



AIME for success!

WELCOME to

AIME 2014, held in Australia's most livable city, Melbourne - the largest exhibition of its kind in Australia.

Make way to rub shoulders, meet, do business and network with more than 3,500 delegates and exhibitors.

It's a show that promises and delivers everything from an Iban warrior performing a ritual of blessing and prosperity on the Sarawak stand in a "Tribal Quest- Business the Borneo Way" promotion.

Where Gold Coast Tourism is to launch its inaugural - 'This is Gold Coast Business Exchange', to be held from 19-21 June at the Gold Coast Convention and Exhibition Centre.

Then there's the new venue with such a difference it offers uninterrupted 360° views for up to 40 km, that take in everything from the Docklands precinct, Melbourne's CBD, Port Phillip Bay and as far as Mount Macedon, Arthur's Seat and the Dandenong Ranges!

A big wheel in Melbourne, you can find out more about this Melbourne Star from its exclusive caterer, Peter Rowland Catering.

Hop over to the five star, Langham Place, Mongkok, Hong Kong to find out how they are luring more international MICE business, and find out the secret of the "wow" factor that the Semara Resorts Group's Bali properties and venues is launching into the MICE market.

Of course, don't forget to say hello to the **BEN** team on stand #1118, tell us your news, and go in the draw to win a hamper.

Today's issue of **Business Events News** will be printed out and distributed at AIME, while Wednesday's issue will also be full of photos from the many AIME social events including tonight's welcome reception.

We wish to all a very happy and successful AIME 2014. Jill



Business events booming

A NEW study released at the opening of Business Events Week 2014 today shows that the value of international meetings business events to the economy has increased significantly.

The study, commissioned by the Melbourne Convention Bureau (MCB), was to examine the conference delegate experience in Melbourne and the economic value of their attendances to the Victorian economy.

MCB CEO Karen Bolinger (pictured) said the Melbourne Convention Delegate Study 2013 concluded that international conference delegates are now spending over twice as much as a typical international visitor

"Delegates are spending more than \$1019 a day on accommodation, dining out, domestic air travel and recreational activities in Melbourne, representing a 28% increase from the 2010 study," Bolinger said.

The study also shows that the majority of international delegates (71%) were first time visitors to the country and half would not have travelled to Australia in the next three years but for their business event.

49% of all international delegates came from Asia, an 11% increase from the 2010 study.

56% of delegates visited regional Victoria and/or others parts of Australia pre and post conference, up 26%, while over a quarter of international visitors were accompanied to Melbourne by a partner or family member.

Bolinger said that Melbourne is half way through its most successful two years for international conferences.

By the end of 2014 the city will have held 70 international conferences, contributing nearly \$420m to the state's economy and seeing more than 85,000 delegates enter the city.

This and last year had seen delegate numbers increase by



37% and economic impact up by more than a third compared with 2011 and 2012, Bolinger said.

"This success is largely due to the fact that Melbourne will be the first city in the world to host three of the largest and most prestigious health-related conferences in the space of a year," she added.

And Melbourne Convention and Exhibition Centre ceo Peter King said the centre had just completed its biggest year ever, with 1100 events and the centre's highest revenues.

19% of enquiries in 2013 could not be accommodated due to a lack of space, with nearly 1.5m people coming through the centre's doors.

The Club Melbourne Ambassador program had pumped \$500m into Victoria's economy, with 131 ambassadors delivering 79 international conferences, he said.

Olympic Park CeBIT

SYDNEY Olympic Park has been announced as the host of CeBIT Australia, with the event moving to the Sydney Showground for the first time in 13 years.

More than 30,000 business people are expected to attend.

Love is in the details.



Russell

engineers and executes cutting edge audio visual to meet and exceed our client's needs. Its more than just light and sound, with meticulous planning and detail our Audio Visual department can orchestrate seamless events large or small to some of the most technically complex in Australia.



gold coast convention and exhibition centre
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business events news

17th February 2014

NZ's big events year

A SERIES of key international trade shows in the business events sector is set to make 2014 a big year for New Zealand.

