

July 2013

PPS 1140/09/2012(022844)

WINNER OF PATA GOLD AWARD 2011 AND 2009

TTGmice

Asia-Pacific's leading meetings, incentives, conventions and exhibitions resource



Centres of innovation

Think you have seen the best of what these established convention and exhibition centres in Asia-Pacific can offer? Well, they have got more up their sleeves



ALSO IN THIS ISSUE Japan's display of fortitude • The show goes on in South Korea

Le MERIDIEN

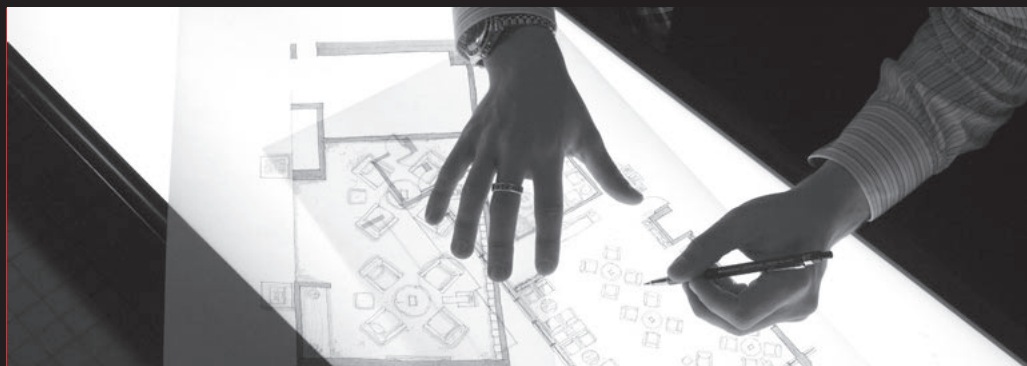


EXPLORE A NEW DESTINATION

LE MERIDIEN YIXING

N 31° 21' E 119° 51'

T +86 510 8719 8888
lemeridien.com/yixing



Yixing's newest international hotel, Le Méridien Yixing grand open on 31st MAY, offers chic accommodation, exciting dining destinations and state-of-the-art meeting facilities. In Le Méridien style, the room keys open more than the doors – they unlock art and refreshing perspectives in each destination.

Discover a new meeting experience from RMB488+15% / person / day including many benefits.

For more information or to make a reservation, please visit lemeridien.com/yixing or dial +86 510 8719 8888.

spg
Starwood
Preferred
Guest

Le MERIDIEN

aloft

FOUR
POINTS

WESTIN

THE LUXURY
COLLECTION

W
HOTELS

S
Sheraton

ST REGIS

element

To our readers

Keep moving



Karen Yue
Group editor

“With more competition on the horizon, existing convention and exhibition centres cannot afford to stand still; they must find ways to rejuvenate themselves in order to stand out from the crowd and keep up with an increasingly demanding clientele who are unafraid to take their business elsewhere.”

It is natural that one tends to be drawn to all things shiny and new, and in recent weeks and months much attention has been paid to the construction of new convention and exhibition centres here in Asia-Pacific.

PEO/PCOs looking to hold their events in this region are already quite spoilt for choice, as a single hot commercial or industrial city may have more than just one convention and exhibition centre to meet their needs. Just look at Singapore. Its land area is a mere 710km² but the tiny island state is home to Suntec Singapore International Convention & Exhibition Centre, Singapore Expo Convention & Exhibition Centre, Sands Expo and Convention Center, Resorts World Convention Centre and Raffles City Convention Centre – all strapping venues that can support large tradeshows. On top of these are many more spaces offered within business hotels.

Organisers’ options are set to expand further with more Asian cities on track to open new event facilities over the next few years. For instance, Iloilo City in the Philippines will launch a convention centre in 2H2015; Penang, Malaysia will get two hefty venues in 2015 and 2017; and Auckland will unveil the

New Zealand International Convention Centre come 2017.

Although many established convention and exhibition centres in Asia-Pacific have reported rosy business since the start of 2013, with some operating at maximum capacity – such as the Melbourne Convention and Exhibition Centre and the Hong Kong Convention and Exhibition Centre – the truth is not all centres in the region are optimally utilised. UFI’s Global Exhibition Industry Statistics, dated November 2012, showed a 7.7 per cent rise in indoor exhibition space between 2006 and 2011, while net space rented grew two per cent between 2008 and 2011.

With more competition on the horizon, existing convention and exhibition centres cannot afford to stand still; they must find ways to rejuvenate themselves in order to stand out from the crowd and keep up with an increasingly demanding clientele who are unafraid to take their business elsewhere.

In this month’s cover story, *Centres of innovation*, we not only find out how some of the region’s most established convention and exhibition centres are faring, we also look at the new products they are offering to keep PEO/PCOs enthralled. ■

TTGmice
JULY 2013



COVER STORY

Centres of innovation

8 Think you have seen the best of what these established convention and exhibition centres in Asia-Pacific can offer? Well, they have got more up their sleeves. *TTGmice* finds out what's new

COUNTRY REPORTS

16 A display of fortitude

As Japan bounces back from the 3/11 doldrums, it remains to be seen if the country's MICE sector can overcome internal challenges, writes **Hannah Koh**

24 Neighbourly ties firm up

Macau is increasingly looking towards Chinese inbound to drive its MICE sector. By **Prudence Lui**

28 The coast is clear

Vietnam's Central Coast wants to take centre stage, with a new marketing arm to counter obstacles in branding, funding and connectivity. By **David Lloyd Buglar**

32 The show goes on

South Korean MICE players are singing a collective song of peace to calm event organisers who have been spooked by a restless North, writes **Lee Pei Qi**

DEPARTMENTS

1 To our readers

4 Talk of the trade

39 Case study

40 Over coffee with...

42 Appointments

43 Hotel updates

44 Packages

TTGmice

www.ttg-mice.com

EDITORIAL

GROUP EDITOR Karen Yue (email: karen.yue@ttgasia.com)
DEPUTY GROUP EDITOR Gracia Chiang (email: gracia.chiang@ttgasia.com)
ASSISTANT EDITOR, TTG ASIA ONLINE Hannah Koh (email: hannah.koh@ttgasia.com)
ASSISTANT EDITOR, SINGAPORE Lee Pei Qi (email: lee.peiqi@ttgasia.com)
ASSISTANT EDITOR, THAILAND Xinyi Liang-Pholsena (email: liang.xinyi@ttgasia.com)
COPY EDITOR Kathy Neo (email: kathy.neo@ttgasia.com)
EDITOR, MALAYSIA/BRUNEI S Puvaneswary (email: puvanes@ttgasia.com)
EDITOR, INDONESIA Mimi Hudoyo (email: idmfasia@cbn.net.id)

CORRESPONDENTS

Greg Lowe (Thailand, email: ttg@thegreglowe.com);
 Prudence Lui (Hong Kong/Greater China, email: prului@yahoo.com);
 Shekhar Niyogi, Rohit Kaul (India, email: shekhar.niyogi@ttgasia.com, rohitkaul23@gmail.com);
 Feizal Samath (Sri Lanka, email: feizalsam@gmail.com);
 Marianne Carandang, Rosa Ocampo (The Philippines, email: marianne.carandang@ttgasia.com, rosa.ocampo@gmail.com)

CREATIVE DESIGNERS Redmond Sia, Goh Meng Yong

EDITORIAL ASSISTANT Lina Tan

SALES & MARKETING

GROUP PUBLISHER Michael Chow (email: michael.chow@ttgasia.com)
ASSOCIATE PUBLISHER Stephanie Lim (email: stephanie.lim@ttgasia.com)
SENIOR BUSINESS MANAGER Marisa Chen (Hong Kong, email: marisa.chen@hk.china.com)
CORPORATE MARKETING MANAGER Cheryl Tan (email: cheryl.tan@ttgasia.com)
MARKETING EXECUTIVE Tan Ee Heng (email: tan.ee.heng@ttgasia.com)
ASST MANAGER ADMINISTRATION & MARKETING Carol Cheng (Hong Kong, email: carol.cheng@hk.china.com)
ADVERTISEMENT ADMINISTRATION MANAGER Cheryl Lim (email: cheryl.lim@ttgasia.com)

PUBLISHING SERVICES

DIVISION MANAGER Tony Yeo
DESKTOP PUBLISHING EXECUTIVE Nancy Lee
SENIOR CIRCULATION EXECUTIVE Carol Wong (email: carol.wong@ttgasia.com)

OFFICES

SINGAPORE
 TTG Asia Media Pte Ltd, 1 Science Park Road, #04-07 The Capricorn, Singapore Science Park II, Singapore 117528
 Tel: +65 6395 7575, fax: +65 6536 0896, email: contact@ttgasia.com

HONG KONG
 TTG Asia Media Pte Ltd, Unit 2011, 20/F, Harbour Centre, 25 Harbour Road, Wanchai, Hong Kong
 Tel: +852 2237 7888, fax: +852 2237 7227

TTG ASIA MEDIA PTE LTD

MANAGING DIRECTOR Darren Ng
SENIOR EDITOR Raini Hamdi (email: raini.hamdi@ttgasia.com)

ADVERTISING REPRESENTATIVES

AUSTRALIA Zorka Sipkova, Publisher's Internationale (tel: +61 2 8298 9318, fax: +61 2 9252 2022, email: Zorka.Sipkova@pubintl.com.au); **GERMANY** Wolfgang Jaeger, IMV Internationale Medien Vermarktung GmbH (tel: +49 8151 550 8959, fax: +49 8151 550 9180, email: w.jaeger@imv-media.com); **INDIA** Meena Chand/Mohit Chand, Adcom International (tel: +91 11 2576 7014, fax: +91 11 2574 2433, email: adcomint@gmail.com); **INDONESIA** Sarah G Hutabarat, Media Mandiri (tel: +62 21 835 5510, fax: +62 21 829 3563, email: sarah@mediamandiri.co.id); **ITALY** Federica Boni, TTG Italia S.p.A. (tel: +39 02 8068 9204, fax: +39 02 8068 9250, email: boni@ttgitalia.com); **JAPAN** Mayumi Kai/Michiko Kawano, Pacific Business Inc. (tel: +81 3 3661 6138, fax: +81 3 3661 6139, email: kai-pbi@gol.com/kawano-pbi@gol.com); **MALAYSIA** Gerald Saw, Raffles International Media Sdn Bhd (tel: +60 19 2296 484, fax: +60 3 7886 2372, email: gerald.saw.affiliates@yahoo.com); **SOUTH KOREA** Young J Baek, Young Media Inc. (tel: +82 2 2273 4818/4819, fax: +82 2 2273 4866, email: ymedia@chol.com); **SPAIN, MADRID** Luis Andrade, Luis Andrade International Media (tel: +34 91 441 6266, fax: +34 91 441 6549, email: landrade@luisandrade.com); **SRI LANKA** Vijitha Yapa/Albadur Cader, Vijitha Yapa Associates (tel: +94 11 255 6600, fax: +94 11 259 4717, email: vyadvit@gmail.com/vijiyapa@gmail.com); **TAIWAN** Virginia Lee/Shirley Shen/Kitty Luh, Spacemark Media Services (tel: +886 2 2522 2282, fax: +886 2 2522 2281, email: smedia@ms5.hinet.com); **THAILAND** Chower Narula/Anchana Nararidh, World Media Co. Ltd (tel: +66 2 641 2693-6, fax: +66 2 641 2697, email: chower@worldmedia.co.th/anchana@worldmedia.co.th); **THE PHILIPPINES** Eduardo S. Bassig, ESB Marketing Services (tel: +63 2 448 5848, email: ed_bassig@yahoo.com/edbassig@hotmail.com); **UK & EUROPE** Sheryl Makin, TTG Media (tel: +44 20 7921 8023, fax: +44 20 7921 8034, email: Smakin@ttgdigital.com); **USA** Debbie Joseph Anderson, Destination Marketing Hawaii (tel: +1 808 739 2200, fax: +1 808 739 2201, email: debbieanderson@dmhawaii.com)



TTGmice, endorsed by the Asian Association of Convention and Visitors Bureaus, is published by TTG Asia Media Pte Ltd, and is mailed free-of-charge on written request to readers Asia-wide who meet a set of predetermined terms and conditions. Annual airmail subscription charges are US\$70 (Asia) and US\$90 (elsewhere). All rights reserved. No part of this publication may be reproduced in whole or in part without written permission of the publisher.

MICA (P) 176/05/2012, KDN PPS1140/09/2012(022844), ISSN 0218-849X
 Printed by KHL Printing Co Pte Ltd, 57 Loyang Drive, Singapore 508968.

TTG Publishing
 TTG Travel Trade Publishing is a business group of TTG Asia Media

Talk of the Trade

THE PHILIPPINES

Better deals overseas

By Rosa Ocampo

Turned off by the high cost of holding incentive trips in the Philippines, many local companies are choosing Asian destinations over their own backyard.

According to Grace Obeya, manager, Consumer Systems Products Division of Canon Marketing (Philippines), Inc., the high cost of domestic airfare and resort accommodation has resulted in only 10 per cent of incentive trips being held in the Philippines.

Obeya explained that the cost of travelling from one island in the Philippine archipelago to another was equivalent to flying



Ang: harder to negotiate back home

from Manila to Hong Kong. A programme in a premium location such as El Nido Resort would cost P34,000 (US\$806.40) to

P40,000 per pax, including P10,000 for a chartered plane from Manila. In comparison, the client would get a hotel in Hong Kong, free entrance to Hong Kong Disneyland, breakfast and shuttle service for just P10,000.

Another MICE consultant revealed that her business mix was currently 20 per cent domestic and 80 per cent international, un-

like in the past when it was 40 per cent domestic and 60 per cent international.

She explained that an all-inclusive 4D/3N trip to Shanghai plus visa fees cost US\$1,300 per pax, while the same to Boracay was approximately US\$2,500 per pax.

Besides the challenge of cost, Simon Ang, managing director-operations of Celebrate Life Travel & Leisure, Inc., noted that posh hotels in Macau were also “easier to talk to when requesting for concessions for MICE”.

Some travel firms in the Philippines have thus started to offer more overseas destination options.

TALKING NUMBERS

952 The number of international meetings held in Singapore in 2012, earning it first spot again on UIA's top international meeting countries ranking released in June 2013. It is followed by Japan (731 meetings), the US (658), Belgium (597) and South Korea (563).

3 The number of Asian cities that made it to UIA's top 10 international meeting cities ranking for 2012. Singapore takes top spot, while Seoul retains its fifth position for the third year in a row with 253 meetings, up from 232 in 2011. Tokyo moves up a rung to the sixth place with 225 meetings, up from 153 in 2011. New entries are Budapest, Copenhagen, Madrid and London.

