONESIA'S ADR Group will this week begin taking part in \$1 million worth of incentive experiences in Queensland, after winning the state's Million Dollar Memo promotion last year.

For the year to Mar 2012 Qld attracted the lion's share of 678,000 incentive travellers to Australia, who spent \$824 million.

Tourism Qld acting ceo Leanne Coddington said the campaign formed part of TQ's five-year strategy aimed at positioning Queensland as one of the world's leading destinations for incentives.

"Seven groups from the Indonesian automotive manufacturer, which employs more than 6500 staff, will enjoy week-long getaways in Queensland from now until November," Coddington said.

"Since winning the Million Dollar Memo, ADR has helped promote Queensland through its global network, producing brochures and calendars encouraging clients to consider incentivising staff with a trip to Queensland," she said.

The Million Dollar Memo, Coddington continued, acted as a catalyst for the incentive strategy, raising awareness for Qld's incentive experiences and generating enquiries for convention bureaus and tourism businesses throughout the state.

"More than \$1 million is being invested back into the Queensland economy by entrants in the Million Dollar Memo including the winning company in 2012-13," she said.

"In addition to ADR's visit, other companies that entered the Million Dollar Memo including, Hong Leong Assurance Berhad from Malaysia and Lend Lease from Australia, are currently planning to visit the Gold Coast and Whitsundays to reward staff for their hard work," she added.

See queenslandincentives.com.



AT present, Macao is home to over 150,000sqm of exhibition space from five key venue providers and conference facilities housed in more than 30 hotels.

Services and amenities offered by these world-class venues help to promote Macao's image as an attractive destination to host events of all sizes, types & themes.

In promoting Macao's conventions and exhibitions industry, the Macao Economic Services launched the "Convention and Exhibition Stimulation Program" since the beginning of this year to provide financial assistance and support to organizers and planners of conventions and exhibitions held in Macao.

These measures reflect the government's resolution to boost Macao as a preferred choice for conference and exhibition destination.

In addition to this, efforts would be intensified in sponsoring and organising training programs in the profession, like the Certified in Exhibition Management and the Exhibition Management Degree (by UFI), which would help strengthen the knowledge base of existing and potential practitioners in the industry.

Besides governmental support, the city itself does possess certain unique qualities, making it an excellent choice for events.

Being listed in the UNESCO's World Heritage and its close ties with Mainland China, its free port and simple tariff regime, its historical ties with the European Union countries and Portuguese-speaking countries, as well as its increasing number of venues that can cater to a wide range of different events, all contribute to the city's competitiveness in the conventions and exhibitions industry.

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