The new activity follows a year of continued expansion for Tourism New Zealand's business events team, with 14 of the new team in six offices promoting NZ's unique meeting, conference and incentive travel offering.

Tourism NZ's International business events manager Bjoern Spreitzer said the organisation's presence at key trade events over the coming months was part of its commitment to growing the New Zealand business events profile in the international sector.

TNZ's first major event this year is AIME 2014 where it will join forces with Conventions and Incentives New Zealand (CINZ) on the 100% Pure New Zealand stand.

Business events are seen as providing a considerable opportunity for attracting more high value delegates to NZ.

Carlson events carbon

CARLSON Rezidor says its Asia Pacific hotels contributed 253 tons of carbon offset during 2013, as part of its Club Carlson for Planners global partnership with Carbon Footprint Limited.

More than 500 events took place, with revenue of US\$4 million, with Radisson Blu Plaza Hotel Sydney contributing a quarter of the 253 trees planted in Kenya as a result.

Get bubbly with AHL

AIME attendees are being invited to the Rydges Hotels & Resorts Stand (#1528) to meet the executive teams from AHL Hospitality, representing the group's QT, Art Series, Rydges and Atura brands.

Laurent Perrier champagne and Adrian Zumbo macarons will be on offer, along with an opportunity for one lucky attendee to win a luxury Louis Vuitton travel bag valued at more than \$2000.

Going to the 2014 MEA conference?



Sabah's premier resort and MICE venue, Sutera Harbour, is offering fantastic pre and post conference packages.

3 free tours for first 30 guests!

Visit us at the Sabah stand at AIME or see our packages on the [MEA Conference site](http://MEAConference.com).

For more information call (03) 9818 1858 or visit suteraharbour.com

Knowledge is power at AIME

THIS year's Asia-Pacific Incentives & Meetings Expo is focused on partnership and collaboration to support the growth of the business events industry, according to exhibition director Jacqui Timmins.

Her first year of running AIME in 2014 has seen the introduction of several strategic partnerships "to open up the event to new audiences while adding value to those that have been attending the event for many years".

These expanded alliances include agreements with travel technology firm Sabre Pacific, as well as the Australian Federation of Travel Agents, and complement existing pacts with the International Congress and Convention Association (ICCA) and the Exhibitions and Events Association of Australasia (EEAA).

Timmins said that this year an increase in visitor numbers to the show is expected, with an expansion of the Hosted Buyer

program meaning 54% of buyers will be attending for the first time.

2014 has also seen the growth of the AIME Knowledge education program, which this year offers 17 seminars to allow audiences to develop their professional and personal skill sets.

The program features an array of inspirational speakers including Earth Hour co-creator Todd Sampson, and Dr Adam Fraser, described as "one of Australia's leading educators, researchers and thought leaders in the area of human performance".

AIME 2014 also features the Saxton Ultimate Event Experience which returns for the fifth consecutive year - and which will be streamed live to the new AIME Innovation Zone.

Also new this year is the AIME Farewell Bubbles from 3.30-4.30pm on Wednesday, featuring the AIME Awards as well as a great networking opportunity.

Shanghai

上海

Shanghai Municipal Tourism Administration
Australian representative, phone (02) 9267 7715, level 11/99 Bathurst St, Sydney 2000.

www.meet-in-shanghai.net



business events news

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The Shanghai strength



NO adage is more appropriate to Shanghai, with its population of 22 million, than "strength comes in numbers."

In recent weeks, a giant stride was made in capturing a bigger slice of the international conventions and exhibitions market with the opening of yet another massive multi-million dollar venue, the Shanghai Convention & Exhibition Center

of International Sourcing.

This brings the city's tally of major venues to three in total.

Completed in time for a busy 2014, the Center has 25 meeting rooms, the largest measuring 3000 sqm, two exhibition rooms at 6500 sqm each and the Shanghai Marriott Hotel Changfeng Park is within walking distance, with over 500 rooms.