INTERNATIONAL

Oneworld air alliance enters conventions market

Oneworld has joined other global air alliances in competing for large convention groups, although data shows international meetings are actually getting smaller.

Like Star Alliance Conventions Plus, Oneworld Events offers a “one-stop solution” to planners with a meeting of minimum 500 pax travelling from at least two regions.

The solution comprises discounted flights on its member

airlines, online real-time management reports 24/7 for planners and a promotional toolkit to build attendee awareness, among others. Attendees earn miles, while planners earn credits for travel on participating Oneworld airlines.

Jose Maria Alvarado, Oneworld Alliance's director-sales, said timing and technology made it feasible to launch this solution now. “ICCA data shows 3.5 million delegates

attend these kinds of conferences and events around the world every year, spending around US\$1.5 billion on air travel,” he said.

But a check with ICCA reveals that 75 per cent of international meetings are attended by fewer than 500 pax, with the average size hovering between 230 and 256 pax from 2003 to 2012.

Asked if Oneworld Events would lose out because of this,

Michael Blunt, Oneworld's vice president, corporate communications, said: “Most of our member airlines will continue to offer their own MICE products (which are) better suited to this end of the market, while our new Oneworld Events product is ideal for the large-scale conference or event.

Blunt insisted there is “a big market for big conventions and events in many parts of the world”. – Raini Hamdi

THE PHILIPPINES

Philippines grows carrots for planners

By Rosa Ocampo

For the first time in decades, the Philippine Tourism Promotions Board (TPB) is rolling out a programme late this year to incentivise MICE planners, a renewed effort to position the country as a major business events destination in Asia.

MICE Plus' sweeteners include 30-50 per cent discounts on accommodation, F&B and venues while ensuring that hotels and convention centres have dedicated meeting coordinators, complimentary meeting rooms for briefing and transport for MICE attendees.

Jerome Diaz, senior convention services officer

of TPB's MICE and business development unit, said there were ongoing negotiations with deluxe hotels, airlines, venues and other stakeholders for their support of *MICE Plus*.

The programme will be available to meeting planners depending on factors such as the size and nature of the event, and the prestige they will bring to the country.

Besides its launch at home this year, *MICE Plus* will also be introduced at AIME in Melbourne next year and in other source markets such as the US, Europe and Asia.

At the same time, the destination will "go strong

16,000

The number of delegates expected at the World Economic Forum East Asia Summit in 2014, a major event on the Philippines' MICE calendar

online" in terms of MICE promotions, without precluding the necessity of "face-to-face meetings".

Said Diaz: "When you talk of groups and conventions, you have to meet so it's important to have more fam trips for meeting planners. We usually do that, like at MICECON in Davao wherein 42 foreign buyers

were invited. Groups from Australia came in June and will come again in July, and then there will be Chinese groups from Beijing."

He noted that the Philippines has improved its ranking as a MICE destination. The country ranked 13th on ICCA's latest top meeting destinations chart for Asia-Pacific and the Middle East, up from the 14th spot in 2011 and the 16th in 2010.

The future will continue to shine for the Philippines, as it will host major international events such as the 22nd South East Asian Zoos Association Conference next year and the APEC Summit in 2015.

THAILAND

Speak better English please: Thai MICE industry leaders

Thai MICE operators must improve their language skills or risk losing out to intense competition from other South-east Asian nations when the Asean Economic Community is formed in 2015, senior industry executives say.

The issue was driven home last month when JobStreet.com's *English Language Assessment*, which surveyed 1.5 million job applicants across Singapore, the Philippines, Malaysia, Indonesia and Thailand, found Thai workers possess the poorest English-language skills in the region, scoring an average of just

55 per cent compared with Singaporeans who led with 88 per cent.

Calls for Thai tourism and MICE operators to upgrade their language skills were not new and Thailand Convention and Exhibition Bureau (TCEB) had taken steps to address the issue by launching its *English for MICE* programme early-2012, said Nichapa Yoswee, director of MICE capabilities at the bureau.

The scheme has three levels, ranging from basic to upper intermediate, and offers a general course plus specific curricula for three industry

sectors: venues, hotels and organisers. Attendees take 60 classes over a 15-week period and must achieve a score of 70 per cent to pass.

Nichapa said the course focused on enhancing a range of attributes from understanding technical terms and improving written and spoken English to strengthening presentation and negotiation skills. To date, almost 300 MICE operators have graduated.

TCEB is currently developing new courses for yet-to-be-specified ASEAN languages, which it hopes to launch in October this year.

While TCEB's initiative has been well received within the trade, Marina Chinanurakchart, director of sales and marketing, Meeting and Convention Planner Thailand, said the private sector had to take a more active role in improving language skills.

"It's not only English that's required. Chinese, Korean and other languages are also in demand," she said. "Both the government and private sectors must ensure that by 2015 our tourism manpower will be more than capable to handle the increasingly complex MICE market." – Greg Lowe

NEW ZEALAND

New venue for Auckland

New Zealand will enhance its destination appeal to the business events community come mid-/late-2017 when a new convention centre opens its doors in Auckland.

Designed, built and operated by Skycity Entertainment Group, the New Zealand International Convention Centre (NZICC) will cost some NZ\$315 million (US\$249.6 million) to develop.

Located in Auckland's central business district and within walking distance of more than 4,700 hotel rooms and numerous shopping and restaurant precincts, the venue will have public convention and exhibition space capable of accommodating 3,500 delegates at one time.

Tourism New Zealand's chief executive, Kevin Bowler, said the development of NZICC would put Auckland and New Zealand firmly on the radar of conference organisers.

Bowler added: "Holding an event in New Zealand would exceed all visitor expectations. Where else in the world can you find world-class conferencing facilities



close to crystal-clear waters, or explore a stunningly rugged rainforest one hour, and sail on an America's Cup yacht in a glorious harbour setting the next?

"All of this natural beauty, unspoilt by the country's equally impressive cosmopolitan flavour makes New Zealand the perfect place for business and pure leisure."

Auckland Tourism, Events and Economic Development chief executive, Brett O'Riley, believes that Auckland will be poised to host large international conferences with NZICC, adding that the destination's "people, places and conferencing facilities (will) make conference experiences not only magical, but memorable".

IN BRIEF

MyCEB deals more perks

Malaysia Convention & Exhibition Bureau (MyCEB) has launched a mobile app for conferences and the Delegates Privilege Card. The app, offered to conferences with more than 300 international attendees, allows users to access show information and destination guides. The Delegates Privilege Card entitles holders to discounts and perks at participating F&B, retail, entertainment and transport merchants.

New dates for furniture show

International Furniture Fair Singapore (IFFS) has announced new dates for its 2014 edition of the International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and the new Hospitality 360°. The trilogy of events will take place from March 13-16, replacing the initial March 9-12 period. Ernie Koh, IFFS chairman, explained that the change in dates would close the gap between the events and the southern China furniture shows, significantly shortening a buyer's travel duration to 1.5 weeks instead of the original excess of two weeks and saving participants "precious time and money".

The Great Hall opens

A 350-pax incentive group from a multinational company in Singapore became the first client to use The Great Hall, a new event facility part of Bintan Lagoon Resort. Henry Ng, vice president of sales at Mozaic Hotels & Resorts, the management company of The Great Hall, said the venue was chosen for its direct ferry service from Singapore to the resort's doorstep, capacity to accommodate the client's group size, and conference centre with the latest audiovisual system.

Guest satisfaction up for Hilton

Hilton Petaling Jaya has recorded a 12 per cent year-to-date increase in guest satisfaction since major refurbishments to its guestrooms, executive lounge and function spaces were completed in December 2012. Besides raising its quality, the 554-key hotel is seeking to attract more corporate business and meetings "by exposing the hotel to meeting planners and working closely with Malaysia Convention and Exhibition Bureau", according to general manager, Peter Webster.

THAILAND

IT&CMA, CTW unveils new features for 2013

IT&CMA and CTW Asia-Pacific, which will celebrate its 10th year of co-location when it opens its doors at Centara Grand Bangkok Convention Centre in October, will introduce a host of new innovations for buyers and exhibitors, according to the organiser.

A recent survey showed that almost 70 per cent of buyers who attended last year's event made purchases totalling more than US\$45 million within six months, with related sales expected to push the total to more than US\$120 million within the next half-year.

Darren Ng, managing director of TTG Asia Media, the

event's organiser, said IT&CMA and CTW Asia-Pacific 2013 was expected to yield greater benefits for delegates, especially those from Thailand, not only in terms of sales and acquisitions, but also through other valued-added innovations.

"The cost effectiveness of meeting qualified buyers from around the world on home ground makes participating at IT&CMA and CTW Asia-Pacific an opportunity not to be missed," he said.

New initiatives that will be launched this year include an online diary capable of scheduling 100 per cent of

appointments, which provides also messaging services for buyers and sellers; an Association Day & Performance Improvement Forum to be held in collaboration with MCI Group to provide seminar sessions and structured business appointments; and a 4D/3N Luxury Post-show Tour around Thailand for about 20 international luxury buyers.

Meanwhile, the Thai pavilion will be the largest destination showcase at the event, occupying 375m² of floor space, while special packages will be introduced for Thai buyers and exhibitors to entice participation. - Greg Lowe

THE PHILIPPINES

Expect more enchantments

By Karen Yue

Final touches are now being made to an expansion masterplan that will transform Enchanted Kingdom, said to be the Philippines' first and only world-class theme park, into an integrated resort with new attractions, commercial space, hotels and a convention centre.

The current 10-hectare park will span 35-40 hectares once the expansion

is complete, according to Mario Mamon, president of the attraction in Santa Rosa City, Laguna.

The future Enchanted Kingdom will feature a convention centre with a main hall of at least 10,000m² and several meeting rooms, new retail and F&B space, two or three hotels with a target inventory of 500 to 1,000 guestrooms, as well as several new at-

traction zones.

"I expect the first new attraction to be ready by end-2014 and the rest will open progressively," Mamon said.

"There isn't a convention facility south of Metro Manila, and we will fill that gap. It will also allow us to target business events and corporate groups," he said.

The masterplan will be finalised in 3Q2013.



Calendar

August 20-22

IT&CM India
New Delhi, India

September
25-27

PATA Travel Mart
Chengdu, China

October 1-3

IT&CMA and CTW
Bangkok, Thailand

CORRECTION – To get to Pulau Ubin from Singapore, one needs to board a ferry from Changi Point Ferry Terminal, not Changi Ferry Terminal as we had written in our article *Escape to a natural playground* in *TTGmice* May 2013. In the same article, Asian Detours counts DHL among its clients for teambuilding events, not Fujito.

Meetings & Events

Passionately Swiss.™

MÖVENPICK
Resort & Spa Karon Beach
Phuket

Starting from USD 130++ per person for twin sharing and USD 230++ per person for single occupancy.
The rate included • Daily breakfast • Full day meeting package and dinner. • WiFi Internet.

For 50 rooms up, the choices of two from below selections.

• One time 30 minute open bar at Kinnaree Bar*. • Every 25 rooms get one room night free (maximum 3 rooms). • One time a choice of creative coffee break activity (Taichi coffee break, Spa coffee break, and Mob dance coffee break)*. • 2 complimentary upgrade to Villa*.

Stay period valid from now until 31st October 2013.

Call or e-mail our Meetings & Events team at +66 76 396 139 or resort.phuket@moevenpick.com

*Terms and conditions apply.

Mövenpick Resort & Spa Karon Beach Phuket
509 Patak Road, Karon Beach,
Phuket 83100, Thailand
Tel +66 76 396 139 Fax +66 76 396 122
reservations.phuket@moevenpick.com

www.moevenpick-hotels.com

Free meeting package, dinner + more.

*Terms and conditions: 1) The promotion cannot be conjunction with other promotions. 2) The rate is exclusive of 10% service charge, 7% VAT and 1% provincial tax. 3) The hotel will provide 1 Taichi instructor for Taichi coffee break theme and 4 masseurs for Spa coffee break theme. 4) The hotel will provide house pouring liquor brand for 30 minute open bar choice. 5) The upgrade to 2 Villas are subject to availability. 6) The dinner that included in the rate will be a choice of Thai or Asian buffet. 7) Subject to availability.

COVER STORY

Centres of innovation

Think you have seen the best of what these established convention and exhibition centres in Asia-Pacific can offer? Well, they have got more up their sleeves. *TTGmice* finds out what's new

By Karen Yue, Lee Pei Qi, Xinyi Liang-Pholsena, S Puvaneswary, Mimi Hudoyo, Greg Lowe, Prudence Lui, Shekhar Niyogi and Marianne Carandang



➤ AUSTRALIA

Melbourne Convention and Exhibition Centre

Profile Sitting in a beautiful spot in Melbourne's city centre and along the yawning Yarra River, Melbourne Convention and Exhibition Centre (MCEC) offers 52 meeting rooms, a banquet room, a foyer and a 5,550-seat plenary hall that can be divided into three acoustically separate theatres. It is connected to the Melbourne Exhibition Centre which offers 30,000m² of exhibition space, meeting rooms, a 466-seat auditorium and the Clarendon Room.

Health check Describing the global business events industry as "a good news story", MCEC chief executive, Peter King, said his venue was commencing a busy second half of the year.

"The national association market is strong and event rotations are consistent. We have 20 more business events in this next financial year than we did last year, and are hosting some of the largest medical conferences to date including World Diabetes Congress 2013 in December which will attract more than 12,000 delegates. Exhibition business also remains strong with a larger number coming up in 2013/14," King said.

Repeat business remains strong with more than 30 per cent of business returning, and King expects to celebrate 2013 as the "largest revenue year MCEC has seen in its history".

However, King revealed that challenges

existed despite the glowing outlook.

"Tougher segments for us are smaller meetings (which we are) trying to fit around bigger events. Exhibitions with a conference component are also becoming harder to accommodate given space is at a premium. We're running at 100 per cent capacity, so it's about maximising our revenues for the year ahead. We are continuing to look at funding models for the expansion of our exhibition space despite missing out on that in the recent (government) budget," he added.

