



## Hilton MICE

**HILTON** has launched a new meetings and events hotel brand, Signia Hilton to “transform the industry for meeting professionals” by implementing technology and design into every aspect of the guest experience.

The Signia Hilton will include ballrooms and pre-function areas featuring smart design paired with the newest technology.

Additional, new hotel elements include a welcome team on arrival, design connected to local culture that doubles as a lobby and social destination for guests, modern guest rooms, a destination bar, along with a signature restaurant and wellness experience.

Hilton President and CEO Christopher J. Nassetta said Signia Hilton “will set a new, elevated standard for the meetings & events industry”.

To learn more about the new offerings [CLICK HERE](#).

## MEL LANDS LARGEST CONFERENCE

**MELBOURNE** has been chosen as the host city for the 2023 Rotary International Convention, with the state expecting to welcome 20,000 Rotary members from over 200 countries and inject over \$88m into the Victorian economy.

The event will be held across two venues, the Melbourne Convention and Exhibition Centre and Rod Laver Arena at Melbourne & Olympic Parks.

“Victoria is a world leader in the business events sector, and we intentionally pursue events of this size and scale as they deliver significant benefit back to the State, as well as create further bidding opportunities from other worldwide associations that hold numerous major international conferences,” said Melbourne Convention Bureau



Chief Executive Officer Karen Bolinger.

“Over the course of the four-day event an extra 20,000 visitors will be filling up Melbourne’s hotel rooms, local restaurants and also driving visitation to the city’s key venues and attractions,” said Australian Minister for Trade,

Tourism and Investment Simon Birmingham.

The convention is expected to create millions of dollars in economic spinoffs along with high occupancy levels for up to 50 hotels across Melbourne during the off-peak season.

**Pictured** is an aerial view of Rod Laver Arena.

### Today’s issue of BEN

*Business Events News* today has two pages of news.

## Business Events fund boost

**THE** value of business events secured with the help of Tourism Australia’s Business Events Bid Fund (BFP) has almost doubled in the past three months to reach a milestone of \$187m.

“Our \$12m Bid Fund Program, launched last year, has helped ensure that Australia maintains a competitive edge against other international destinations by offering financial support to new international business events,” Australian Minister for Trade, Tourism and Investment Simon Birmingham said.

“Business events are one of the most significant sectors of our tourism industry, with spending by international business events visitors climbing 16% to \$4.9 billion in the last 12 months,” he said, adding “the average business events visitor spending at least twice as much as a leisure visitor”.

The BFP also released an infographic highlighting the return on investment of the Program, with on average every dollar invested by Tourism Australia & industry in securing events through the Program has generated \$19 for the Aussie economy.

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The Whitsundays are bouncing back and now is the perfect time to book your next conference there. Read more in the February issue of *travelBulletin*.

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## AEG OGDEN TE PAE

**VENUE** management company AEG Ogden has been selected as the operator for Te Pae Christchurch.



Te Pae (artist impression **pictured**) will have the capacity to host up to 2,000 delegates for a variety

of national and international conferences and events.

Additionally, it will feature a 1,400 seat auditorium, 3,600m<sup>2</sup> of exhibition space and 24 meeting rooms.

It will begin hosting events from Oct 2020.

“We intend applying our global expertise to showcase Christchurch’s world-class innovation, techniques, research and best practices in the city’s

key industry sectors of Earth Science, Health Science, Int’l Education, Agriculture, ICT and Building Technology,” said AEG Ogden Chairman and CEO Harvey Lister.

“Our aim is to attract major conventions which will not only provide a significant economic boost but showcase the exceptional world class talent and skills of the Christchurch and New Zealand communities.”



**A SMALL** German town recently turned white and blue as it broke the Guinness world record for hosting the “largest meeting of Smurfs”.

Around 2,763 participants dressed up as characters including Papa Smurf and Smurfette (**pictured**).

The day also included a lot of dancing and singing of the series’ theme song.

Watch the video **HERE**.



## GC biz signup

**DESTINATION** Gold Coast Business Events has launched “This is Gold Coast Business Exchange 2019” to be held from 26-28 May.

The event showcases what’s on offer for conferences and meetings on the Gold Coast and is set to feature 70 meeting planners and professional conference organisers.

Program highlights include the Long Sunday lunch at RACV Royal Pines and the one-day trade exhibition at Gold Coast Convention and Exhibition Centre.

Register **HERE**.

## Pier One Events

**PIER** One Sydney Harbour hotel has launched The Retreat and Mindful Meetings in collaboration with lululemon.

The Retreat is a new wellness program offered throughout the hotel, which consists of complimentary yoga and meditation, new health conscious F&B offerings and a renovated fitness centre.

Additionally, the Mindful Meetings package will feature a curated collection of speakers and topics about reducing stress and anxiety.

Some of the speakers include motivational speaker, cancer survivor and marathon runner, Heather Hawkins, along with co-founder of Centred Meditation Kevin Jankelowitz.

For more information on the packages **CLICK HERE**.

## Perth MICE open

**DOUBLETREE** by Hilton Perth Northbridge is now taking bookings for meetings and events.

The property features four meeting rooms, which can be combined to increase capacity up to 244 guests in reception format, as well as pre-event spaces.

The outdoor pool and bar can also be used for private gatherings - **CLICK HERE**.

## Destination update

**Let the view at Metropolis Events inspire you**

**METROPOLIS** Events is a sophisticated, flexible event space for corporate events with a difference. Located on a private floor high above the Southgate Precinct and moments from Melbourne’s CBD – your guests will experience uninterrupted city skyline and waterfront views.

Suitable for an array of events to multi-day conferences and gala events in Panorama to smaller meetings and intimate dinners in Aviary, Metropolis Events focuses on delivering exceptional events that exceed client and guest expectations at all times. The versatile venue design includes two separate spaces with dedicated entry points, an all-weather terrace and the ability to create different zones with motorised drape lines. This unique New York style loft space, with towering floor-to-ceiling windows and an impressive 17-metre internal dome is guaranteed to impress your guests.

