



Timing...

TIMING is everything in the Kimberley and for those planning an event in Broome, 'the dry,' April to October is the best.



Come November to March and you're liable to get your feet wet as roads and highways get flooded, especially if the idea is to head out to Fitzroy Crossing or to drive the Gibb River Road.

June and July is the peak tourism season and if it's waterfalls you want to see, then June is the best month.

It was good timing that led the Perth Convention Bureau to choose their Broome family to coincide with a 'bucket list' viewing of the famed Staircase to the Moon last week, a phenomenon that occurs when a full moon rises over the exposed tidal flats of Roebuck Bay.

It happens once a month – March to October – three nights a week and is best viewed from Town Beach and from the lawns of the new Mangrove Hotel, which overlooks Roebuck Bay.

Being guests of the hotel for the evening, the fam group witnessed the event in fine style, slurping on fat, creamy oysters and quaffing champagne from the hotel's upstairs veranda as it puts the finishing touches to an impressive \$8 million makeover.

Sunset over Cable Beach, on the other side of the Broome Peninsula, sets up another spectacle that draws crowds nightly to the beach and to Cable Beach Resort's Sunset Bar & Grill.

For groups there is no better way to bathe in the sun's fiery, radiating light than with cocktails and a dinner on the hotel's Okari Deck - with Louise Russell, Carol McCracken & Cable Beach Club gm Ron Sedon pictured below enjoying the glow. *Jill*



Port Douglas business up

BUSINESS events in Port Douglas saw year on year growth in the last financial year, with incentive business from the United States strong.

Business Events Port Douglas chair Natalie Johnson said internal figures

released for the 2013-14 financial year by Business Events Cairns showed meetings increased by 7.53% year on year to 100 while delegate numbers were up more than 1,300 to 7,664.

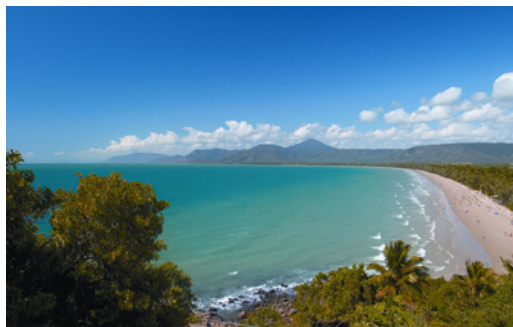
Incentive business bookings for 2016 were looking "very solid", Johnson said.

"We are still continuing to see small domestic incentives through the destination also."

The number of room nights also increased about 46% to 34,761.

"The falling Australian dollar certainly helps in attracting the high yield incentive market.

"Australia has always been seen as an aspirational destination for North American delegates and we are still highly regarded for our natural beauty, wildlife and unique experiences together with



the knowledge Australia is a safe destination."

Business Events Port Douglas had been working consistently over the past few years in the sector to make sure the destination was always under consideration, including attending up to four trade events a year and hosting an annual familiarisation program to Port Douglas, Johnson said.

The long haul incentive market should continue to grow based on these figures, Johnson said, and with greater international air access to Australia and particularly Cairns.

This, combined with the falling dollar and consistent marketing had come together recently with a "cracking" 2016 expected, she said.

DIRECTOR OF SALES - MICE

FOUR POINTS
BY SHERATON

Sydney
Darling Harbour

Four Points by Sheraton Sydney, Darling Harbour is only 12 months away from launching Sydney's most exciting hotel and convention venue. The hotel will boast 4,800spm of convention, meeting and event space and will add 222 new guest rooms to its current portfolio, bringing the total number of rooms to 905.

We are looking for a highly motivated and passionate individual with extensive experience in a large convention hotel or convention centre, who thrives in a high pressured and rewarding team environment and is looking for a new challenge and career with a hospitality leader. Substantial knowledge of international markets will be essential for your success. Your goal will be to achieve contracted revenue targets across MICE through sourcing, securing and maximizing every sales opportunity.

Applications can be forwarded to: shauna.kleem@fourpoints.com

<http://www.fourpointssydney.com/en/video>



Hotel Highlight Banyan Tree properties

WHAT began with the purchase of a vast expanse of coastal land in Phuket in 1994 and went on to become Laguna Phuket marked Banyan Tree Holdings foray into the hospitality market.

Today there are now 30 resorts and hotels in 28 countries and three brands, Banyan Tree, its all villa concept, Angsana, especially suited to the conference/incentive market and its newest, Cassia, a holiday apartment concept.



On the Indonesian island of Bintan, a one-hour ferry ride from Singapore lies Banyan Tree Bintan (pictured), a stylish sprawl of luxury cliff side villas favoured by top end incentives and corporate retreats, while next door at Angsana Bintan, with its capacity to take larger groups, there is theatre style seating for 150 and extensive gardens to hold events.

It's a similar integrated Laguna resort concept in Vietnam's Lăng Cô, where the 229-room Banyan Tree Lăng Cô with its luxurious pool villas sits in the foothills of the Truong Son Mountains and looks out over a three kilometre crescent of sandy beach shared by next-door neighbour Angsana.

Banyan Tree has six categories of suites and meeting facilities for up to 60 and a river that runs through the property.

Next door at the new Angsana with its 300-metre pool are six meeting venues for up to 400.

Groups at either resort can get involved in Vietnamese cooking classes in the midst of the resort's organic garden.



business events news

11th May 2015



crumbs!

FANCY a Singapore fling?

This year marks the 50th year of Singapore's independence, with a line up of events in the Lion City throughout 2015.

