



Today's issue of BEN

Business Events News today has two pages of news.

Year of the Pig

ACCORHOTELS is celebrating the Year of the Pig during the Chinese Lunar New Year from 05 Feb.

The two-week festival will see selected AccorHotels properties decorated with red lanterns, tea stations, and bright floral displays.

The hotels will also offer guests special dining menus and entertainment.

Get Global 19

GET Global, the one-day event showcasing the outbound business events market has already spiked interest from international exhibitors, including Hawaii, New Zealand, Hong Kong, Fiji, UK and USA.

"We have developed and built strong relationships and partnerships over the past two years; this is reflected in our post-event surveys, with 90% of our exhibitors saying they would exhibit again," said co-founders and Directors, Gary Bender and Donna Kessler.

"Our aim every year is to make sure that our partners leave with strong connections with meeting and incentive travel planners, increased brand or destination exposure and have secured new business."

Get Global will be held in The Gallery, ICC Sydney on 26 Jul 2019.

Exhibitor earlybird sale ends on 31 Jan.

[CLICK HERE](#) for more.

CAIRNS BIZ EVENTS GENERATE \$80M

CAIRNS Convention Centre (pictured) has released data highlighting that business events during 2018 created 133,784 room nights and contributed around \$80m in direct spending to the economy.

The report, undertaken by Cummings Research and the Convention Centre, surveyed delegates attending all major conferences between Apr and Dec 2018 on their spending and travel patterns.

"We have seen a significant rise in international delegates arriving directly into Cairns at 51% up from 38% in 2014 which supports direct international airline access into Cairns," said the centre's General Manager Ross Steele.

Steele added that conventions bring visitors to the region



for a purpose, "with 81% of international delegates not having been to Cairns before".

"Once they do come, they are hooked on the region with 66% of int'l delegates and 84% of domestic delegates vowing to return for a holiday within the next five years," he said.

Total spending generated by each convention delegate in this period, including

their accompanying partners and pre and post touring, averaged nearly \$3,500, with international delegates having the highest yield at \$3,807.

"Cairns has a multi-faceted visitor economy and the Convention Centre is proud to play a significant role in bringing high yielding business event delegates to our region," said Steele.

2019 bigger

THE 2019 Eventbrite Pulse Report, which surveyed more than 600 event creators Australia-wide, highlights that nearly half of respondents (46%) said they plan to host more events in 2019 and 48% plan to host the same number of events.

The report also indicated that the biggest challenge for event creators in 2019 is reaching new attendees (55%), whilst increased competition from other events also has 27% respondents nervous.

Additionally, only 11% of event creators thought sustainability will have a big impact in 2019, despite 75% of consumers saying they take corporate sustainability responsibility into account when making a purchase.

See the full report [HERE](#).

AIME keeps an eye on inclusivity

ASIA Pacific Incentives and Meetings Event (AIME) has partnered with Guide Dogs Victoria (GDV) to launch a pop-up sensory experience workshop, Dialogue in the Dark at the conference running from 18 to 20 Feb at Melbourne Convention and Exhibition Centre.



"Inclusivity and accessibility must always remain top of mind in the meetings and events industry, across employment considerations and for those attending the event," said Matt Pearce, Director, Talk2 Media & Events.

"By working closely with GDV, we are able to demonstrate how straightforward it is to be inclusive for the visually impaired – and not just talk about it," he said.

Dialogue in the Dark (pictured) will run across four sessions throughout the Knowledge Program on 18 Feb.

"Between us, we can highlight the extraordinary ability rather than the disability within this community and how we can learn from them," said Pearce.

For more details on Dialogue in the Dark, [CLICK HERE](#).



M&OP REVEALS ROD LAVER

MELBOURNE & Olympic Parks (M&OP) has announced the completion of Rod Laver Arena's eastern-facing entrance and new food and beverage facilities (**pictured**), which are now being enjoyed by more than 700,000 tennis fans at the Australian Open tournament.

"We're incredibly excited to unveil the grand new entry with exciting new bars and dining options, which will give guests even more choice when they come to visit us," said M&OP General Manager, Premier Events & Experiences, Lara Burnes.

The Arena will continue its development into 2019, completing the extensive upgrade of the seating bowl and the addition of

more food and drink options.

The Arena's new restaurants and bars are now open to the tournament's players before opening to the public on 05 Feb.

The space caters to both large-scale conferences and smaller corporate functions.

The seating bowl and northern food and beverage spaces will be completed later in 2019.



SOME say that if you can do something really well, just keep doing it.

L'Entrecote, a restaurant in New York City has really taken to that ethos by having no menu, since customers can only opt for the only course – the steak frites.

They do, however, offer refills on steak and fries, yet oddly there is a surcharge for seconds of salad.

The concept has been around since 1959, when two sisters and a brother purchased an Italian restaurant in Paris and turned it into a French bistro.

Linux underway

CHRISTCHURCHNZ and Christchurch Airport have developed a welcome and registration area for Linux conference delegates arriving at the airport.

"There are over 600 delegates attending this respected technical conference being held at the University of Canterbury from 21-25 Jan and this is a great way to make sure their experience in our city of exploration and opportunity starts on a high," said ChristchurchNZ General Manager Destination and Attraction Loren Heaphy.

Find conference info **HERE**.

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

CLICK to read
travelBulletin

Essence Suites Taringa, Brisbane



ESSENCE Apartments and Suites has opened Essence Suites Taringa (**pictured** below) above the new Westside Private Hospital in Brisbane's western suburbs.

The building marks the first Australian hotel in a hospital building and offers 63 studios, one- and two-bedroom suites, along with meeting and conferencing facilities suitable for 50 guests theatre style or 24 classroom.

The hotel also contains a secure carpark and an exclusive guest lounge looking out to Brisbane city.

The company said the convenient location of the \$65m development would appeal to "any conventional purpose whilst also allowing unprecedented convenience for medical stays".

The company will be managed by UniLodge

Australia.

"As a uniquely integrated hotel and hospital building, Essence Suites Taringa is a fantastic new addition to our growing portfolio of healthcare accommodation properties throughout Australia and cements our role in the tourism space," said UniLodge CEO, Tomas Johnsson.

Pictured above is one of the apartment's featuring the lounge and dining room.