Biggest catch MCEC will host the largest medical event ever to be held in Australia – XX International AIDS Conference – in July 2014. The six-day event will generate

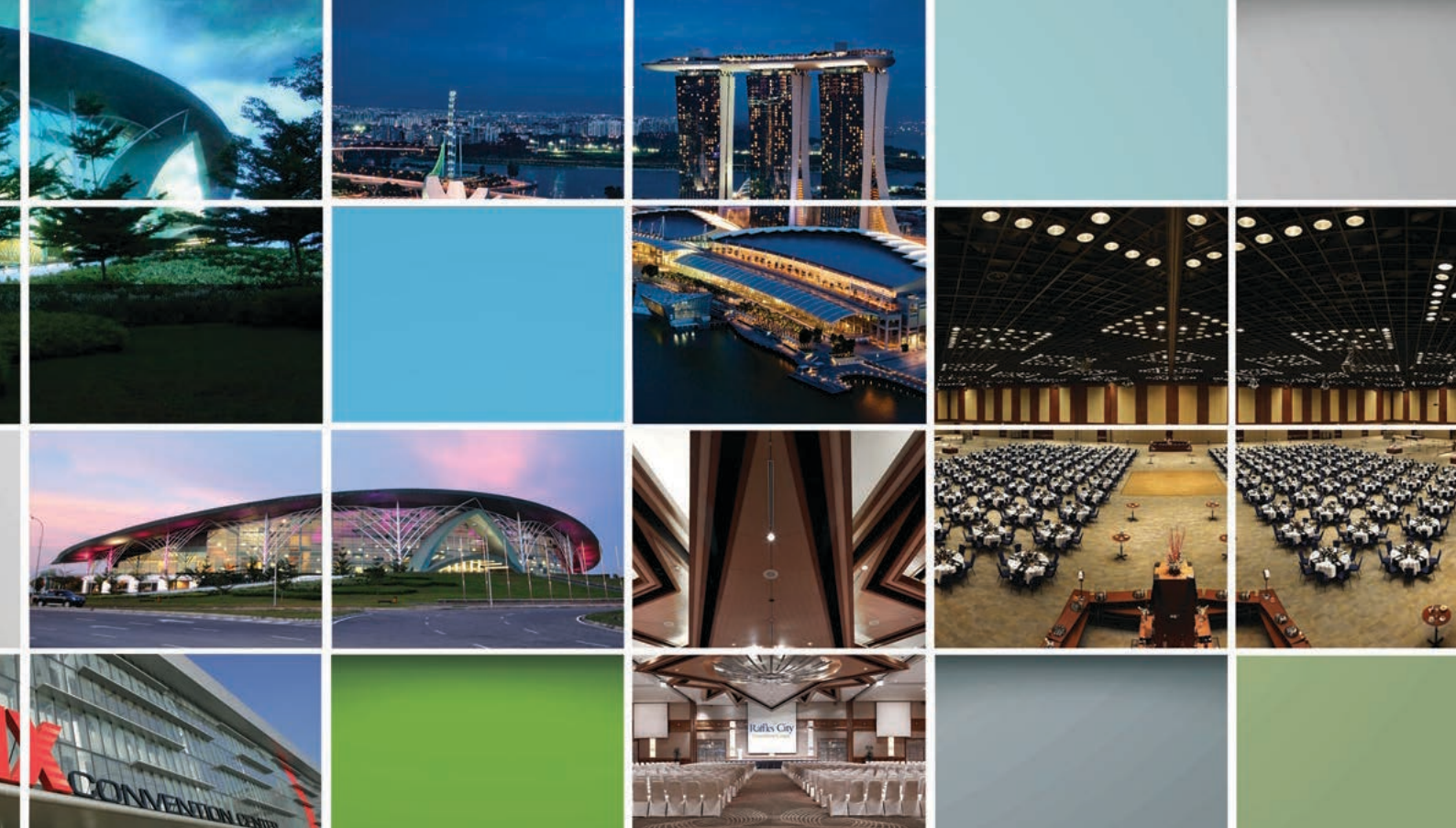
more than A\$80 million (US\$77 million) for the Victorian economy and is expected to attract more than 14,000 delegates worldwide.

What's new MCEC's Digital Signage System was recently re-designed to be versatile and responsive for customers. It includes digital meeting room door cards; LED wayfinding walls, displays and nodes; a video wall at the street entrance; and new social media capabilities. An event based Twitter feed can now be displayed on room door cards and standalone LCD screens – all moderated easily through an iPad interface.

Come late-October, customers will get even more space with a new operable



Melbourne Convention and Exhibition Centre has improved its Digital Signage System



wall for the exhibition centre. The wall can break up larger spaces, is sound proof, light proof and can be packed away when required.

A new menu is also on offer, featuring interactive live cooking stations and cuisine that can be tailored to match the event theme.

HONG KONG

Hong Kong Convention and Exhibition Centre

Profile Located on the waterfront of Hong Kong's Victoria Harbour, Hong Kong Convention and Exhibition Centre (HKCEC) offers 91,500m² of rentable space. It was last expanded in 2009.

Health check The year is expected to be a great one for HKCEC, with five new exhibitions and 29 major conferences in the bag. This is in addition to more than 100 annually recurring exhibitions, 11 of which are the largest of their kind in the world or in Asia, and more than 1,000 corporate functions, banquets and entertainment events that will be staged this year.

HKCEC is also kept busy on the exhibition front, with art, luxury goods and lifestyle shows on the rise. It will host Affordable Art Hong Kong, Art Basel Hong Kong, Watches & Wonders this year.

The centre is presently heavily utilised, according to a HKCEC spokesperson. "(Our) second expansion can only offer short- to middle-term relief from the pressure of a lack of exhibition space in the

city centre. In the long run, Hong Kong needs more exhibition space. Otherwise, the development of its convention and exhibition industry may be affected. Hong Kong may even lose international exhibitions to neighbouring countries or regions because of space constraints."

Biggest catch Watches & Wonders, the first Asia Haute Horlogerie Exhibition organised by the Fondation de la Haute Horlogerie of Geneva, Switzerland. Thousands of Asian retailers will join collectors, journalists and all who are passionate about exquisite timepieces at the event from September 25-28.

What's new HKCEC Management (HML) has partnered UBM Asia in supporting Food Angel, a food recovery programme that aims to save food and care for the community. Unconsumed food at events is donated to those in need.

HML is also enhancing the HKCEC mobile app with a wayfinder tool that is expected to be launched soon.

Joining the social media wave, HKCEC also found its way onto Facebook. The page was launched in April, offering HML a new platform to share information on the centre, CSR initiatives, promotions at its seven restaurants, as well as event updates and highlights. HML hopes to collect comments and feedback from customers and users through this channel.

AsiaWorld-Expo

Profile Connected to the Hong Kong Inter-

national Airport by a footpath, AsiaWorld-Expo (AWE) has over 70,000m² of rentable space.

Health check AWE is expecting healthy growth in 2013, with several new events on the books. The HUB will host a new fashion show concept while the AsiaWorld-Arena will see the execution of major entertainment events such as Michael Jackson The Immortal World Tour by Cirque du Soleil. AWE has also bagged many world-class large-scale events this year that are new to Hong Kong.

Biggest catch Longines Hong Kong Masters, held from February 28 to March 2 this year, was the only five-star accredited equestrian competition in Asia and Hong Kong's first international show jumping event. A space of approximately 25,084m² was transformed into an equestrian wonderland including stables, a village and a competition arena flanked by 2,500 seats. A 700-seat fine dining venue was also built for VIPs.

What's new In a partnership with seven other tourism sellers in Lantau, AWE is offering events a 10 per cent discount on total bill. To qualify, events must be confirmed by September 30 this year and held by August 31, 2014. AWE also recently launched Runway 11, a refurbished venue that offers 4,400m² of space, and Runway Suites, a collection of up to 10 rooms, each capable of seating between 80 and 200 people in a theatre set-up.

COVER STORY

INDIA

Hyderabad International Convention Centre

Profile Managed by Accor, the Hyderabad International Convention Centre (HICC) has a 6,480m² hall for more than 5,000 delegates, which can also be partitioned into six rooms.

Health check According to Rasika Singh, director of sales and marketing with HICC, the venue's calendar of events is made up of 70 per cent corporate events and 30 per cent weddings and social functions. HICC will welcome several events in 2H2013, such as 4th International Conference on Transforming Healthcare with Information Technology (September 6-7), 34th SICOT Orthopaedic World Congress (October 17-19), and World Agricultural Forum Congress 2013 & Agri-Tech Trade Fair (November 4-7).

While acknowledging competition from "big convention cities like Singapore, Dubai, Bangkok and Abu Dhabi", Singh believes that HICC will benefit from the strong destination marketing by the Hyderabad Convention Visitors Bureau and the city's infrastructure and proficient information technology which can support the logistical needs of large events.

Biggest catch The 11th meeting of the Conference of Parties (CoP-11), held last October in conjunction with the United Nations Convention on Biological Diversity, drew more than 5,000 pax worldwide.

What's new HICC has improved its sustainable operations with the development of a state-of-the-art sewage treatment plant to conserve energy and enhance the use of treated water.

INDONESIA

Jakarta Convention Center

Profile The Balai Sidang Jakarta Convention Center (JCC) spans 120,000m² and houses a theatre, two exhibition halls, an assembly hall, a banquet hall, VIP rooms and lounges, and ten meeting rooms, among others.

Health check Encouraged by a "positive first six months" of 2013, JCC general manager, Trikarya Satyawana, has projected an even better second half.

Satyawana said: "This Ramadhan has been unusually busy for us, having received many bookings for break-fast



Jakarta Convention Center earned big from IPA 2013

events organised by corporates. Some have dignitaries in attendance. Just a week after the end of Ramadhan, the Ministry of Foreign Affairs will host the 4,000-pax 2nd Congress of Indonesian Diaspora from August 18 to 20."

JCC would focus on growing its bookings from international conferences and exhibitions, said Satyawana, adding that the venue had recently hosted many site inspections from international PCO/PEOs.

Based on advanced bookings, he expects to achieve the year's target of 15-20 per cent growth in revenue.

Biggest catch The International Petroleum Association Conferences and Exhibition (IPA) ran from May 15-17 this year. For the first time, IPA occupied the whole building, used all products and services provided by JCC, had large catering requirements and consumed a large volume of electricity, power and Internet connection, which meant "high revenues" for the venue, said Satyawana.

What's new JCC began offering free Wi-Fi access to all visitors and organisers at end-June this year. Providing further convenience to visitors, JCC opened an ATM centre in May. A domed food service has also been introduced. Six hot food items and rice are plated on a domed dish and served to delegates attending events that are short on time.

Bali Nusa Dua Convention Center

Profile Bali Nusa Dua Convention Center (BNDCC) impresses with a 70,000m² garden and a 25,000m² building with spaces that can support a variety of events.

Health check BNDCC reported a 50-80 per cent rise in its monthly revenue during the first quarter of this year, said

the venue's general manager operations, Yasintha Hartawan.

Hartawan expects 2H2013 to be better than the first half due to the upcoming Asia-Pacific Economic Cooperation (APEC) Summit and the 9th World Trade Organization (WTO) Ministerial Conference.

As Bali's high season for MICE tends to run from September to mid-December, Hartawan expects to see more corporate meetings as the year progresses and aims to secure a year-on-year revenue growth of 40 per cent in 2013.

Biggest catch The 9th WTO Ministerial Conference, to be held from December 3-6, will bring with it an estimated 7,000 to 9,000 participants. It will be the largest event in terms of attendance BNDCC has ever tackled.

What's new BNDCC is doubling its size before the APEC Summit sweeps in. New facilities include a convention hall, 15 breakout rooms, a five-star hotel with 100 guestrooms and a 150-lot car park in the basement. The new hotel will enable BNDCC to snag small meetings of 50-100 delegates.

Bali International Convention Centre

Profile Managed by The Westin Resort Nusa Dua, the Bali International Convention Centre (BICC) offers up to 26 meeting rooms, a 2,700m² exhibition space, a 2,700-pax ballroom and a 506-seat auditorium, among others.

Health check Just like most MICE players in Bali who are anticipating a buzz in the industry in the lead up to the APEC events, Jason Leung, hotel manager of The Westin Resort Nusa Dua, said BICC was seeing "a lot more corporate activity and

government meetings”.

BICC has enjoyed “significant growth from group business” in 1H2013 and will welcome several international events in the remaining half of the year. Noting good growth from Singapore and Malaysia, Leung said BICC’s focus would be on raising the level of service and experience offered.

Biggest catch Miss World in September and APEC 2013 in October. Leung explained: “Both events are not only important to (the resort) but also to Indonesia. These high profile events will put the destination in the spotlight.”

What’s new BICC has completed a massive refurbishment, giving its interior a strong Balinese flavour, a more prominent front entrance, an open-plan foyer and two new lifestyle areas where delegates can meet and entertain business partners. The Westin Resort Nusa Dua, adjacent to BICC, has also undergone an expansion.

It now has 99 new rooms, signature Prego restaurant and an additional 16 treatment rooms at the Westin HeavenlySpa.

➔ MALAYSIA

Kuala Lumpur Convention Centre

Profile A 3,000-seat plenary hall forms the centerpiece of the Kuala Lumpur Convention Centre, which also comes equipped with a 500-seat plenary theatre, 9,710m² of exhibition halls, a 1,800-pax conference hall, a grand ballroom for up to 2,000 guests, a 800-pax banquet hall and 20 meeting rooms, etc.

Health check The centre has some 30 conventions and exhibitions with an estimated attendance of over 675,000 delegates and guests in the books for 2H2013. Of these events, about 53 per cent are repeats. Notable events include International Fire Security Exhibition & Conference Asia 2013, Cybersec Asia 2013 and Salon Culinaire 2013.



us in good stead.”

Peter Brokenshire

General manager
Kuala Lumpur Convention Centre

Peter Brokenshire, general manager of the venue, said conventions and exhibitions continued to lead the way, while meetings, banquets and other functions were performing within expectation.

“We are confident of meeting, if not exceeding, our internal targets for all segments this year. Key to realising this is to remain responsive to market conditions and to maintain a flexible mind-set to



Be Inspired. *Green Meeting at Regal*

Directly connected to the Hong Kong International Airport within a 2-minute stroll, Regal Airport Hotel features 30 diversified meeting venues including a pillar-free ballroom to accommodate up to 1,500 persons. Our comprehensive Green Meeting Packages provide you a wide range of superb services that incorporates eco-friendly practices including Green “Theme” Meeting Room setting, morning and afternoon “Green” or “Healthy” themed breaks, choice of Green Luncheon and complimentary use of outdoor Garden to make your meeting an inspired and successful one.

