



## Southern belled!

IT&CMASIA & CTW Asia-Pacific

at the Bangkok Convention Centre at Central World yesterday was in the main for exhibitor, buyer and media meetings and briefings.

The evening was given over to the Opening Ceremony and Welcome Reception - Connecting Asia, hosted by TCEB at the Plaza Athenee Bangkok and was attended by 500 industry guests.

I have to say I am blown away by the service at Plaza Athenee where I am staying.

Not just for the hospitality and the quality of the hotel but especially by the man who services my room.

This morning as I was leaving my room, he saw me walking towards the elevator and rushed to press the lift button, like I was some delicate Southern Belle!

To my amazement he addressed me as Kun Jill.

How he knew my name I'll never know because he didn't see me leave my room.

He engaged me in conversation while we waited.

He knew I was attending IT&CMA, stayed with me until the lift came and wished me a pleasant day.

Like I said, I was so impressed that when I met the gm yesterday evening, Chooleng Goh, one of only three women hoteliers in Bangkok, I sang his praises.

Now, that's the sort of service that attracts business! - Jill.



## Bishara announces DMS sale

**DESTINATION Marketing Services** has been sold to the company's general manager, Marissa Fernandez, who has taken the reins of the business effective from 01 October.

The move comes 21 years after Leila Bishara (pictured right) founded the business, which innovatively connects Australian and New Zealand event planners with destination management companies from around the globe.

The company is in a "particularly strong position," she said, with the streamlining of operations in the outbound market and a strong service focus having delivered "several years of uninterrupted growth in corporate profits".

Fernandez has been at DMS since 2005 after previous roles with The AHL Group and Tourism Australia.

Initially heading up sales, she became general manager in 2008. Bishara, who will stay connected



to the business as a strategic consultant, said that it had been vital that the new owner of the business keep the existing DMS team in place, as well as retain the confidence and loyalty of its network of overseas business partners who together represent more than 60 destinations.

DMS' annual roadshows have become an industry fixture, welcoming DMCs from across the world to events in Sydney and Melbourne (just before AIME) where they connect with local PCOs and event planners.

Fernandez said owning the business was a great opportunity. "The core values of DMS will continue on, with ethical practice and a very high standard of customer service, which I know will pave the way for DMS' future success," she said.



ABOVE: Marissa Fernandez

## Chretien joins Outrigger

**FREDERIC**

Chretien has been appointed general manager of the Outrigger Mauritius Resort and Spa, which is scheduled to open in December 2013.

Chretien, a French and Mauritian national with 30 years' experience in hotels, was for 14 years the general manager of The Residence, Mauritius.



## Major comp winner

**CONGRATULATIONS** to

Michelle Droguett of CI Events who is the lucky winner of last month's major competition of a trip for two people to Vanuatu, courtesy of Air Vanuatu and the Grand Hotel and Casino.

The prize includes Air Vanuatu fares, accommodation in a harbour view room and breakfast daily at the Grand Hotel & Casino.

Droguett correctly answered all 17 questions and was chosen as the winner for her response (below) to tell us why The Grand and Vanuatu offer a great venue for meetings and incentives.

*"It's a great alternative from nearby destinations, rich in culture, offers a range of activities, the hotel's in a prime, easily accessible location with good sized rooms and service."*



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# business events news

2nd October 2013

## Tourism Fiji flags new tourism event

**SALLY** Cooper, one of the industry's highly respected conference and events organisers, has been appointed events and MICE director of Tourism Fiji.

In her new role, a primary responsibility will be to organise and run the Fijian Tourism Expo (FTE), a new major international tourism industry event, designed to promote and support Fiji's continuously growing tourism industry.

The first FTE will take place at the new Sheraton Conference Centre in Denarau from 5-8 May 2014.

Its focus will be to support and showcase local tourism operators, Fijian-made products and the



Fire show by the beach during BFTE earlier this year

unique Fijian culture to the world.

"It is the role of Tourism Fiji to provide a platform for our local industry to market itself to the world," said Rick Hamilton, ceo of Tourism Fiji.

"Our focus will be to more effectively engage the Australian and New Zealand markets and to attract quality long-haul buyers from Asia, UK, Europe and the USA.

"The FTE program will be tailored to cater for the needs of local industry and deliver a unique Fijian experience.