This latest addition joins the already established Shanghai International Convention Center which has 30 meeting rooms (with the largest measuring 4400 sqm) and an adjacent five-star hotel with 273 guest rooms.

Nearby hotels within walking distance of the Center, are the Pudong Shangri-La, East Shanghai, with 952 rooms; Grand Hyatt Shanghai, with 555 rooms; Park Hyatt Shanghai, with 174 rooms; Grand Kempinski Hotel Shanghai, with 678 rooms; and the Ritz-Carlton Shanghai, Pudong with 285 rooms.

On the site of the highly successful 2010 World Expo is the Shanghai Expo Center, which has 85 meeting rooms, the largest measuring 7200 sqm, an auditorium with 2600 seats, a banquet hall with 4520 sqm, and a meeting room with 1890 sqm.

Nearby hotels include the Inter-Continental Shanghai Expo with 384 rooms, Sheraton Shanghai Pudong Hotel & Residences, with 525 rooms and the Four Points by Sheraton Shanghai, Pudong with 316 rooms.

Brisbane special

FOUR Points by Sheraton Brisbane is to open on 03 Mar.

To celebrate, a special MICE offer is available for meetings booked between 03 Mar and 30 Sep with a full-day meeting package from \$65 per person, including the use of standard AV equipment and a working lunch.

A minimum of 10 delegates is required.

For stay-in groups, the hotel offers a special room rate for group bookings with a minimum of ten rooms per night, from \$235 inclusive of one breakfast.

IHG Kakadu pullout

INTERCONTINENTAL Hotels Group this morning confirmed it will no longer manage the Gagudju Crocodile Holiday Inn or the Gagudju Lodge Cooina in the Kakadu National Park.

The move, following a mutual decision between IHG and Kakadu Tourism, is effective 31 Mar.

A replacement management group for the properties will be announced later this week.

Rocky group bonuses

CANADA'S Rocky Mountaineer rail journey has launched a special deal for meeting planners wanting to avail themselves of its "travelling boardrooms".

Bookings of 15 or more passengers for a minimum four night Rocky Mountaineer package made by 24 February 2014 will receive the following free extras for every 15 paid adults - a complimentary group tour package and an onboard credit of up to CAD\$300.

For a unique customised experience groups are also able to buy-out an exclusive rail car, charter the entire train or even rent the Rocky Mountaineer Vancouver Station - for info email groups@rockymountaineer.com.



NEXT time you arrive at the airport, the ground staff may know more about you than you do yourself - that is if Virgin Atlantic's trial of a new Google-based passenger recognition system is anything to go by.

Possibly a reason to minimise your "digital footprint," the project is seeing their concierge staff in London wearing a Google Glass and Sony Smartwatch device, which helps them to automatically recognise passengers as they approach the check-in desk.

The personalised service, geared toward the elite Upper Class passengers, will be able to identify customers and see their flight details and preferences.

The idea is to assist the passengers throughout the check-in process, and keep them abreast of flight updates, weather events, and relevant events at the passengers' destinations.

The wearable technology also allows certain translation services to be available.

It's being trialled for six weeks in conjunction with airport technology provider SITA and if successful is likely to be rolled out to other Virgin Atlantic airport operations.

Unfortunately the recently announced withdrawal of Virgin Atlantic's Sydney-Hong Kong route means the technology probably won't be experienced by many Aussie passengers.



Robocop? The Terminator? No, just a friendly Virgin Atlantic attendant.

WIN TICKETS TO STRICTLY BALLROOM

Everyday this week **BEN** is giving away double passes to *Strictly Ballroom the Musical* playing at the Sydney Lyric in March.

Strictly Ballroom the Musical is the inspiring story of a championship ballroom dancer who defies all the rules to follow his heart.

To win, be the first person to send in the answer to the question below to:

comp@businesseventsnews.com.au

Who is playing the part of Fran?