Book now at (852) 2286 6286 or email at meet@airport.regalhotel.com




REGAL
AIRPORT HOTEL
MEETING & CONFERENCE CENTRE
CHEK LAP KOK • HONG KONG

9 Cheong Tat Road, Hong Kong International Airport, Chek Lap Kok, Hong Kong.
Tel: (852) 2286 8888 Fax: (852) 2286 8686 Email: info@airport.regalhotel.com

www.regalhotel.com |  

Hong Kong • Chengdu • Dezhou • Foshan • Guiyang • Kunshan • Shanghai • Wuhan • Xi'an • Yantai • Yuncheng • Zhengzhou

COVER STORY

continue achieving better yield management, better use of space and more quality events. I'm confident our approach of enhancing and value-adding with innovative and flexible packages and offerings will continue to hold us in good stead."

Biggest catch The 25th World Gas Conference 2012 drew 5,299 delegates from 90 countries and 13,803 visitors, and took up most of the centre's spaces. To accommodate the numbers, the centre's owners, KLCC (Holdings), built a 2,600m² marquee adjacent to the centre. Hall 6 is used today to cater to larger events.

What's new 2013 has been declared *Year of Culinary Excellence*. The campaign encompasses a host of creative and colourful cuisine arrangements such as state-of-the-art banqueting with hanging pedestals and Chef Showmanship Stations; quarterly cuisine promotions; enhanced themed menus; snack-on-the-go; and an expansion of its banquet menus, day conference packages, *TenOnCall* offerings and public catering outlets with a wider selection of healthy choices.

In March, the *TenOnCall Beanie Experience* was launched, inviting planners to eschew chairs for bean bags in bright colours laid out in their desired configuration. A takeaway coffee/tea is offered, along with titbits, energy booster drinks, energy bars, comfortable slippers and a stress ball.

In April, the centre introduced *Double Loyalty Points Friday*, dishing out extra perks to planners who book *TenOnCall* on Fridays.

Borneo Convention Centre Kuching

Profile The riverfront Borneo Convention Centre Kuching (BCKK) can host a range of events from major international conventions for up to 5,000 delegates to smaller dinner functions and social gatherings.

Health check Following a 30 per cent spike in revenue in 1H2013, BCKK expects 2H2013 to outperform the corresponding period in 2012.

"Key segments driving the business will be conventions, banquets and meetings. Overall, we forecast 2013 to be better than 2012 as more local companies book their business at BCKK. We are confident of meeting the targets for 2H2013. We have a good mix of businesses comprising local, national and regional exhibitions, conferences, weddings and social banquet

events," said CEO Paul D'Arcy.

Biggest catch Organisers of Perfect Living Home & Lifestyle Exhibition, a successful consumer show in Malaysia, inked a five-year contract with BCKK, with two shows booked per year. The first show in Kuching was held from April 25-28 this year, attracting more than 10,000 visitors.

What's new BCKK started offering free Wi-Fi access throughout the venue on March 19 this year. It also rolled out the *Instant Meeting* package which allows planners to book its meeting facilities within 24 hours. A full-day package is priced at RM99 (US\$31) net per person and includes complimentary use of an LCD screen, projector, a plasma TV, a PA system with microphone and other stationery.

PHILIPPINES

SMX Convention Center Manila

Profile SMX Convention Centre Manila has four trade halls spanning 9,130m², a 900m² pre-function foyer with VIP and press lounges and 10 meeting rooms on the second floor.

Health check Corporate meetings at the centre rose almost 50 per cent year-on-year in 1H2013, a feat that Dexter Deyto, SMX Convention Specialist Corp vice president and SMX Convention Center Manila general manager, attributed to the healthy domestic economy. "The local market is performing better than expected due to the good economic climate of the country. Business is good and (clients) are holding more events. We expect to exceed our target of a 14 per cent increase in revenue by year-end, gauging from our first quarter performance where we are up eight per cent over target. Year-on-year room occupancy is also up by 10 per cent."

Association events, exhibitions and corporate meetings are the strongest for the venue, although Deyto expects further growth in local and international exhibitions.

Biggest catch The Asia Pacific Life Insurance Congress, held from February 20-22 this year, drew 2,500 participants. Almost the entire building was used. The congress, last held in the country 10 years ago, also brought the centre business leads from four of the biggest insurance and financial service companies in the country – Sun Life Financial, Pru Life UK, Manulife Financial and Philam Life.



Kuala Lumpur Convention Centre

What's new SMX Convention Centre Manila launched *SMX i-Connect* last April, offering event organisers two new services. One is an event registration system that helps organisers track attendance and enables the exchange of business information between exhibitors and trade buyers at shows. The second service is a push advertising platform that delivers show information to participants via SMX-developed event microsites. The venue also launched *Meetings Plus* packages that bundle room bookings with teambuilding sessions, leisure activities at the nearby SM Mall of Asia and tours.

SINGAPORE

Singapore Expo Convention and Exhibition Centre

Profile Located in an up-and-coming business precinct in Singapore's east, Singapore Expo Convention and Exhibition Centre offers 123,000m² of indoor and outdoor space.

Health check Singapore Expo and its dedicated convention wing, MAX Atria, hosted more than 700 events so far this year. Several of these were new events.

Singex Group, the manager of both venues, was also appointed to manage and co-organise several trade events on behalf of international organisations and trade associations. These come on top of



Singex's own events such as WasteMet Asia in 2012 and GreenUrbanScape Asia, which will be staged later this year.

"We are optimistic about growth this year and our bookings are looking good which is in line with our projection," said Aloysius Arlando, Singex Group CEO, who pointed out that growth segments lie in emerging industries such as waste management, recycling and medical.

Biggest catch RehabTech Asia, which ran from February 27 to March 1 this year, is a partnership between Singex and Fiera Milano, a leading European PEO based in Italy. The inaugural show was described as an instant success with participation from exhibitors from Asia, Europe and America and visitors from all over the world.

What's new The precinct of the centre has been massively improved, making it a far more attractive venue for events. Within walking distance from the centre are hotels – Capri By Fraser Changi City and Park Avenue Changi – and shopping malls.

Sands Expo and Convention Center, Marina Bay Sands

Profile Linked to the iconic Marina Bay Sands, the Sands Expo and Convention Center has a capacity for 45,000 delegates, 2,000 exhibition booths, 250 meeting rooms and what is said to be South-east

Asia's largest ballroom.

Health check The centre hosted 15 tradeshows and MICE events in 1Q2013 alone, included a 500-pax incentive group from Amway Japan in February. 2Q2013 continued to see a stream of international business events such as Tokyo Auto Salon Singapore 2013, Global Security Asia 2013 and Tax Free World Association Asia Pacific Conference & Exhibition 2013.

John Mims, senior vice president worldwide sales & resort marketing, Las Vegas Sands Corp, said: "We expect the momentum to carry on into 2H2013 with many key events secured in the centre, such as Singapore International Energy Week 2013 and IBM InterConnect Conference 2013.

"The exhibition segment and the corporate meetings segment have performed well since the start of the year due to...a stable economy, presence of regional corporate headquarters in Singapore, excellent meeting facilities, good air links and most importantly, businesses looking to ride the Asian wave from a safe haven like Singapore."

Biggest catch Tax Free World Association Asia Pacific Exhibition and Conference 2013, the top exhibition in Asia for the past 15 years in terms of quality buyers, exclusive exhibitors and stunning booth designs.



John Mims

Senior vice president worldwide sales & resort marketing
Las Vegas Sands Corporation

What's new *Green Meetings*, as part of the *Sands ECO360° Meetings Program*, aims to provide environmentally preferable options to meeting planners and clients. One of the unique features of *Green Meetings* is the Green Meeting Concierge who support clients from day one. A post-event sustainability report called the Sands ECO360° Event Impact Statement will also be provided to the client.

The centre also launched the Marina Bay Sands Conference application to help organisers create richer experiences for

their audiences. Organisers can use the application to share show content with key stakeholders, while delegates can share photos from the event and network with others via in-application messaging.

The third offer this year is the *Sands Rewards Meetings* programme, a loyalty programme that is exclusively available to organisers who hold their events at Marina Bay Sands. Organisers can earn rewards as they host events, dine, shop and entertain at the integrated resort. The rewards can then be redeemed at future events and at over 175 Sands Rewards outlets across the property. Loyalty members are also entitled to several privileges, including dining events and access to pre-sale theatre tickets and exhibitions at ArtScience Museum, among others.

Raffles City Convention Centre

Profile Located in the city centre and connected to two hotels – Fairmont Singapore and Swissotel The Stamford – Raffles City Convention Centre (RCCC) has more than 6,503m² of meeting and convention facilities.

Health check Aiden McAuley, managing director of Fairmont Singapore and Swissotel The Stamford, said RCCC was "on target to not only meet, but exceed our forecasted budget for this year".

"There is a lot of potential for us to (win) more business from various segments and markets due to RCCC's distinct history in hosting international events. The key for us is to maintain our competitive edge and provide our distinct brand of service excellence. These factors will help us to continue to grow our niche markets despite the developments in other city-centre venues," he said.

Biggest catch An unnamed major international convention held over three days earlier this year. It was attended by almost 1,000 delegates, generating a spillover income for RCCC's two sister hotels and exceeding the centre's revenue expectations by over 30 per cent during that period.

What's new RCCC recently underwent a S\$4 million (US\$3.2 million) renovation which saw improvements being made to three ballrooms, meeting rooms, foyer and the Executive Conference Centre. Besides hardware upgrades, McAuley said a "great emphasis" was also placed on continuously improving the level of service excellence.

Other new features at RCCC include the introduction of a team of conference

COVER STORY

concierges who act as a liaison between the planner and the various hotel operational departments, and a wider selection of healthy options during coffee breaks.

Suntec Singapore International Convention and Exhibition Centre

Profile Suntec Singapore International Convention and Exhibition Centre reopened in June for business after pulling the shutters for major renovations in 2012. There are exhibition halls across levels two, four and six, and flexible meeting space on level three.

Health check The new generation Suntec Singapore hosted its first event – Special Olympics Singapore National Games Closing Ceremony – on June 3, and business for the rest of the year “is looking very positive with high demand and a strong line-up of confirmed events”, said CEO Arun Madhok.

“Customers old and new have all expressed their growing anticipation in exploring how our centre can contribute to the success of their events. The months of June to August are full and we have had to close bookings for this period,” he added.

“All revenue channels are forecasting healthy returns. We expect growth in confex events. Our media sales channel is also expected to experience double-digit growth due to the additional digital media options that are now available at the centre.

Biggest catch The inaugural biennial LTA-UITP Singapore International Transport Congress and Exhibition 2013, jointly organised by the Land Transport Authority of Singapore, the International Association of Public Transport and MSI Global. It will be held from October 7-10 this year.

What's new Suntec Singapore is developing a state-of-the-art technology suite to improve processes, connectivity and control. For example, free wireless LAN connectivity will be offered to all delegates, allowing 6,000 devices to be connected simultaneously throughout the entire facility.

The new online Customer Portal allows organisers to visualise their event, configure their floor plans and select their F&B options and other amenities before the event. Changes and requests are made directly in the system and confirmations are updated in real time.

The centre also boasts an intelligent building management system that moni-

tors and maintains the venue's ecosystem at optimal comfort levels for delegates while optimising energy consumption depending on scheduled activities and existing environmental conditions across multiple simultaneous events.

THAILAND

Bangkok Convention Centre at CentralWorld

Profile Boasting a central location in Bangkok's city centre, Bangkok Convention Centre (BCC) at CentralWorld comprises a convention hall for 6,000 pax, theatre-style; World Ballroom for 800 pax, banquet-style; 15 Lotus Suites meeting rooms for 10-400 pax; and a 19-seat boardroom. It is supported by a 505-key Centara Grand hotel.

Health check Centara Grand and BCC at CentralWorld is forecasting solid growth this year with bookings for 1,253 events and 1,155,324 visitors. This follows on from very strong performance last year, where a “phenomenal first quarter” netted a large volume of events which had been postponed due to the flooding in Bangkok and surrounding areas in late 2011, according to the venue's general manager Robert Maurer-Loeffler.

“During the year 2012 we had 1,021 events with a total of 1,032,917 participants,” he said. “For 2013 we have 1,253 events scheduled, which would give us 1,155,324 participants. This is very much in line with our projections, and does we feel reflect the strength of the MICE sector in Thailand.”

While Maurer-Loeffler expects business to be steady throughout the year, the convention centre generally does more trade in the first-half. Exhibitions account for the majority of the venue's turnover with the rest coming from domestic MICE, corporate events, and an increasing number of concerts. Repeat customers are another key driver of the convention centre's overall trade.

He said: “IT&CMA is a good example of this,” he said. “They were our first major event in 2007 and they keep coming back each year. We'll be celebrating our 10th anniversary with them soon.”

The medical and pharmaceutical sectors are Centara's main source of bread and butter, with events typically combining conventions for medical professionals with exhibitions from related research providers and technology/equipment firms.

“The medical institutions in Thailand

are very good, as are the universities. They have budgets from major pharmaceutical companies to hold national, regional and even international events,” he said, adding that the centre is also a popular choice for consumer product manufacturers with major brands such as Samsung opting to use it for their local and regional product launches.

Centara wants to bring in more small meetings groups, according to Maurer-Loeffler, and it launched its M23 facility earlier this year to target that segment.

More importantly, he believes the centre must do more to tap trade with India and China. “We're getting business (from those markets) but we are not there in the way I would like us to be. These are the two big emerging economies. They are travelling a lot and there is great potential for more MICE.”

Biggest catch Maurer-Loeffler cited the Prince Mahidol Award Conference 2013 as one of the major draws in 1Q2013. The event, held in the last week of January, is an annual invite-only conference that provides a key forum for discussing global health issues and devise policy responses to these, while highlighting the latest developments in research. It culminates with the award ceremony.

Another feather in the cap for the



centre was the recent World Newspapers Congress, which takes place every four years. Held from June 2-5, the event drew 5,440 participants with 1,327 room nights.

What's new BCC at CentralWorld opened M23, a 1,000m² meeting space targeting smaller groups, earlier this year. The facility features four boardrooms, each with a capacity of 18-50 people, audiovisual equipment, high-speed Wi-Fi access and stationery. There is also an open kitchen where chefs cook live for delegates. The space doubles up for cocktail receptions, while the terraces can be used for cocktails and barbecues.

Also new is CentralWorld LIVE, a 3,500m² venue which was launched in mid-2012. While the space's operation comes under the remit of the adjoining CentralWorld mall, the convention centre is making more use of the venue and is increasingly packaging it along with its standard meetings facilities.