"We will look after all service providers, big and small, and provide a more effective way of promoting Fiji as an international visitor destination of choice."

Exhibitors and buyers wishing to register interest in the Fijian Tourism Expo, click here: <http://fijitourismexpo.com>.

**REMARKABLY** in a time period uncomfortably close to the new FTE event, the InterContinental Fiji will once again host the Bula Fiji Tourism Exchange (BFTE) from 26 - 28 May 2014, promising to be bigger & better than in 2013.

BFTE 2013, which brought together buyers from all over the world and sellers from all over the region, opens the world to the best of what Fiji and the Pacific's tourism industry has on offer.

The three-day event features choreographed entertainment from the vibrant VOU dance group, a fashion show showcasing local designer Hupfeld Hoerder's, Fijian Bridal Couture line and InterContinental Fiji's Signature Event, the Elements of Natadola.

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## IT&CMA & CTW Asia-Pacific opens

**IN** an official statement on Tuesday, managing director Darren Ng, TTG Asia Media – the organisers of IT&CMA Asia & CTW Asia-Pacific, said that this year marks the first decade of successful co-location of the two events.

"Every year these two shows are committed to enhancing the value that it delivers to all delegates and stakeholders.

"One of the enhancements at this year's event has been a new online diary facility, in combination with an existing PSA system, which has allowed more than 100 exhibitors and buyers to achieve 100% scheduled appointments as at 30 September.

"It is a feature that was launched earlier this year at sister event IT&CM China.

This year, he said, the exhibition attracted 122 new exhibiting companies and had strong support from Japan's private MICE sector organisations.

"We have created a Japan pavilion to help position the destination to the international buyers."

Other new national pavilions include Jordan, India and NZ.

"The buyer mix deliberately spotlights these important segments," he continued, "MICE, association, luxury travel and corporate travel."

This year has seen 60% new buyers and 47% new corporate travel managers.

Through the launch of video dailies, delegates can now enjoy event catch-ups by watching the previous day's highlights as well as view insights on delegate perspectives.

"I would also like to announce that we have recently branded our three MICE events, namely IT&CMA, IT&CM India, IT&CM China as part of IT&CM Events – a brand that embodies the organisational excellence, reputation, quality and value expected of any of our events," Ng said.



## crumbs!

### GET unplugged!

A tool that encourages visitors to unplug from technology, the Smarter Smartphone Code of Conduct (SSCOC), is being offered to visitors on Queensland's Sunshine Coast – the world's first destination to offer a solution to combating mobile phone dependency.

Created by Tourism and Events Queensland (TEQ) and Sunshine Coast Destination Limited (SCDL), in collaboration with British technology expert, Dr Tom Chatfield, the SSCOC is a list of seven simple behaviours that encourages individuals to break free from their smartphones.

All behaviours are action-orientated to encourage real change:

1. Avoid being a search-it-all.  
Make the most of the moment and seek out your own special corner of the coast.
  2. Elbows and phones off the table.  
Make the most of the moment with great food and company.
  3. Kiss your phone goodnight.  
Make the most of your night with a restful night's sleep or some romance.
  4. Look before you snap.  
Make the most of the moment and take in this truly breathtaking place.
  5. Take a phone-free day.  
Make the most of the moment and experience nature without distractions.
  6. Talk now, text later.  
Make the most of the moment and enjoy this precious time together.
  7. Taste before you upload.  
Make the most of the moment and savour every mouthful.
- To encourage visitors to adopt the SSCOC, key tourist attractions and businesses across the region are embracing the initiative.
- Could you unplug?

### What does \$20 mean to you?

To your delegates it could mean experiencing one of these...

Simply add \$20 to any Day Delegate Package (only \$65pp) and choose one of the above activities for your delegates to enjoy...

T&C's for new bookings only, not available in conjunction with any other offer. Minimum and maximum numbers apply per activity. Round robin style applies to activities if necessary. Subject to availability.



# business events news

2nd October 2013

## Celebrating indigenous heritage

**ACCOR**, with the support of organisations as diverse as Reconciliation Australia, Tourism Australia, Mission Australia, Ayers Rock Resort, Supply Nation, the NRL and the Australian Indigenous Mentoring Experience (AIME), has confirmed its commitment to Aboriginal and Torres Strait Islander Australians, as the official hotel partner for the inaugural Corroboree festival to be held in Sydney this November.