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Starwood + Velocity

VIRGIN Australia's *Velocity* frequent flyer program this morning announced a new partnership with Starwood Hotels and Resorts.

It's Starwood's only airline partnership in Australia, and claims to offer benefits for both the Velocity and Starwood Preferred Guest loyalty schemes.

Under the new agreement SPG members are able to transfer their accrued Starpoints to Velocity Frequent Flyer points for each eligible hotel stay.

A 1 to 1 point transfer rate applies, and to launch the scheme SPG is offering Velocity members the opportunity to earn 2000 Starpoints for every two-night stay at a participating Starwood Asia-Pacific property.

To participate in the offer Velocity Frequent Flyer members must register at spg.com/velocity before 31 Mar 2014, with hotel stays to be completed by 31 May.

MEANWHILE Four Points by Sheraton will be bringing its "Best Brews" program to various Virgin Australia airport Lounges, with pop-up experiences rolling out across the airline's network over the next few months.

German Pacific World

TUI Travel-owned global DMC, PCO and event management firm Pacific World has announced a new strategic partnership with Eberhard v. Forstner DESTINATION+ more, aiming to promote China and Hong Kong as an outbound destination for the German market.

Bendigo AIME deal

THE Ulumbarra Theatre, currently under construction in Bendigo and due to open in 2015, has an AIME attendees special.

Mention discount code "AIME 14" and get a 50% discount on the published room hire for bookings made from March 2015

The theatre, with seating for 960 and large outdoor spaces, is surrounded by the walls of Bendigo's historic Sandhurst gaol.

For more information see www.ulumbarratheatre.com.au.

Bendigo will be on the Melbourne stand at AIME.

Free Uluru flights

BAILLIE Lodges has announced a special "fly free" offer to luxury Ayers Rock desert camp Longitude 131°, in conjunction with the launch of new direct air services from Melbourne to the Red Centre of Australia.

The new charter jet service will operate each weekend from Tullamarine between April and June, giving Victorian travellers the opportunity to reach Uluru in just three hours.

The free flights deal is available with a two or three night stay at the upmarket outback retreat, priced from \$2200 per person twin share for two nights including all dining, an open bar, in-suite bar and experiences.

The new Alliance Air services will depart Melbourne each Friday at 9am, returning at 3pm on Sundays.

For more information call 02 9918 4355 or email Baillie on reserve@baillielodges.com.au.

MCEC launches new 3D tech

THE Melbourne Convention and Exhibition Centre (MCEC) has launched a new technology brand, Imagine.

imagine

Under Imagine's banner, the MCEC is also unveiling its Visualisation Studio, 3D visualisation software for clients, to design and model their events, with a 3D representation of what the event will look like.

The software service was not proprietary, but MCEC was the first in Australia to offer such a service, an MCEC spokesman told *Business Events News*.

The software, which had been customised in-house, covered audio, lighting and visual capabilities, he said, allowing clients to play with lighting effects, change table settings or types and more.

The virtual room matched MCEC's actual event rooms - right down to the carpeting and wall texture, he said.

There were capabilities for remote client access, in terms of exporting video files, which clients could also take away on a USB stick, the spokesman said.

Asked whether the MCEC would be taking business away from production agencies,

the spokesman replied that the centre was happy to work alongside such companies to help clients.

A library of events would also be available for clients to browse, he said, with the first user arriving on 18 Feb for an event in May.

Example of success

AT the Business Events Week conference, Baker IDI Heart and Diabetes Institute director emeritus Professor Paul Zimmet gave a run down on the successes of the World Diabetes Congress.

The largest health related conference in Australia, it attracted more than 10,000 delegates plus 3000 partners from more than 50 countries to the Melbourne Convention and Exhibition Centre in December.

Professor Zimmet said feedback on the Congress included that the convention centre was close to the CBD and was accessible by public transport, with the event pumping over \$63m into the economy.

Visit BEN

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for the chance to WIN a hamper



business events news

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