Two new packages are on offer too. The *Executive Full Day Meeting Package* for M23 costs 1,800 baht (US\$59) net per person with a choice of lunch venues: an international buffet at The World, an ASEAN buffet at Ginger or a private luncheon at M23. The same package is available with a business set lunch at Fifty Five for 2,000 baht net per person.



IMPACT Muang Thong Thani, Bangkok

Profile IMPACT Muang Thong Thani is armed with over 140,000m² of indoor space in the form of IMPACT Challenger, a cluster of three interconnected halls; IMPACT Exhibition Center which comprises eight multi-purpose halls; IMPACT Forum convention centre; IMPACT Arena; and other function rooms. It is supported by the 380-key Novotel Bangkok IMPACT.

Health check IMPACT is on track to hit its year-end target of 900 events and around 17 million visitors, marking a steady improvement on last year's 800 events and 15 million visitors, or growth of about 12.5 per cent, according to general manager Loy Joon How.

While Loy prefers to keep IMPACT's financial results close to his chest, he is "expecting our business momentum to continue for the rest of the year and we're targeting a progressive increased occupancy of 62-65 per cent".

Business has been pretty constant throughout the year-to-date and the trend is expected to continue during the second-half.

"We lack the peak and off-peak seasons that you get in markets like Europe. We're not so seasonal here," he said, adding that IMPACT's steady stream of trade means the venue expects to generate about half of its business – some 450 events – in the final six months of the year.

Asia remains the biggest source market for IMPACT in terms of both the event bookings and delegates.

While the centre works hard at its own sales and marketing initiatives, Loy said the uptick in business last year and this year's continued positive growth trend were also due to the healthy condition of Thailand's MICE industry.

IMPACT benefits from Thailand's position as a key location for major exhibitions, however the venue needs to work harder on building other areas of its business.

"The main bulk of our revenue comes from exhibitions. Although we've had an increase in the number of meetings, these are not large-scale events so they're not contributing much in terms of revenue. We have to work harder on targeting bigger meetings in the nature of large-scale international conventions and seminars," said Loy.

While there are no immediate expansion plans, the centre will start renovating

IMPACT Exhibition Center halls one to eight, and intends to build a new hotel, possibly a 500-room three-star property, to complement Novotel Bangkok IMPACT.

Biggest catch ITU Telecom World 2013, which will take place from November 19-22, will cover 40,000m² of exhibition space and bring in some 10,000 delegates from around the world. It is the International Telecommunication Union's annual global event for the ICT industry which provides an international platform for high-level debate and information and knowledge-sharing.

The Connect Asia-Pacific summit will run alongside ITU Telecom World and is a high-level event comprising ICT ministers, chief executives, policymakers and other stakeholders from across the region. They will meet to discuss how to close technology gaps and improve telecoms capacity and penetration throughout Asia-Pacific.

What's new IMPACT's *Complete Meetings Package* offers one-night's accommodation in a standard room with a buffet breakfast at the adjoining Novotel Bangkok IMPACT. Included in the deal are free Wi-Fi access throughout the property, two coffee breaks, lunch, use of a state-of-the-art meeting room with full audiovisual facilities and stationery kits for delegates. The package costs 1,675++ baht per person per day based on double occupancy. A minimum of two meetings rooms and 100 guestrooms must be booked to qualify for the package which runs until September 30, 2013.

Also new is *iCon*. Targeting the convention market, iCon is available at three levels – Classic, Gold and Platinum – and requires a minimum of 500, 1,000 and 2,000 delegates per day, respectively. The package incorporates breakout rooms with equipment, a coffee break, one night's accommodation plus two breakfasts for an organiser during the function. Meetings must run for at least two consecutive days to qualify. Offer expires September 30.

As well, IMPACT has improved its event management services to provide more support for organisers who want to rent space but lack the resources for operations or logistics management. A dedicated events management arm offers services that range from providing coordination and onsite operational and logistical support, to assisting in marketing and sales. ■



A display of fortitude

As Japan bounces back from the 3/11 doldrums, it remains to be seen if the country's MICE sector can overcome internal challenges, writes **Hannah Koh**

Much has been made of why Japan isn't the best MICE destination in Asia, owing to its high prices, the language barrier and the lack of large-scale convention venues in the country. Furthermore, the Great Tohoku Earthquake in 2011 sucker-punched the entire travel industry, sending hotel occupancies and arrivals tumbling.

Two years on, Japan's MICE sector is showing strong signs of revival, thanks to a falling yen and dwindling fears of nuclear radiation.

Japan muscled up from the 13th to eighth spot for global association meeting destinations in 2012, according to ICCA's latest ranking. More significantly, its 341 qualifying meetings earned it the top spot for association meetings in Asia.

Notable events in 2012 include the An-

nual Meeting of the Boards of Governors of the International Monetary Fund (IMF) & the World Bank in Tokyo, drawing 10,000 delegates including US president Barack Obama, the Annual SWIFT Conference and Exhibition in Osaka (6,300 delegates) and the 9th Annual Meeting for the International Society for Stem Cell Research (3,500 delegates) in Yokohama.

Confidence in Japan's MICE sector has steadily picked up. Kazuko Toda, director, business events team, Tokyo Convention & Visitors Bureau (TCVB), said: "We have the most international bids (now) in the last 10 years. What's more, we have hosted many incentive groups in Tokyo, such as one from an Indonesian company (3,200 pax), one from a life insurance company from Singapore (500 pax) and one from Taiwan (2,000

pax). A group with 1,250 guests from India is coming this spring."

At the same time, Kenji Goto, managing director of Hotel Okura-JAL Hotels, recorded a total of 380 MICE bookings last year for the group's Tokyo properties, a 30 per cent increase over 2011. Hotel Okura Tokyo partially hosted the IMF conference in December. "We expect five to 10 per cent more bookings in 2013," he shared.

Despite the strong standing of Japan on the ICCA survey, Japanese cities were unable to break into the top 20. Tokyo and Kyoto came in 31st and 36th respectively, Fukuoka and Kobe also made the top 100 at 97th and 100th, while Yokohama climbed seven spots to 125th.

Explaining the conspicuous absence of Japanese cities among the top spots, Kana Nomoto, chief coordinator, con-



vention sales department, Yokohama Convention & Visitors Bureau (YCVB), said: “One, Japan has a big domestic meetings market with strong Japanese hosts, and so many of the meetings held in Japan are domestic but with a large number of international delegates. Since the meeting itself does not rotate among three countries, they are not counted in the ICCA rankings.

“Two, Japan, although a small country, has many cities capable of holding international meetings, and they all aim for the small pie. The number of meetings held in Japan is shared among the cities in Japan,” she added.

On why Tokyo was being outdone by other Asian cities such as Singapore, the region’s top conventions city, TVB’s Toda commented: “Sometimes our convention centres cannot accommodate large-scale conventions that are accompanied by large-scale exhibitions over 10,000m², for example.”

The needs disparity between foreign planners and local providers, whether in terms of infrastructure or culture, has also been a stumbling block in bringing in more international events, Toda pointed out.

She said: “Although we receive requests for holding events at temples and

museums from foreign MICE planners, we have not been successful so far because of regulations and other reasons. Our variety is not (wide) enough yet to meet the needs of foreign MICE planners.”

Hotel Okura-JAL Hotels’ Goto pointed out: “In Japan, there are weddings over most weekends, so we face difficulty in (reserving) meeting space for (business) events. But most foreign organisers don’t know about this and think weekends should be slow (for hotels).”

“Japan, although a small country, has many cities capable of holding international meetings, and they all aim for the small (meetings) pie.”

Kana Nomoto

Chief coordinator, convention sales department, Yokohama Convention & Visitors Bureau

Makio Tanaka, senior manager, national sales, Japan, IHG ANA Hotels Group Japan, said InterContinental properties in Tokyo benefited from a stream of US corporate travellers familiar with the brand, who make up 40 per cent of occupancy.

However, Japanese functions comprised 80 per cent of events at the group’s properties, while foreign events made up the rest.

Japan’s traditional reliance on domestic business has ironically forced the country to turn to foreign MICE in recent years as its population dwindles, according to industry experts. Both Tokyo and Yokohama CVBs also revealed that they were targeting the entire Asian market for MICE.

The Japanese National Tourism Organization is also stepping up its MICE efforts, through the roll-out of a dedicated site for MICE planners, launched on April 22 (see Need to Know, page 23).

Having identified MICE as one of the six pillars of its Tokyo Tourism Plan for 2013-2017 strategy, the Tokyo Metropolitan Government has doubled its subvention amount from 10 million yen (US\$100,000) to 20 million yen per meeting.

Toda said the city’s CVB was in the midst of conducting market research and would unveil further initiatives in the near future.

Yokohama has recently rebranded itself as *Japan’s First Port of Call*, partially to highlight its proximity to universities and research institutes and its designation as the centre for life innovation research by the Japanese government. The city will participate in IMEX America this year.

YCVB’s Nomoto also noted that the Japanese government was moving towards loosening visa requirements for more Asian countries such as China, Thailand and Malaysia, which would make corporate and leisure travel to Japan easier.

Meanwhile, Japan’s rocky relationship with China is also pushing its travel trade towards South-east Asia.

Hideki Okuma, planning department director of Osaka-based Japan Holiday Travel, which handles many Chinese incentives, said: “While we still get a lot of Chinese visitors, we want to focus on South-east Asia and have just started doing so at the beginning of this year.”

Nomoto added: “The biggest challenge (for Japan) is cost. Compared to many Asian destinations like Malaysia, Thailand, Indonesia and China, Japan is pricier.

“But with the yen weakening recently, we are seeing a rise in the number of leisure visitors from countries like Thailand and Malaysia. I hope (this will happen) to the MICE segment very soon.”

In spite of numerous obstacles, Japan still retains its lustre for the international business events community.

Shirlyn Toh, general manager, M-Asia Travel Singapore, said: “MICE trips to Japan were expensive before, but now we are receiving enquiries for the October-November period, with a 120-pax incentive group being our biggest. I foresee demand will grow by another 20 per cent by year-end.”

Said Alicia Seah, CTC Travel Singapore: “Japan is still an attractive destination for MICE as it has a lot of facilities, rich culture and great shopping.”

Seah pointed out that MICE travel from Singapore to Japan comprised mostly incentive trips of three to five days to areas such as Osaka and Fukuoka, while Tokyo was usually chosen by companies heading to Japan for the first time.

She shared that a big apparel company had taken its team to Japan to study shopfront displays and the retail scene there. “This is the kind of MICE appeal Japan can offer,” she said. ■

NOW FOR JAPAN

A World of Hospitality, A World of Difference

High-tech, high-touch and high-achieving, Japan delivers a new value proposition for Asia's MICE planners

JAPAN is on an upswing. It is now more accessible and affordable than ever, giving visitors an unprecedented window of opportunity to plan the journey of a lifetime. Discover amazing hospitality, shopping, dining, technology, culture and heritage. Japan is everything you had imagined and much, much more. It's the cutting-edge of innovation and an inspiring showcase of electronics, food, design, fashion, architecture and heritage.

For a truly memorable experience, meet in Japan!



Best shopping and dining



SHOPPER'S PARADISE

The world's most discriminating consumers have created a consumer culture like no other. Expect excellent service, beautiful presentation and an amazing selection in everything from fashion to electronics. Shop 'til you drop at megastores, arcades, boutiques, specialty stores and, sometimes, a whole neighbourhood dedicated to a single product category.



FOODIE'S HEAVEN

From street snacks to multi-course meals, Japan's food scene has something for everyone. From sushi to sukiyaki, tempura to yakitori, everything just tastes more authentic in Japan. Don't miss too the *izakaya* (casual pubs) for their inexpensive meals or the *depachika* (food halls of department stores) for their stunning variety and mouth-watering displays.



TOKYO

**Super city and
a universe in itself**



Contact

Tokyo Convention & Visitors Bureau
Email: convention@tcvb.or.jp
<http://www.businesseventstokyo.org/en/>

TOKYO is a window into the soul of Japan. It is the nation's political, economic and cultural centre and a city at the forefront of world trends. Visitors come to see how Japan's best work and to gain an insight into Japan's culture of innovation and excellence. Let the Japanese people's talent for MICE take your events to a new level. Make good on Tokyo's astounding array of hotels, venues, restaurants and attractions, and create more exciting options for your clients. With almost seamless connectivity, planners can also tap additional facilities and attractions in neighbouring cities such as Yokohama, Chiba, Saitama and Tsukuba.



No time? Go to Asakusa for the famous temple with the signature red lantern (Senso-ji) and its bustling shopping street full of cute souvenirs and amazing snacks (Nakamise-dori).

UNIQUE VENUES



Happo-En – A modern MICE facility set in a traditional Japanese garden right in the heart of the city. www.happo-en.com/english/index.html



Tokyo City View – At the Roppongi Academyhills MICE venue on the 49th floor of Mori Tower. www.academyhills.com/english/index.html



Tokyo International Forum – A landmark MICE complex offering world-class facilities and superb accessibility. www.t-i-forum.co.jp/en/

OSAKA

**Economic powerhouse and
a vibrant food culture**

OSAKA is the largest city in the Kansai region, which also includes Kyoto, Kobe and Nara. The region is increasingly accessible thanks to new direct connections from low-cost carriers. With Kyoto and Nara less than an hour away, Osaka allows planners to also include the many world famous attractions there in their programmes. This city of 2.7 million is a major business and manufacturing hub and there is a certain energy about it. Its lively food culture has rightfully earned the city a "Kuidaore" (eat until you drop) reputation.



UNIQUE VENUES



Taiko-en – Located within the magnificent Japanese garden Taiko-en are banquet halls, restaurants and tea lounges. www.taiko-en.com/e/index.html



Osaka Aquarium Kaiyukan – One of the largest aquariums in the world offers a dinner cruise and VIP room for receptions. www.kaiyukan.com/language/eng/index.htm



Osaka City Central Public Hall – This Neo-Renaissance redbrick building features a restaurant serving a "nostalgic" menu. osaka-chuokokaido.jp/english/index.html



Osaka's neon-lit Dotombori area is a dining, shopping, entertainment and people-watching hotspot, with a mind-boggling array of shops and restaurants.

PERFECT DAY TRIPS

From Tokyo Mount Fuji



Two hours' drive from Tokyo, Mount Fuji and its surrounding Fuji Five Lakes district have inspired climbers, artists, photographers and musicians for centuries. It is possible to climb Mount Fuji in a day – the shortest Fujinomiya Route (10km) takes climbers from Station 5 to the summit in about five hours and down in two and a half hours. Climbing season is July and August.