A celebration of Indigenous heritage and contemporary Aboriginal culture, Corroboree will be held over 11 days from 14 - 24 November.

Simon McGrath, chief operating officer of Accor Pacific said, "Accor is honoured to be able to



support this significant inaugural festival, which we're confident will become an important annual event on Sydney's arts calendar.

Corroboree is expected to draw some 55,000 visitors to Sydney from NSW, interstate and internationally over the next three years.

## DTCM at Gulf Awards

**THE** Dubai Department of Tourism and Commerce Marketing (DTCM)

won two prestigious awards at the Gulf Business Awards 2013 this week, when they were named the 'Tourism & Hospitality Company of the Year' and their director general His Excellency Helal Saeed Almarri was awarded Tourism CEO of the Year.

The recognition was for DTCM's work in promoting Dubai's tourism offering, and in particular for their work on the Dubai Tourism Vision 2020.

Almarri commented, "The awards emphasise the credibility of the work being done by the team at DTCM as we work towards achieving our Tourism Vision for 2020 - to double Dubai's annual visitor numbers from 10 million in 2012 to 20 million in 2020.

"The passion and dedication shown by the DTCM team here in Dubai, as well as in our 20 overseas offices around the globe, has played a significant part in helping to build our city's outstanding destination credentials."



## Luxperience appoints new ceo

**LINDY** Andrews has been promoted from director of sales and partner Alliances to ceo of Luxperience.

Luxperience's founder and former ceo, Helen Logas, now takes on a self-appointed background role.

The changes come after Luxperience 2013 was hailed in post-event surveys as a major success by exhibitors and buyers.

Logas said she wants to grow Luxperience by at least 50% in 2014.

Andrews will lead that endeavour for the B2B luxury and experiential travel show which attracted 148 exhibitor companies and over 300 buyers on 2-4 September in Sydney.

"Lindy has a proven track record in generating business results," said Logas.

"She played a key role in the major success of Luxperience 2013.

"She is the right person to consolidate our achievement and grow the brand."

In a further move, Eric Lewanavanua has been promoted

from sales manager to director of sales and partner alliances.

He will now be responsible for driving overall sales and the negotiation

and development of strategic partnerships with stakeholders from both travel and non-travel segments.

Early bird registrations for Luxperience 2014 close on 29 November and will take place 31 August to 3 September 2014 on the Sydney Harbour waterfront.



## Thailand CONNECT launch

A new global branding campaign - Thailand CONNECT: Your Global Business Events Connection, has launched today by Thailand Convention and Exhibition Bureau (TECEB).

"The campaign targets buyers from around the world, focusing on Thailand's winning combination of qualities: a diversity of destinations, incomparable business opportunities, and high quality MICE professionals," said TECEB's Supawa Teerarat, vice-president strategic and business development.

"TECEB's partnership with this event has always been based on our firm conviction both in the value and strategic potential of IT&CMA and CTW as an industry springboard for the Asia-Pacific market."

Turning to Thailand's MICE industry, Teerarat said, "This MICE industry has played an important role in the Thai economy, and this year we are on track to welcome some 940,000 MICE visitors, generating annual revenues of about 80 billion baht.

"In 2014, we expect Thailand's MICE sector to continue its growth trend, with approximately 987,000 visitors, up by 5%.

"At the same time, we foresee revenue growth of 10% to 96.9 billion baht, or 3.09 billion US dollars."

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Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly & Pharmacy Daily.

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## WIN A DINNER CRUISE DURING FLEET WEEK



This week, **Business Events News** and **Sydney Harbour Tall Ships** is offering readers the chance to sail on either a Lunch, Dinner or Champagne cruise during the International Navy Fleet Review & Tall Ship Festival.

Today we are giving two readers the chance to win a double pass to a Dinner Cruise sailing on either 4,6,7,8, or 9 October.

Sydney Harbour Tall Ships offers a number of charter options for corporate entertainment and team building cruises.

For your chance to win, be the first two people to correctly answer the question below by emailing:

[comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au).

**How many different types of charters does Sydney Harbour Tall Ships offer?**

Hint: [www.Sydneytallships.com.au](http://www.Sydneytallships.com.au)

