



Tigers, bananas oh my...

ITS been a few years since I had a Coffs Harbour top up, so the Coffs

inaugural flight from Sydney by Tiger Airways on the weekend proved to be a festive means of travelling there with a very large Tiger on board (actually Wests' Tiger mascot), plus the NSW Tourism Minister, media and Tiger Airways personnel.

Shades of 'Life of Pi' - (you'll only get the meaning if you are familiar with the story or have seen the film).

The Coffs region is green and lush and shiny from the fair share of rain they have had of late and while we did get caught in a few downpours, the warmth in this most temperate of climates didn't keep us from experiencing some of the many activities available at the Novotel Pacific Bay Resort.

The lead up to AIME this week is going to be a very busy one filled with pre/post AIME functions and events.

May we all survive to emerge fresh as a daisy for the big one next week.

BEN will be there so visit us at stand 1322 - Jill.



Tiger Airways to Coffs Harbour

TIGER Airways took to the skies from Sydney on their inaugural flight to Coffs Harbour on Friday.

Passengers trembled like gladioli for the

cameras of the assembled paparazzi.

NRL Club Wests' Tiger had been commandeered as a mascot, B1 & B2 represented the banana capital, and with various airline personnel, airport representatives and media in attendance, the Minister for Tourism and Major Events, George Souris welcomed the commencement of the intrastate NSW service saying, "We have seen a 33% growth in this market and the addition of up to 1,800 seats per week between Sydney and Coffs Harbour which will deliver significant economic returns to the Coffs Coast region".

He was joined by Andrew Fraser, the Member for Coffs Harbour who said of the new service, "Creating better links between regional communities and our State capital is critical to ensuring that regional cities like Coffs Harbour can grow and prosper."

Tiger Airways commercial



director Australia, Carly Brear, said, "Tiger will be the only low fare operator on the Sydney – Coffs Harbour route and we're confident our services will prove popular, stimulate demand and provide significant tourism and economic benefits to both destinations."

Touching down in a flood of sunshine, the invited guests and fare paying passengers fortunate to be on this first flight were clearly delighted to be part of the momentous event.

Together with Tiger Airways and Novotel Pacific Bay Resort, Glenn Caldwell, tourism marketing manager, Coffs Harbour City Council and his team welcomed guests to a taste of Coffs.

It was a weekend that included a beach buggy pickup from Coffs Harbour airport, surf rafting, board riding, sea kayaking, kissing dolphins and seals at Dolphin Marine Magic, Segway rides and memorable meals and massages.

IA welcomes Langham

THE Langham Hospitality Group in conjunction with The Langham Melbourne and The Langham Auckland have partnered to become the Incentive Association's (IA) first major sponsor.

"Langham Hospitality Group is delighted to be partnering with the Incentive Association, and be part of such a professional network assisting to enhance the awareness and importance of this industry within our region," said Sharon Byrne, director of global sales Australia, global director of Consortia Sales Langham Hospitality Group.

The Langham Melbourne will host an invitation only Incentive Association re-launch breakfast on 26 February.

The breakfast will update members and practitioners on membership rates, association services and benefits and current research activities.

IA will be at AIME stand 2828.

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TODAY **BEN** has four pages of editorial plus a full page for (Click)

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Raffles welcome pack

RAFFLES Hotel Singapore has boosted its selection of meeting rooms with the launch of two new event spaces.

These are The Bar & Billiard Room with a floor space of 617 sqm and Raffles Courtyard.

Meanwhile, the tropical setting of Raffles Courtyard - a timeless outside structure flanked by white arches and verdant palms is ideal for an alfresco function.

This together with the Gazebo Bar, offers floor space of 892sqm in the palm-fringed heart of the hotel.

The historic hotel has also created a special value new group suite package - for every fifteen paid suites, one is provided complimentary with prices that start from SGD500 (AU\$426) and includes a welcome "Singapore Sling"; complimentary room upgrades; internet access; SGD 100 (AU\$77) food & beverage or meeting credit per suite per night and more.

Details at: raffles.com/singapore.

Meeting in Ireland

IRISH ambassador Noel White reassured a gathering of guests at a St Valentine's Day, Meet in Ireland event at Quay, that the natives in the Emerald Isle are indeed friendly.



"It's an agreeable place to do business," he said, revealing that many multi-national companies choose to conference in Ireland.

"In the last quarter we have seen a 28% rise in visitor arrivals compared to the same period last year.

"What's more, its real value for money," he emphasised.

Dublin Convention Bureau has created a new 'Dublin Delegate Map' to fulfil literature requests for confirmed conferences for Dublin with hotels and conference venues clearly marked.

It also provides delegates with tips and expert advice on the top

things to see and do during their free time.