From Osaka Kyoto, Nara



Kyoto is home to many world-famous shrines and gardens. 30 minutes by Japan Railways train from Osaka.



Nara is Japan's first capital and boasts a wealth of historical sites. 40 minutes by Japan Railways train from Osaka.

Contact

Osaka Government Tourism Bureau
Email: convention@ogtb.jp
<http://www.osaka-info.jp/en/>



During Sapporo's world-famous Snow Festival, the city becomes a playground for people of all ages.

UNIQUE VENUES



Sapporo Beer Garden – All of Hokkaido's greatest foods under one roof, including the famous Genghis Khan grilled mutton buffet and the world famous beer. www.sapporo-bier-garten.jp/foreign/english.php



Okurayama Ski Jump Museum – Come for the breathtaking views from the viewing lounge as you ascend to the peak of the mountain on the double lift. www.sapporo-dc.co.jp/eng/index.html



The Glass Pyramid at Moerenuma Park – A dramatic setting for MICE events, against a backdrop of wide open green spaces dotted with modern sculptures. www.sapporo-park.or.jp/moere/english.php

SAPPORO

A beautiful city for all seasons

The host of the 1972 Winter Olympics is a beautiful city through all four seasons. But it is in winter that city truly shines, when the Sapporo Snow Festival draws visitors of all ages to stroll the city's colourfully decorated streets and soak in the festive atmosphere. Just playing in the fluffy snow is a great experience in itself. Wintersports enthusiasts will certainly have the time of their life. Laid out in a grand urban plan, Japan's fifth largest city is also well known as the birthplace of the country's first brewery Sapporo Beer (1876). Beyond city limits, mother nature beckons with breathtaking wide open spaces, amazing wildlife and a grandeur comparable to the Canadian Rockies.

Contact

Sapporo Convention Bureau
E-mail: convention@plaza-sapporo.or.jp
<http://www.conventionsapporo.jp/>



Open spaces and greenery in Sapporo.

Highlights of a visit to Sapporo include an excursion to Otaru for seafood or Niseko to feel the soft, powdery snow in winter.

Closest to mainland Asia, these two cities stand apart with their distinct identities, each offering something unique for MICE visitors.

FUKUOKA

FUKUOKA is Japan's sixth largest city and is ranked number two for international conventions. Its visitor facilities are well developed, and there is a wealth of entertainment and cultural attractions for MICE groups. The weather is mild, the people friendly and the shopping outstanding. Fukuoka's coastal position also means that seafood here is top-grade.



Fukuoka Convention Zone comprises several purpose-built MICE venues. www.marinemesse.or.jp/eng/



Nakasu Kawabata Arcade – A shopping street full of local colour and flavours.



The Yatai street stalls serve meals along city streets in the evening.

Contact

Fukuoka Convention & Visitors Bureau
Email: fcvb@welcome-fukuoka.or.jp
<http://www.welcome-fukuoka.or.jp/english/>

OKINAWA



Okinawa Convention Center is the largest MICE venue in Okinawa. <http://www.oki-conven.jp/en/>



Ryukyumura – A MICE venue showcasing Ryukyuan culture. www.ryukyumura.co.jp/official/lang/english/



Okinawa Churaumi Aquarium is available for private receptions. oki-churaumi.jp/en/index.html

BEST known for its sub-tropical climate, Okinawa is all about sunny skies, blue seas and having a good time. But there is also a wide range of MICE facilities with plenty of cultural and natural attractions. On Okinawa's main island is the bustling capital Naha and the purpose-built Okinawa Convention Center.

Contact

Okinawa Convention & Visitors Bureau
Email: mice@ocvb.or.jp
<http://mice.okinawastory.jp/en/>

Japan for MICE: 6 Reasons

1 Japan is a leader in technology and industry

A visit to Japan is a great learning experience. Business groups are able to visit the showrooms, research centres or production facilities of some of the biggest names in Japanese industry. This opportunity to observe upclose how the Japanese work is a major attraction for Asian visitors.



3 World-class hospitality and service

The service-oriented culture of the Japanese people is the cornerstone of Japan's MICE industry. Courtesy, diligence and attention-to-detail are hallmarks and indeed the competitive edge of Japan's MICE professionals which has enabled planners to achieve more in Japan.



5 A varied landscape for endless possibilities

Japan is a land of contrasts – its urban sprawl is almost science fiction, yet beyond city limits, villages stand fairy tale-like in a land forgotten by time. Thanks to Japan's modern transportation system, planners can include more destinations to plan a trip that truly captures the interests of participants.



2 A proven track record in meetings and events

The Japanese MICE infrastructure is a very developed one. The high level of professionalism and close cooperation among Japan's MICE organisations has enabled Japan to host some of the world's most prestigious events such as the 2012 Annual Meeting of the IMF and World Bank Group.



4 A fun and once-in-a-lifetime experience

Japan holds a special place in the world's imagination. But the reality is even more exciting. In Japan, MICE visitors can learn sushi-making from the masters, enjoy a tea ceremony in a beautiful garden setting or go behind the scenes at a high-tech factory – all unique, eye-opening experiences.



6 Easy accessibility from anywhere in the world

All major airlines of the world fly to Japan. In addition to Tokyo's two airports, many international carriers have also started flying direct to Osaka, Sapporo, Fukuoka and Naha. For Asian visitors, this improved connectivity has translated into more affordable fares and shorter flight times.



AT YOUR SERVICE

The Japan Convention Bureau and Japan National Tourism Organization (JNTO) are well-equipped to assist overseas MICE planners and organisers.

Japan Convention Bureau (JNTO)

10th Floor, Tokyo Kotsu Kaikan Building, 2-10-1 Yuraku-cho, Chiyoda-ku, Tokyo, 100-0006, Japan
Tel: +81 (0)3 3216-2905
Fax: +81 (0)3 3216-1978
E-mail: convention@jnto.go.jp
URL: <http://www.jnto.go.jp/MI/eng>

Japan Convention Bureau, Seoul (JNTO)

Hotel President 2F 188-3, Eulchiro 1-ga, Jung-gu, Seoul, South Korea
Tel: +82 (0)2 777-8601
Fax: +82 (0)2 777-8612
URL: <http://www.welcometojapan.or.kr/>

JNTO Beijing

Unit 2801 28th Floor SK Tower, No. 6 Jia Jian-guomenwai Avenue, Chaoyang District, Beijing 100022, China
Tel: +86 (0)10-5971-2736
Fax: +86 (0)10-5971-2739
URL: <http://www.welcome2japan.cn/>

JNTO Shanghai

Room 1412, Ruijing Building, M205, Maoming South Road, Shanghai 200020, China
Tel: +86 (0)21-5466-2808
Fax: +86 (0)21-5466-2818
URL: <http://www.welcome2japan.cn/>

JNTO Hong Kong

Unit 807-809, 8/F, Prosperity Millennium Plaza, 663 King's Road, North Point, Hong Kong
Tel: +852 2968-5688
Fax: +852 2968-1722
URL: <http://www.welcome2japan.hk/>

JNTO Bangkok

10th Floor Unit 1016, Serm-Mit Tower, 159 Sukhumvit 21 Rd, Bangkok 10110, Thailand
Tel: +66 (0)2 261-3525
Fax: +66 (0)2 261-3529
URL: <http://www.yokosojapan.org/>

JNTO Singapore

16 Raffles Quay, #15-09 Hong Leong Building, Singapore 048581
Tel: +65 6223-8205
Fax: +65 6223-6035
URL: <http://www.jnto.org.sg/>

JNTO Sydney

Suite1, Level 4, 56 Clarence Street, Sydney NSW 2000, Australia
Tel: +61 (0)2-9279-3177
Fax: +61 (0)2-9279-3166
URL: <http://www.jnto.org.au>



Readying for Muslim travel boom

By Hannah Koh

Caught between a shrinking domestic market and weaker Chinese arrivals amid shaky political ties, Japan has turned its gaze to the Muslim market – an increasingly affluent force in travel today.

Based on the *Global Muslim Lifestyle Travel Market 2012* report, the global Muslim travel segment accounted for US\$126.1 billion in outbound expenditure in 2011 and is forecasted to hit US\$192 billion, or 13.4 per cent of global tourism expenditure, by 2020. Of particular interest is Indonesia, now the fourth largest outbound Muslim source market after Saudi Arabia, Iran, the UAE and Kuwait.

According to Japan National Tourism Organization (JNTO) figures, Malaysian arrivals for 1Q2013 numbered 32,000, a rise of 14.1 per cent year-on-year. Indonesia posted 24,900 arrivals, a significant 43.8 per cent rise year-on-year.

Japan has since rolled out a slew of marketing measures targeting the Muslim markets. JNTO is set to open its Jakarta office this month and has launched a Muslim travel guidebook of Japan in March, while the inaugural Japan-ASEAN Travel Mart was held in Tokyo in May this year.

Speaking during a presentation at the Japan-ASEAN Travel Mart, Apple Vacations Singapore's executive director, P S Cheong, said: "Over the last two years, more and more restaurants are handling halal food and offering halal products, making it easier for us to put together packages."

Some 60 per cent of incentives handled



Dennis Tortona

Senior sales and marketing supervisor, foreign inbound department, Okinawa Tourist Service

"We want hotels and restaurants to be aware of the Muslim market, a new market for Japan..."

by his company were outbound to Japan.

He observed: "There are different ranks of Muslim travellers, with some more fixed in their requirements. Some will accept eating at an alcohol-free restaurant, others will prefer to have completely halal food."

"Indonesians are flexible and tolerant. If they can experience authentic Japanese food, (they do not mind eating in non-halal establishments and) will just order food without pork in it," said Hernita Tri Laksmi, chief manager of Japan Airlines subsidiary, Jalan Tour Jakarta, which sent 10,000 corporate travellers and 2,000 travellers on series tours, incentives and FIT package tours a year to Japan.

Outbound travel agencies in South-east Asia are paying more attention to the requirements of the burgeoning market. Apple Vacations Singapore, for instance, is developing Apple Muslim division.

However, Dennis Tortona, senior sales and marketing supervisor, foreign inbound

department, Okinawa Tourist Service, noted a lack of awareness of and interest in attracting Muslim travellers among Japanese inbound operators despite the country's potential.

"We want hotels and restaurants to be aware of the Muslim market, a new market for Japan which requires study/research and flexibility," he urged.

"In lieu (of getting halal certification immediately among dining outlets), we are promoting Muslim-friendly tours that feature hotels and restaurants that are little by little adjusting their establishments to cope with the needs of our Muslim brothers and sisters during their tours in Japan."

Okinawa Tourist Service has so far hosted about 200 Muslim travellers from Singapore, Malaysia and Indonesia on the company's JATA Grand Prix-winning Muslim Okinawa 5D/4N tour as well as small incentive groups from Malaysia. Tortona added: "We will have a charter from Singapore this October, and we will use this flight to invite Muslim (travellers) from Indonesia and Malaysia."

However, Tortona predicted any pick up in traffic to Okinawa would be "slow" without direct flights from South-east Asia. He added: "Other prefectures in Japan have also become more interested in promoting and handling Muslim tourists. Hotels, restaurants and stores are now joining seminars about Muslim tourism and these new developments will help boost the tourism market in Japan for 2013." ■

Ideas

An action-packed, pre-show day tour in Tokyo

Begin the day by travelling to the lively, world-renowned Tsukiji Fish Market and witness the morning proceedings with your own eyes. Here, you'll embark on a photography tour with a professional photographer, who will take you around the market and impart tips on how to capture the *mise en scène*.

For lunch, chow down on the abundance of fresh seafood in any of the shops in the vicinity for a refreshing but filling meal.

In the afternoon, get your motor running by heading down to Odaiba, Tokyo for a two-hour drift racing experience, Japan's contribution to 21st century motor sports. Ride alongside a professional drift racer or even master a nifty donut turn, a basic drift technique, on your own.

Return to the hotel to unwind over a peaceful dinner after the day's heart-pounding activities.

Itinerary by The J-Team



NEED TO KNOW



Memoirs of geishas, samurais and oirans

Billed as “traditional Japanese drag queen entertainment”, Roppongi Kaguwa serves up dinner and features actors playing samurais and men acting as geishas at its two evening shows every weekday. On weekends, the 186-seater theatre recreates the red-light districts of Yoshiwara in 17th century Japan and the lives of the *oiran*, or courtesans, who inhabited the city during the Meiji period. English narration is available only on weekends. Ticket prices vary according to day of show and F&B choice. Visit www.kaguwa.com for more information.

Cruise Hakone in style

Modelled after old European pirate ships, the *Royal II* made her debut on the waters of Lake Ashi in March 2013. Like sister vessels *Vasa* and *Victory*, *Royal II* plies the circuit around the lake, stopping at three points along the way. Normal round-trip discount fares cost 1,780 yen (US\$581).



To make the most of a day out, take your delegates on a day trip around Hakone, combining a sightseeing cruise with rides on the ropeway, cable car and train. The area is also famous for its hot springs and spectacular views of Mount Fuji, if a longer trip is within budget. Check out www.hakonenavi.jp/english/

Singing for success

Located in Tokyo's vibrant Roppongi district, cosplay karaoke bar Festa provides authentic Japanese cuisine, 26 individual teakwood rooms with the latest karaoke technology and more than 200 costumes to choose from. Rooms can accommodate groups anywhere from two to 30 pax, and come with musical instruments, a stage and a piano. The bar's karaoke system stocks a repertoire of more than 6,500 English songs. Contact japan@destination-asia.com for more information.

JP Tower stamps its mark

In March 2013, the 38-storey JP Tower opened on the site of the former Tokyo Central Post Office building, adding more than 1,400m² of event space onto the city's MICE scene. On the fourth and fifth floors, planners will find a 600m² main hall with capacity for up to 702 pax theatre-style and which can be separated into three smaller halls, as well as several conference and meeting rooms. Email jptower-hall@congre.co.jp.

Cyberspace, the new frontier

The Japan National Tourism Organization launched Japan Meetings & Incentives (www.japanmeetings.org) in April, a site dedicated to bringing foreign MICE business into Japan. While the site does not host any booking facilities, it gives planners a peek of the exclusive venues, incentive ideas and suppliers across Japan.

Also giving a boost to the MICE market is the Chiba Convention Bureau and International Center, which in May unveiled a new Chinese-language website (www.ccb.or.jp/cn), offering information on accommodation and MICE facilities in Chiba Prefecture and direct flight timings from major Chinese cities to Narita airport.

Toranomon Hills, where meetings roar to life



One of the many meeting rooms in Toranomon Hills

Located in a special zone earmarked by the Tokyo government, the 52-storey Toranomon Hills is a mixed-use development building that will comprise offices, retail outlets and residences when completed in spring 2014.

