



### Today's issue of BEN

*Business Events News* today has two pages of news plus a full page from **One&Only Wolgan Valley**.

## Sands' events package

**SANDS** Resorts Macao has launched its new offer "Meetings Beyond Imagination" to "help event organisers create extraordinary events".

Meetings Beyond Imagination allows organisers to select from a range of offers including hotel accommodation and transportation, as well as entertainment and leisure.

There are also special discounts on master bills that cover venue rental and banquet events at selected restaurants.

The new offer is valid for meetings held between 11 Feb and 18 Dec 2020, and available to book from 11 Feb to 31 Dec.

For more info [CLICK HERE](#).

## BUSINESS SURGE FOR TASMANIA

**BUSINESS** Events Tasmania (BET) hosted around 130 conferences and events across the state in 2018, and as interest and investment continues to grow in the destination BET is prepping for a big year ahead.

BET Chief Executive Officer Marnie Craig said "we have noticed a significant increase in interest from the corporate and incentive market and with their shorter lead times we expect that the confirmed number of events will continue to increase over the next six months".

Craig also said that in 2019 BET will be focusing on "building and positioning ourselves for the increase in hotels that will be coming online in 2020".

This year's strategies for BET include a strategic approach to "promoting Tasmania's unique appeal as a business



event destination" along with increased in-market activity, creative sales campaigns, ensuring BET has the correct product for emerging markets in particular the corporate and incentive markets, and an increased number of famils into Hobart and Launceston.

"We're planning an association-focused famil into Hobart in Mar as well as one to showcase Hobart in winter

during the popular Dark Mofa festival.

"We're currently putting together a famil program for Launceston and the north," said Craig, adding "we will also focus on listening to industry needs and ensuring BET is a first point of call for national and international event planners."

**Pictured** is a group of delegates being hosted at Frogmore Creek Winery.

## EVOLVE 2019

**MEETINGS** and Events Australia has announced Susan Kirby, CEO of Ireland's National St Patrick's Festival, as the international keynote presenter at EVOLVE 2019.

"We are delighted to have Susan as one of the keynote speakers," said MEA's CEO Robyn Johnson.

"The story of St Patrick's Festival is a great example of how an event can position a destination globally and highlights the importance of events in creating legacies, promoting businesses and enhancing a community."

The conference will be held at the Brisbane Convention & Exhibition Centre from 31 Mar-02 Apr.

To register for the industry event, [CLICK HERE](#).

## Adina Apartment Coogee refresh

**TFE** Hotels' Adina Apartment Hotel Coogee has unveiled a new look following a multi-million dollar refurb.

The property contains a theatre style meeting space for up to 40 guests or 24 for boardroom.

Located 200 metres from Coogee Beach, the hotel offers 86 studios, one, and two-bedroom apartments with free wi-fi, a fully equipped kitchen, and laundry facilities, along with a gym and a swimming pool.

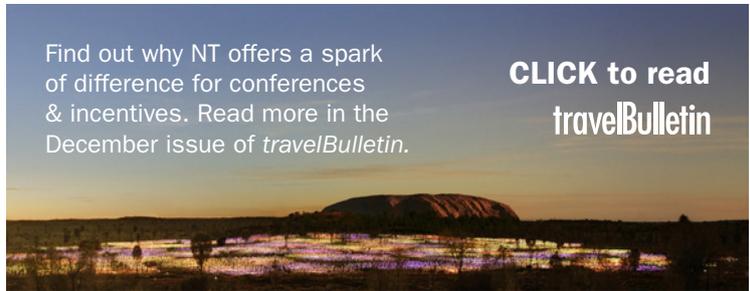
"The refresh of one of our most popular Adina Apartment Hotels in New South Wales coupled with its unbeatable location near the beach provides guests with the ideal place to base themselves when visiting Sydney, hold meetings, or even have a staycation," said TFE Hotels' Chairman Allan Vidor.



**A MEDICAL** conference in India recently took things up a notch in terms of promoting its cause.

The 62nd India Congress of Obstetrics and Gynecology conference has set a Guinness World Record by arranging 10,105 sanitary pads in a line to promote menstrual hygiene.

The world's longest line of sanitary pads was set up under the event's tagline: "Nothing's more cuterus than your uterus."



Find out why NT offers a spark of difference for conferences & incentives. Read more in the December issue of *travelBulletin*.

**CLICK to read**  
**travelBulletin**

## ADELAIDE'S LEGACY

**ADELAIDE** has been named as the future home to Australia's new \$41 million Space Agency, by the Premier of South Australia and the Australian Prime Minister.

Set to open later this year, the Agency will be housed in the old Royal Adelaide Hospital site and employ 20 people who will regulate, licence and assess space-related activities conducted by private industry.

The Federal Government hopes that the agency will help coordinate Australia's space industry to create 20,000 new jobs and triple its current \$4 billion worth to \$12 billion by 2030.

"The Space Agency location announcement truly is the ultimate legacy following hosting the 2017 International Astronautical Congress and it presents a huge opportunity for the Adelaide Convention Bureau," said Adelaide Convention Bureau Chief Executive Officer Damien Kitto.

"As with medical and health-based events following the massive investment in infrastructure in the BioMed City, this development has opened the doors to the Bureau now having a huge asset to utilise when seeking to attract space and related industry events to Adelaide," he said.

## DMS returns

**THE** annual roadshow DMS *Connect* aimed at conference organisers, event managers and incentive professionals will return from 25-28 Feb, with shows in Auckland, Melbourne and Sydney.

Attendance to *Connect* is by invite only, if interested contact Thea Mendes, [HERE](#).

## Meetings offer

**THE** Shinta Mani Angkor in Cambodia is offering a "Shinta Mani Angkor Residential Boardroom Meeting Package", including three nights' accom, use of meeting venue & breakfast. [CLICK HERE](#) for more info.

## Lux & PEPR

**LUXURY** travel business event, Luxperience, has appointed PEPR Agency as its PR partner for 2019.

PEPR will be responsible for managing Luxperience's media relations and communication campaigns and be the point of contact for all media in the lead up to the event.

Luxperience Event Director Michelle Papas said "we are looking forward to working with PEPR to support our efforts to evolve Luxperience into the best luxury travel trade event in the Australasia Pacific region".

Luxperience will return to the International Convention Centre, Sydney on 07-10 Oct.

## Shadow Play by Peppers unveiled

**ACCORHOTELS** has unveiled a "first-glimpse" of its newly refurbished Shadow Play by Peppers property, (**pictured**) located in Melbourne's Southbank district.

The new hotel, set to open in Apr 2019, will feature self-contained apartments, a restaurant and bar, leisure facilities and common areas, along with Edwin Wine Bar & Cellar offering an extensive wine list.

Other amenities include an outdoor pool (**pictured below**), gymnasium, sauna and steam room, and an enclosed garden space on the 46th floor, complete with a freestanding fireplace, two private dining rooms suitable for events and business meetings (**inset right**).

A guest lounge and library with an adjoining patio, and bayside views also feature. Shadow Play by Peppers is within walking distance



to Crown Casino and the Melbourne Convention & Exhibition Centre.

"Southbank is in need of a sophisticated luxury hotel product to cater to an increasingly selective global market that is looking for quality, location and facilities of a world-class calibre," said AccorHotels COO Pacific, Simon McGrath.

"This opening also represents a strong indication of our continued focus on the introduction of the luxury Peppers brand to key CBD markets," he said.

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