The Bureau is also taking requests from larger conferences (more than 2000 passengers) for personalised maps.

If you would like to share your experience of Dublin and pick up tips from other delegates on what to do when you are not in a meeting check out #meetindublin or for expert knowledge visit the Dublin Convention Bureau@DublinMeetings.

Pictured: Diane Butler, Tourism Ireland; Nicole, Abbey Incentive & Events; Marissa, Odyssey International; Ambassador, Noel White and Norhan, Etihad.

AIMEing ahead

A partnership has been formed between the organisers of AIME & event industry bible, the A LIST Guide, which promises to bring a new exhibition concept to the show.

The A LIST Open House is a dedicated area where visitors can meet with new event suppliers and venues to gain inspiration for special events and functions.

Sally de Swart, Reed Travel Exhibitions director for AIME said, "Each year we listen to what our buyers, exhibitors and visitors want...based on this feedback, we have created A LIST Open House to provide our buyers with networking opportunities with niche suppliers."

Co-owner & gm, A LIST Guide, James McGregor said, "We thought it would be great to bring the directory to life and create a face-to-face business area within AIME where event planners can meet the people behind the brands who make up the A LIST Guide."

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business events news

18th February 2013



crumbs!

GETTING the kiss off!

Scoot, Singapore's new low-cost carrier celebrated its first Valentine's Day by holding the "Longest Smooch on Scoot" competition on-board two of its flights.

The winners, Mark Castor and Don Roxanne Dela Cena who beat three other couples, locked lips for 35 minutes on a flight from Singapore to Bangkok, walking away with pash rash and a pair of ScootBiz tickets to any of Scoot's destinations plus 1-night accommodation.

On board to do the judging was Scoot's ceo Campbell Wilson who declared all five participating couples the winners with each couple receiving a pair of Economy Fly tickets to a Scoot destination they desire.

Said Campbell, "What a fun experience.

"It was great to celebrate the spirit of Valentine's Day, and in a much more enjoyable way than just receiving a card."



Novotel Pacific Bay – an animal trap!

NOVOTEL Pacific Bay Resort Coffs Harbour, new and impressive Pacific Conference Centre has been recognised as one of the most attractive and workable conference and incentive venues in regional Australia.

With more than 15 versatile rooms, it has a capacity to seat up to 600 delegates.

A standout feature is the resort's semi permanent outdoor structure erected on one of the resort's tennis courts, available for conferences, catered and themed events and trade exhibitions.

An onsite conference services manager heads up a team of professional event organisers, including an onsite audio visual specialist.

The resort is a well-known lure for the Australian Wallabies and other football teams who train there, in the Elite Training Centre.

There's a fully fledged training field, sand pit designed for practicing drills, volleyball field, gymnasium and spa, while sample teambuilding activities can be put together by the resort's dedicated activity staff.

These include a 'Wanna be a Wallaby' footy throwing competition; a Quick Sand Minefield trust activity; a Giant Puzzle blindfolded race; a Banana relay; Banana hurling; an Archery challenge; access to the Zip Circus Flying Trapeze School and many more.



Stamford' Adelaide spends \$9 million

THE Stamford Plaza, Adelaide's \$9 million refurbishment has now passed the halfway mark with work scheduled to end, mid 2013.

The refurbishment of guest rooms and the prestigious presidential suite also includes a total upgrade of the air-conditioning system, allowing the Stamford to implement environmental initiatives with energy efficient lighting and water saving devices throughout the hotel.

Recently appointed general manager, Peter Gee said, "This refurbishment cements Stamford Hotels and Resorts commitment to Adelaide and our upgrade in accommodation infrastructure will ensure that the industry remains competitive, which will most certainly assist the city to win major events for South Australia."

Emirates musical deal

A special saving of \$200 is being offered on all-inclusive bookings made to The Symphony Under the Stars event, with packages now priced from \$725pp per night.

The Sydney Symphony will present an exclusive chamber music weekend at Emirates Wolgan Valley Resort & Spa, in an acclaimed performance in March.

The deal includes a two night stay, breakfast, lunch and dinner, all non-alcoholic beverages and selected local wines and beer with meals and so much more.

Mantra's busy year

THE Mantra Group reports a busy year with new properties joining the network in Australia and NZ; growth into Asia with a new resort to open in Bali, conference space refurbishments, the launch of new MICE-specific websites and the chance to have ambassador, Pat Rafter, speak at your conference.

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Feast from the earth

WEDNESDAY, 1 March is a date for the diary when a four course Victoria feast is being held during a meet the chef and farmers at the Melbourne Convention and Exhibition Centre (MCEC).