The project will also boast 2,200m² of rentable conference and exhibitions space on the fourth and fifth floors, the largest in the Shimbashi/Toranomon area, including three distinct halls varying between 380m² and 755m² and which can be divided into breakout and meeting rooms of various sizes.

Scheduled to open in summer 2014, the 164-room Andaz Tokyo hotel will occupy the 47th to 52nd floors of Toranomon Hills. Equipped with a rooftop open-air bar, a fitness centre, a spa, an infinity pool and views of the Tokyo skyline, the hotel will also offer flexible event and meeting space with terrace seating at Andaz Studio on the 52nd floor.

Neighbourly ties firm up

Macau is increasingly looking towards Chinese inbound to drive its MICE sector. By **Prudence Lui**

Macau's convention and exhibition industry has steadily grown as a driver of the city's economy. According to official statistics, Macau hosted a total of 728 MICE events for the first three quarters of 2012, while the number of participants and attendees increased by 29 per cent year-on-year to 991,602.

For 2013, the Macanese government will intensify its efforts on multiple fronts to support the development of the MICE industry, having launched the *The Convention and Exhibition Stimulation Program* on January 1 this year, said Macao Economic Services, director, Sou Tim Peng.

Sou said: "We will not only nurture locally-incubated events, but also anchor overseas conventions and exhibitions of considerable size and significance.

MACAO

Convention & Exhibition

YOUR
NEXT
DESTINATION



- World Center of Tourism & Leisure
- Connecting East & West
- Perfect Facilities & Warm Hospitality
- Diverse Variety of Attractions





“There is a greater need for diversity and specialisation. Many guests are requesting for tailor-made meeting packages instead of generic ones.”

Paul Kwok

General manager
Grand Hyatt Macau

“We will continue to foster the training of talents for the convention and exhibition industry by co-organising professional training courses on international conference management with partners such as the International Association of Exhibition and Events.”

The incentive segment also performed well last year with 28,242 incentive travellers and a total of 39 applications realised through the *Incentive Travel Stimulation Program*, versus 17,631 incentive travellers from 55 applications in 2011. China, India, South Korea, Taiwan and Hong Kong were the top five market sources for the incentive segment in 2012.

Said a Macau Government Tourist Office (MGTO) spokesman: “Through the *Incentive Travel Stimulation Program*, the majority of event owners and organisers came from Shanghai and Beijing, while incentive travellers were from (across China), staying an average of 3.5 days. Accompanied by the buoyant Chinese economy and appreciation of the Chinese yuan, corporates have been enjoying greater productivity and profitability, resulting in higher budget allocations.

“Chinese incentive travel buyers are in search of new attractions, unique venues, star restaurants and better category of luxury hotels for their corporate clients, yet their demand for incentive offerings and DMC services are stronger at the same time. MGTO continues to reinforce our promotional effort and presence at international tourism trade shows such as IT&CM China in Shanghai and CIBTM in Beijing, and teams up with local trade partners to update Chinese buyers on the latest incentive offerings in Macau.”

Paul Kwok, general manager of Grand Hyatt Macau, which has established a China-focused sales team since 1Q2012, said: “There has been a 25 per cent increase in business and potential leads in the second half of 2012, compared to 2011. Northern and southern China contributed 40 per cent and 60 per cent respectively; the increases were generated predominantly from meetings (70 per

cent) and incentive groups (30 per cent).

“There is a greater need for diversity and specialisation. Many guests are requesting for tailor-made meeting packages instead of generic ones. China, Hong Kong and MNCs from the US will continue to be our key markets, while South-east Asia contributes potential business leads and queries too.”

At The Westin Resort Macau, where Chinese MICE represents 24 per cent of its total MICE market in 2012, double-digit growth in both roomnights and venue rental has been recorded since 2011.

Commenting on the strong demand of meeting and incentive business from China, the resort’s director of sales, Brian Cheng, said: “They prefer to host events in Macau instead of China, especially to benefit from the exchange rate of Chinese yuan versus Hong Kong dollars or Macau pataca, as well as easy accessibility. We expect positive growth for this year.”

While confident that the Chinese meeting and incentive market will continue to rise, Bruno Simões, CEO of DOC DMC Macau also cautioned: “The challenge of tapping this market is always to demonstrate the value of our services. It is particularly challenging to sell teambuilding and special activities. For most clients, having activity partners and staff travelling (together) is enough; there is only a small need to offer unique experiences.

“We expect Asian markets to grow faster than Western markets like Europe or the US. We will be focusing on China for 2013,” he added. ■

621,359

The total number of people who participated in 294 business events in Macau in the final quarter of 2012, according to latest data provided by the Statistics and Census Service of Macau

Ideas

A day of high life in Macau

Morning

Get your winners feeling like a king with a stylish ride in a replica of a 1920s English royal car called *Tour Machine*. The nine-seater, air-conditioned vehicle takes passengers to Macau’s World Heritage sites and other new tourist attractions, and uses a new audio guiding system during the tour.

Afternoon

For lunch, tuck in a good meal at the Michelin-starred Guincho a Galera, an authentic Portuguese fine-dining outlet in Hotel Lisboa.



Then, pack your group off to the 6,000m² Altira Spa on levels 15 and 16 of the Altira Macau complex, where they will be pampered with a signature treatment, Gold Indulgence. This 120-minute treatment boosts energy flow and gives one an extra glow.

After that, board the Macau Cruise that has been chartered for your group and explore the Inner Harbour of Macau, taking in views of a destination that has come to be known as the Las Vegas of Asia.

Night

It’s hard to tire of Michelin-starred restaurants, so here’s another recommendation – Wing Lei of Wynn Macau. The restaurant sports a strikingly contemporary yet also distinctly Chinese-style décor. From inside a private room, your group can round off their visit to Macau with an indulgent meal of signature dishes with wine pairing. A seasoned sommelier will select just the right wine to accompany each dish, ensuring a fine-dining experience.

After dinner, head for *Taboo*, a show of secret fantasies staged at one of the VIP rooms in the City of Dreams. Created by Franco Dragone, it is said to be the first and only cabaret experience in Asia.

NEED TO KNOW



Not taboo to fantasise

The popular show of fantasies *Taboo* made its comeback in City of Dreams in April this year. Franco Dragone, the mastermind behind *The House of Dancing Water*, created this first and only cabaret experience in Asia. Performed by an international cast of top-notch performers, *Taboo* is staged at the City of Dreams' Club CUBIC, from Tuesday to Saturday until the end of this year.

Accommodation-and-show packages are available, so are hospitality deals that allow corporate and VIP groups to enjoy the performance exclusively on a balcony overlooking the stage.

Visit www.cityofdreamsmacau.com/taboo for more information, or write to showenquiry@cod-macau.com.

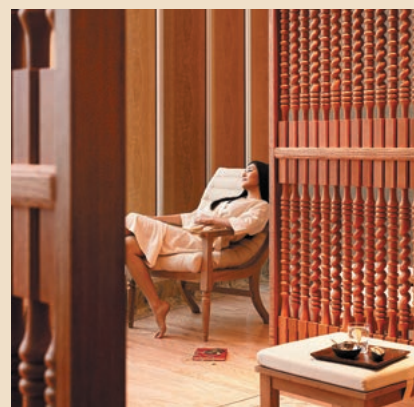
Massage makes good sense

Conclude days of meetings and city tours for your incentive winners with a visit to the Six Senses Spa at MGM Macau, where a selection of new therapies and body-loving rituals inspired by local traditions has been launched.

Besides Chinese foot massage, Six Senses Spa also offers Chinese cupping therapy which involves placing warmed glass cups on acupressure points to encourage blood, lymphatic and energy flow. This treatment is ideal for relieving neck and back pain, sore muscles and fatigue.

Another highlight is *Mukha Chikitsa*, a unique facial that begins with cleansing and exfoliation, followed by a facial scrub and a *marma* massage.

Urban warriors will also appreciate a new range of signature massages that relieve tension, reduce stress and soothe tired muscles. Visit www.sixsenses.com/spas/spa-at-mgm-macau for details.



Sands Cotai rebrands, throws in free meetings

Sands Cotai Macao has rebranded itself as Cotai Strip Macao and is waiving meeting charges in a bid to drive destination demand. The *Meet for Free* programme offers one free meeting package per room (maximum two full days of meetings) to groups with a minimum of two nights' stay and 50 rooms booked per night. Inclusions are one plenary room, welcome coffee or tea each morning, morning and afternoon coffee breaks, lunch and basic audiovisual equipment. It applies to new bookings made between June 1 and December 31 for arrival in 2013 and beyond.

Beginnings of new giants

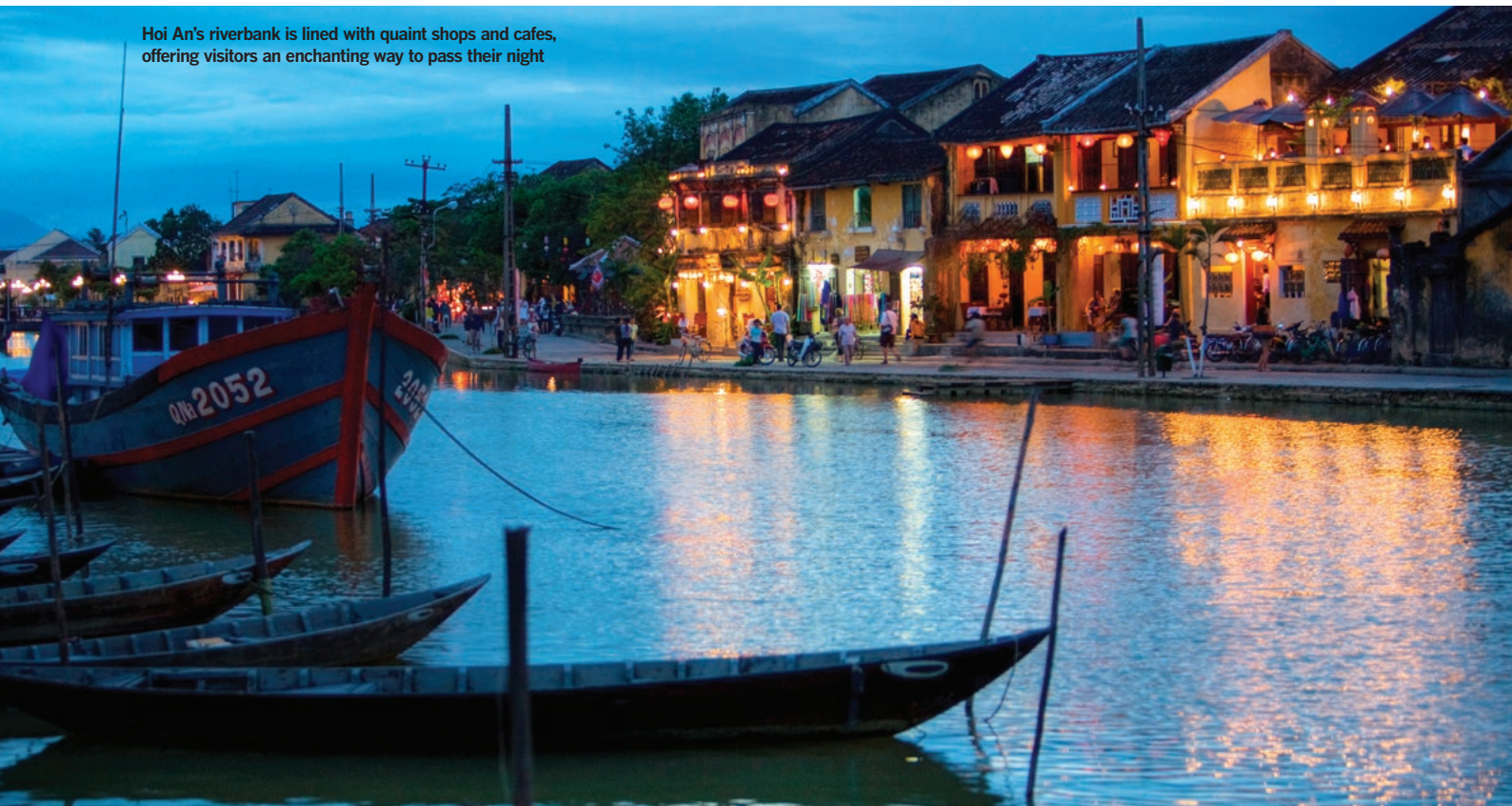
MGM China Holdings Limited has officially broken ground for its HK\$20 billion (US\$2.6 billion) Cotai project. Slated for a 2016 opening, the new integrated resort will house 1,600 guestrooms and several restaurants, retail shops and entertainment outlets.

Meanwhile, Galaxy Macau has also obtained the green light for an expansion. Its phase two development will encompass gaming, space for more than 200 luxury stores and F&B outlets, as well as hotels. JW Marriott and the Ritz-Carlton are brands that will join the integrated development. When Galaxy Macau's new wing is completed in 2015, it will have boast more than 3,600 guestrooms altogether.

How about having Rihanna for entertainment?

Grammy Award and Billboard Music Award winner, Rihanna, will rock the stage at The Venetian Macao-Resort-Hotel's 15,000-seat Cotai-Arena on September 13 this year with her *Diamonds World Tour* concert. Known for her livewire performances and flamboyant costumes, Rihanna should give your incentive winners plenty to reminisce long after the event. Ticket prices range from HK\$280 (US\$36) to HK\$1,780. Book your tickets online at www.CotaiTicketing.com.

Hoi An's riverbank is lined with quaint shops and cafes, offering visitors an enchanting way to pass their night



The coast is clear

Vietnam's Central Coast wants to take centre stage, with a new marketing arm to counter obstacles in branding, funding and connectivity. By **David Lloyd Buglar**

The Central Coast of Vietnam (CCV) has been tipped as the 'new Bali', while one of its star attractions, Hoi An, was recently voted the top city in the world by the UK's Wanderlust magazine. Yet the coast's big players believe it is still punching well below its weight.

For this reason, the Central Coast Vietnam Destination Marketing Organisation (CCVDMO) was set up to harness the collective clout of top hoteliers. Louk Lennaerts, the organisation's chair and chief visionary officer of Serenity Holding, believes the CCV is Asia's next major MICE destination.

"People want something different and fresh, especially for incentive travel – that is exactly what we offer," he said.

One of CCVDMO's main aims is to market the area as a whole, not as a string of stopover tour destinations. "We are looking to redefine the product of the central coast alongside offering a new concept – today's MICE organisers want something more than a replica of what they've seen in Thailand," said Lennaerts.