One of the most iconic witnesses to Singapore's trials and tribulations is Raffles Singapore, established in 1887.

General manager Simon Hirst said as the "doyenne" of Singapore's hotel industry and "one of the most recognisable symbols of the country", the hotel felt it was essential to have a lively program all year round in which visitors and resident guests could take part.

And those wanting to do it in true Raffles style can do so via the Celebratory Suite Package - including a stay in the hotel's lavish Presidential Suite - which is a snap at SG\$19,650 (A\$18,660) per night.

If that seems a little pricy, consider the value-adds, which include an opportunity to toast the anniversary with Private Label Billecart-Salmon Champagne, exclusively bottled to mark the hotel's 125th birthday.

You also get a personalised portrait taken by Singaporean photographer Russel Wong - naturally presented in a Tiffany & Co. frame.

And a Jaeger LeCoultre Reverso watch - complete with commemorative engraving - "will also be presented to become a priceless family heirloom".

For those unable to afford almost \$20,000 for a one night stay in a hotel, during Aug local residents can take a somewhat more affordable \$50 "staycation," while fans of the famous Singapore Sling can take a photo with its creator, Ngiam Tong Boon.

Aloft for Sydney

STARWOOD Hotels & Resorts is set to launch its 4.5 star Aloft brand into Australia, with a new 136-room hotel in Sydney's Pitt Street which is scheduled to open in Nov 2016.

The 16-floor property is close to the Sheraton on the Park, which is running at 97% occupancy.

Starwood will underwrite the hotel's occupancies for three years, according to a report in today's *Australian* newspaper.

Corporate escape



ONLY reached by air, the Berkeley River Lodge is located in the Kimberley, right in-between the Timor Sea sunrise and Berkeley River Set sunset.

Set in one of the last wildernesses on Earth, Berkeley is currently offering the 'Ultimate Corporate Escape' for full exclusive use of the property.

It is one that allows conference facilitators to stay for free and is based on a minimum of 10 villas booked for exclusive use.

It includes return scenic transfers, accommodation in luxury private villas, all gourmet meals and beverages and the use of conference room and facilities.

Activities range from fishing adventures and guided hikes to off site dining experiences and 4WD tours throughout the Kimberley coast and bush.

To find out more visit: www.berkeleyriver.com.au.

SYDNEY CONFERENCING HAS NEVER LOOKED SO GOOD!



Book your next conference with **Mercure Sydney...**

Events worth over \$5,000.00 receive a \$250.00 voucher from award winning Shoes of Prey

ENQUIRE NOW!

*Terms and conditions apply, see website for further details

FULL DAY DELEGATE PACKAGE FROM \$65, ACCOMMODATION FROM \$185 PER NIGHT

Cathay supporting Corroboree 2015

TOURISM Australia today announced that Cathay Pacific is flying over 200 travel agents from North Asia to Australia to attend this year's Corroboree Greater China which takes place on Hamilton Island this week.

It's part of a "major aviation marketing deal" with the airline, which will see Cathay and Tourism Australia jointly invest \$2 million to promote Australia to key overseas markets this year.

As well as bringing the group to Corroboree, the agreement covers joint marketing activities in China, Hong Kong, Japan, Korea and the UK as well as "destination content" which will feature on Cathay Pacific's in-flight entertainment system.

Corroboree Greater China 2015 will include a three day workshop followed by a day exploring the Great Barrier Reef and tourism attractions of the Whitsundays.

The agents will then spend a further five days on familiarisation visits across the country, between them visiting every state and territory.

Rich on NTIA panel

FORMER Business Events Council of Australia ceo Elizabeth Rich has been named as one of the judges of the upcoming National Travel Industry Awards.

The awards ceremony takes place on 18 Jul at Dockside's new Pavilion at Darling Harbour in Sydney, with categories including Best Business Events Travel Agency.

Other judges include Diane Butler from Tourism Ireland and Dubai Tourism's Julie King.

Finalists will be announced on Wed this week.

ben Events Calendar

BEN's calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

24-26 MAY

MEA Conference 2015; Hamilton Island; for more visit www.meetingsevents.com.au

9-11 JUN

ibtm america; Chicago, USA; visit: www.ibtmamerica.com

10-11 JUN

CINZ MEETINGS 2015; Auckland, New Zealand; register as a hosted buyer: www.meetings.co.nz/Buyers

18-20 JUN

This Is Gold Coast Business Exchange 2015; for details: www.visitgoldcoast.com

21-25 JUN

Australia Tourism Exchange (ATE15); Melbourne Convention and Exhibition Centre; visit: www.tradeevents.australia.com

1 JUL

Asia Meeting & Incentive Travel Exchange (AMITE); Marina Bay Sands, Singapore; more info at: www.questevent.com/AMITE/2015/

9 JUL

ATAB Business Builders Conference; Pullman Hotel Hyde Park Sydney; details at: www.atab.net.au

16-17 JUL

Travel Industry Expo; Luna Park, Sydney; more info at: www.travelindustryexpo.com.au

18 JUL

2015 AFTA NTIA Awards; Dockside Pavilion Darling Harbour, Sydney; visit: www.afta.com.au

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

Sign up for a free subscription at www.businesseventsnews.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the **Travel Daily** group of publications.

Business Events News is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

Publisher: Bruce Piper

Editor: Jill Varley info@businesseventsnews.com.au

Deputy Editor: Bruce Piper

Advertising and Marketing: Sean Harrigan and Magda Herdzik advertising@businesseventsnews.com.au

Business Manager: Jenny Piper accounts@businesseventsnews.com.au

Travel Daily

CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel DailyTV