The MCEC's From Farm to Fork event falls under the Melbourne Food & Wine Festival's (MFWF) 2013 theme of 'Earth,' and includes a tour, taste and talk in the southern hemisphere's largest kitchen with executive chef Tony Panetta and suppliers Warialda Belted Galloway Beef and Yarra Valley Gourmet Greenhouse.

"Our chefs are excited to cook this one-off menu designed to showcase two of our producers from the Yarra Valley and Macedon Ranges, said Panetta. With a simple food and wine philosophy to think local and draw on the best produce from around the state, breaking the mould that surrounds traditional business events catering by producing dishes in-house. Tickets \$120 + booking fee.

For bookings visit - www.melbournefoodandwine.com.au/event-calendar/from-farm-to-fork-4130.



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AIME adds seven

AIME 2013 has seven new initiatives this year, developed in response to attendee feedback and industry trends, intended to help visitors get maximum value out of time spent at the annual event.

The new initiatives include: the Future Events Experience, a dedicated technology space on the show floor; a new mobile app; a mobile concierge; an expanded education program - AIME Knowledge; a dedicated area for niche event suppliers from the A-LIST Guide to exhibit; Visitors Appointment Diaries; and a careers stand created with inPlace Recruitment.

WIN a two night stay at Spicers Clovelly Estate, Sunshine Coast Hinterland



This week **Business Events News** and the Spicers Groups is offering one reader the chance to win a two night midweek stay at **Spicers Clovelly Estate** including breakfast. Set amongst lush rolling hills in the Sunshine Coast Hinterland, lies a European estate renowned for its comfortable luxury, award winning restaurant, Spa Anise day spa and onsite cook school - the perfect escape for intimate Board Meetings and Team Incentives.

To enter email comp@businesseventsnews.com.au & tell us in 25 words or less what sets Spicers Clovelly Estate apart from other luxury retreats?
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Business Profile

with: *Selina Grocott*



Business Events News recently caught up with Pacific World's newly appointed regional director for Singapore & Malaysia, Selina Grocott. An Australian national, Grocott has been in the events industry for 12 years and has worked in London with most of her career spent in event operations and more recently International sales and marketing. She will be directly responsible for the 'Leading DMC in Asia's' operations in Singapore and Malaysia, managing teams across both regions. In addition to this, Grocott will be the key contact for Pacific World within the Australian market as well as personally involved in key projects aimed towards driving operational excellence across the brand.

Focusing on Bali what % of your business comes from Australia?

21% of our business are from Australia, inclusive of New Zealand, during our financial calendar year of 1 October 2011 to 30 September 2012.

How many events does Pacific World hold annually in Bali from the Australian/NZ market?

We held around 30 groups per year for Australia/New Zealand market.

How does Pacific World help conference and event organisers?

We provide venue sourcing, audio visuals, staging, backdrops, designs & concepts, conference materials, Government support and execution of program. We can also offer other support services such as registrations, other grounds services and events support.

The Pacific World Bali team has good connections with various authorities; giving us access to unique venues and ease of clearance at the airport.

What kind of outcome does Pacific World Bali want when visiting Australia next month?

We hope to increase business into Bali and other part of Indonesia from Australia, New Zealand and the rest of the world. Indonesia is a place with so much to offer - the land, the soil, the paddy fields, the hills, the valleys, the mountains, the volcanoes, the beaches, the rivers, the lakes, so many possibilities for truly unique event experiences.

What kind of themes have you created in Bali in the past, and what are the most popular events?

We organised an event with the theme of "Royal Experience" at the Royal Mengwi Temple with Rajayala dining service. It was an award winning theme; royal treatment

commences from the time guests step off the vehicle with a royal procession by 100 to 600 (depending on the size of the group), local villagers of all ages in traditional costumes leading guests to the temple.

As a DMC in Bali do you have any recommendations for MICE groups?

Bali is one unique destination that has something to offer to all preferences and all walks of life. It is never boring as we offer experiences from mountain high to ocean deep including spa pampering. The best time to visit Bali is during the dry season from April to October when the weather is cooler and very pleasant. For events held in Indonesia, it is important to work with a reputable DMC who has the right insurances in place and is well-connected with various authorities to enable access to unique venues and facilitate ease of clearance at the airport.

What is the biggest conference Pacific World has handled in Bali?

The largest event we handled was for 1,600 international delegates.

Why is Bali a good destination for the MICE market?

Bali's state-of-the-art Bali Nusa Dua Convention Center has taken the island's MICE capacity and capability competency to new levels. New development in the last two years has seen a flurry of world-class accommodation offering more diverse and luxury options for event organisers, as well as new business and leisure facilities. Besides that, Bali has unique cultural experiences which could not be duplicated in another place. It is also more cost effective for events.

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