He admits, however, that 'Central Coast Vietnam' is not a truly marketable brand name. Work is therefore underway for something more cohesive for a wide-ranging marketing and branding strategy.

Meanwhile, another hurdle is the dearth of international flight connections. CCVDMO members are therefore ploughing efforts into wooing airlines. The first great success was securing Dragonair's

direct Hong Kong route, in which one of the area's newest offerings, integrated development Laguna Lang Co, played a key role.

Albert Lafuente, area director of sales and marketing for Banyan Tree and Angsana Lang Co, the two hotels within the integrated resort which also comprises other leisure and MICE facilities, said fruitful talks had begun with Thai Airways and they were confident of securing a new Bangkok-Danang flight soon.

"Two key factors for MICE are the ability to cater to large groups and short connections," said Lennaerts. "We can now host major events, thanks to the new hotels. The flights will come. Vietnam Airlines is seeing others making moves and it will surely follow. We are expecting direct

links with Japan, Australia and South Korea in the coming two years.”

Lafuente noted that there had been other important gains for MICE.

“One of our biggest successes thus far has been securing commitment from our business partners to promote our resorts to their clients,” he said, adding that this would not only promote Laguna Lang Co, but also raise awareness of the wider CCV and its attractions.

CCVDMO is using the region’s cultural sites as one of its key marketing tools. “CCV has three UNESCO World Heritage sites and so has a very strong cultural component which will appeal to MICE customers,” said Lafuente.

While optimistic, CCVDMO members remain aware that they face barriers to success, one of which is Vietnam’s onerous visa regulations. “(But) there seems to be more of a willingness to tackle this situation now,” said Lennaerts.

For Lafuente, money is another factor. “We have very limited funding to promote

630,000

The number of international visitors who set foot in Danang last year, out of the total 6.85 million arrivals to Vietnam. Since 2007, domestic and international arrivals to Danang have grown by 130 per cent, according to the Danang Tourism Office

CCV generally, let alone do a focused MICE campaign. It would be ideal to have a separate budget to supplement the hotels’ efforts with a destination campaign for a more cohesive message. We need the NTO to recognise the potential of MICE business and allocate money to promote the destination at key MICE shows.”

Also, oversupply is a word readily associated with Danang and its surroundings,

but Lennaerts is quick to dismiss this as a short-term concern.

He said: “We are going to see a need for more MICE hotels. In a few years some (hotels) will feel they came too late.”

Linh Le, global director of sales and marketing for Trails of Indochina, applauds the DMO’s efforts.

“I think it is fantastic that like-minded individuals are cooperating to promote the area as a brand. Vietnam and the central coast offer MICE clients amazing bang for buck, particularly in these economic times. That is a message we need to spread and this organisation will help make that happen,” he said.

Also supportive of CCVDMO’s purpose, Le Dinh Chien, deputy secretary general of Vietnam Society of Travel Agents, said: “The government’s budget for advertising and promotion is (meagre), and MICE tourism here needs a boost. Through the concerted efforts of organisations like this, sustained growth in the MICE and leisure sectors is only a matter of time.” ■

Mix business with pleasure at Angsana Lăng Cô. With four meeting rooms and a stately grand ballroom, the resort is poised to play host to business functions and gala events. Take your meetings from the boardrooms to the sweeping Nick Faldo 18-hole championship golf course, or wind down the day with a signature treatment at the spa.

There’s no better place to meet than at Angsana Lăng Cô.

Book the **Stay & Meet*** offer from USD 265⁺⁺/person and enjoy:

- Daily breakfast for 2
- Round trip group transfers
- 3-course set dinner
- 20% off spa treatments
- Special rate at Laguna Lăng Cô Golf Course

Offer is now open for bookings and valid until **19 December 2013**.
*All prices are subject to government tax and service charge. Terms and conditions apply.

For reservations, please contact Angsana Lăng Cô at **+84 54 3695 800**, or email: reservations-langco@angsana.com

MUST GO
ANGSANA
LĂNG CÔ

ANGSANA
LĂNG CÔ

New destination on the bay

By David Lloyd Buglar

Vietnam's first integrated resort, the Laguna Lang Co, officially opened end-April on one of Vietnam's most scenic bays, an hour's drive north of Da Nang International Airport.

Beside being an enticing leisure option, Laguna Lang Co is also drawing event planners with its extensive collection of guestrooms, function venues and facilities. It houses two hotels and two residences under the renowned brands of Banyan Tree and Angsana, four meeting rooms, a 392m² ballroom and a 12-seat conference room for smaller-scale events, as well as an on-site 18-hole, par-71 championship course designed by Nick Faldo, two spa havens and an activity centre.

To raise the awareness of its events capability among planners, Laguna Lang Co has kicked off a MICE campaign.

Albert Lafuente, area director of sales and marketing for Banyan Tree and Angsana Lang Co, said: "We recently introduced exclusive benefits for planners with a minimum booking of 10 rooms, with benefits including complimentary rooms, transfers, use of a mobile phone with a local SIM card and more."

A new, dedicated MICE website is also being constructed towards a launch later this year.

Lafuente said: "We are confident about the growing interest of local MICE groups in our resorts and we will aggressively tap our business partners in the key regional markets of Hong Kong, Singapore, Malaysia and China. Banyan Tree has extensive

Take delegates from a meeting to a friendly golf game on a Nick Faldo-designed golf course



representation in the region and this will allow us to generate more business from our target markets. We can also leverage on inter-property group business referrals."

Within the same month of its opening, Laguna Lang Co hosted its inaugural triathlon, emulating sister property Laguna Phuket, which successfully positioned itself as a major sports events resort years ago with a successful annual triathlon that draws hundreds of guests over two consecutive weekends.

Banyan Tree Lang Co's spokesperson, Khiet Le, believes that the property is "completely different from other hotels in the area or anywhere else in Vietnam".

Although there is a wealth of business class and luxury hotels both in Hue and along the Danang Strip, Le insisted that

cooperation among the properties was strong.

"We do not view them as direct competition," said Le. "In fact, we work together with many (of them) as a member of the Central Coast Vietnam Destination Market-

ing Organisation. We have completely different offerings in terms of location and scale."

For now, however, the young integrated resort has a weakness – guests lack easy access to off-site dining options.

Commenting on Laguna Lang Co's near-term MICE potential, George Ehrlich, general manager of Exotissimo Vietnam, said: "(It) is an option for groups that will be happy to just stay in-house. For dining out or excursions, many hotels on the Danang Strip (are) more convenient."

Its location has also raised the eyebrows of some industry players.

Ehrlich said that the property was located on the "wrong side of the weather line in central Vietnam", being closer to Hue's rainy and cloudy weather, while Vietravel's deputy director of marketing, Nguyen Minh Man, observed that MICE clients tended to prefer "somewhere more central, normally in Danang".

Despite his concerns, Ehrlich believes that Laguna Lang Co's Nick Faldo golf course and array of activities would enable the integrated resort to "become a destination in itself, bolstered by the boom in arrivals Danang will see once more flights land".

"We have already added Laguna Lang Co to our Trails of Indochina MICE collection," said Linh Le, the organisation's global director of sales and marketing. "With its location and fully integrated concept, it offers a beach resort experience which, together with its strong brand, enhances our ability to market the area." ■



Banyan Tree Lang Co offers quality accommodation options for corporate groups

NEED TO KNOW

Oh, the circus is in town!

Destination Asia Vietnam has a new tour that highlights the *Ah Oh* cultural circus in Ho Chi Minh City. Paying homage to the daily lifestyle of farming communities in southern Vietnam, the circus offers tourists and foreigners a deeper understanding of the local culture through its performance.

Set against a bamboo backdrop, a five-member orchestra will create melodies based on the movements of 18 circus performers. The innovative musical score fuses western classics with southern folk songs, while the artistes portray different feelings and expressions.

Contact vietnam@destination-asia.com for details.



Make time to hit the shops

Vincom Center shopping complex opened last October in Ho Chi Minh City, offering shoppers a wide range of international brands ranging from Banana Republic to Hermès. The 292-room Vinpearl Luxury Ho Chi Minh hotel, which houses facilities for business events, occupies the building's fifth to 15th floors.

Visit www.vincomcenter.com for more information.

Make business sense

InterContinental Asiana Saigon is offering business guests an enhanced room deal that includes unlimited high speed internet access and 25 per cent off Business Centre services. Rates for the *Business Sense* package start from US\$239 for a twin bed deluxe room.

A UNIQUE LOCATION FOR EVENTS AT INTERCONTINENTAL ASIANA SAIGON.



At the exciting heart of downtown Ho Chi Minh City lies the prestigious InterContinental Asiana Saigon and its premier meeting venue, offering the latest audio-visual equipment. With 10 stylish multi-purpose function rooms and a stunning grand ballroom that accommodates up to 600 guests, these elegantly furnished banquet and meeting spaces are all located on the same level for convenience. Space range from large conference rooms to intimate boardrooms, with abundant natural lighting. The Grand Ballroom is the perfect backdrop for themed dinners, gala events and big weddings.

Your meeting will be handled by an experienced team who understands your needs and can customise the event to suit any occasion. Every element of the hotel's service and technology

is designed to simplify the event planning process, from fast availability checks and transparent pricing to the latest technology tools such as virtual photos and fully interactive floor plans that can be tailored made. The hotel team also shares authentic insights to help all delegates have an enriching experience, so they can get the most from their business trip and discover what makes Saigon so unique.

Plan some time in between meetings to walk around the neighborhood because the InterContinental Asiana Saigon is located within walking distance to the historic Notre Dame Cathedral and the Old Saigon Post Office, and a few minutes away from famous landmarks like the Reunification Palace, City Hall and the beautiful Opera House. Personalised service awaits guests in each of their 305 elegantly appointed rooms, including 18 suites and a stylish Presidential Suite. Adjacent to the hotel is the InterContinental Asiana Saigon Residences with 260 luxurious and spacious residential suites. The Tan Son Nhat International Airport is a 35-minute drive away.

This hotel's great location and incredibly glamorous interiors make it a memorable destination for any visitor; but the helpful planning staff, variety of meeting rooms and central location make it a great corporate location.

InterContinental Asiana Saigon
Corner Hai Ba Trung St. & Le Duan Blvd, Dist. 1,
Ho Chi Minh City, Vietnam
Tel: (+84 8) 3520 9999 Email: events@icasianasaiagon.com

South Korea continues to shine as most MICE clients are certain of its safety, say industry players; Seoul's brilliant cityscape pictured here



The show goes on

South Korean MICE players are singing a collective song of peace to calm event organisers who have been spooked by a restless North, writes **Lee Pei Qi**

Despite the political tussle between North and South Korea since February this year, which have spooked some companies and organisations into reconsidering their event plans for South Korea, MICE sellers in the destination have found that it has been business as usual in general.

E J Fieldhouse, director of sales and operations of Seoul-based Kim's Travel Service, said: "Such political tension is nothing new so there is no major concern and to date we have not received any cancellations of business meetings."

Sharing similar sentiments, Bobby Kim, chief marketing officer of Jane Tour & DMC, noted that there had been no cancellations. In fact, the company received a vote of confidence when an incentive group of 300 delegates from

Indonesia kept to their travel plans to the country in April.

Offering further examples of MICE buyers' continued confidence in South Korea, Maureen O'Crowley, vice president of Seoul Convention Bureau, said "incentive trips have been ongoing with no disruptions".

Seoul, which ranks fifth on UIA's latest top international meeting cities chart for the third year in a row, welcomed a corporate group with more than 700 delegates from China who participated in a city-wide incentive tour in April.

O'Crowley said: "South Korea is accustomed to this (threats from North Korea) and takes it in its stride and not let it disrupt businesses or daily lives."

Nevertheless, given the extensive international media coverage of the political situation, some local MICE players

had reported a slight dent in business.

Jeju Tourism Organisation's convergence and strategy head, Song Hayoung said the destination had experienced a brief moment of jitters at the start – "right after North Korea announced the testing of ballistic missiles" – when Japanese arrivals dipped.

Korea Tourism Organization (KTO) Singapore also told *TTGmice* that there was a cancellation in April for an international meeting of 1,000 delegates, while some educational groups had postponed their trip to later part of the year.

Bosuk Tours' CEO Richard Suh said: "We received a few conference cancellations in May, one of them being a 350-pax group from Microsoft. But we expect the situation to settle down soon."

Suh is now looking forward to the fruition of a business win – a 5,000-

pax meeting of the World Council of Churches which will be held in Busan in October.

O’Crowley noted that business event planners were still cautious now and would seek to understand the ground situation before approving their event.

“When these professionals come to us looking for insight, we will explain the situation in detail and assure them there is no need for alarm,” she said.

In April, KTO issued a circular to the media and travel trade partners, seeking to reassure travellers that the country remains stable and all tourism facilities are operating as normal in the face of escalating tensions with North Korea.

In the letter, Charm Lee, CEO of the bureau, said: “North Korea has a long history of making confrontational rhetoric and threats...we are confident that the possibility of the actual conflicts between North Korea and South Korea is extremely rare.”

Lee also said: “While some people think that (South) Korea is in a state of war, the real situation (here) is normal and peaceful.”

Indeed, no country has issued any alert or warning against travel to South Korea, even when discomfort peaked in April with North Korea warning foreign-

ers to evacuate the South to avoid being trapped in the crossfire.

General confidence in the destination was also reflected in the arrival figures. South Korea welcomed 1,010,809 (+ 10.3 per cent year-on-year) and 972,164 (+ 0.5 per cent) visitors in March and April respectively.

KTO director for incentives and exhibitions team Helen Shim, said the country was on track to achieve more than 10 million arrivals again this year.

“(South) Korea is planning to enhance its competitiveness as a destination by developing more attractive tourism programmes,” she added.

In June, KTO kicked off a new television, print and online advertising campaign featuring local popstar PSY who got the world galloping to his catchy single *Gangnam Style*. The campaign, titled *PSY’s Wiki Korea*, aims to attract



KTO channels PSY's star power into its latest destination marketing campaign

travellers from around the world through PSY’s introduction to various interesting aspects of the destination, such as Jeju’s Olle-gil – scenic walking trails along the coastline, in a quirky Wikipedia format.

Six television commercials under the campaign have been aired in about 70 countries since June 3, according to KTO’s website.

The country’s MICE expertise was also spotlighted when Seoul hosted the annual Korea MICE Expo from June 26-27 this year. ■

Ideas

Explore coastal city Busan

Day one

Take the KTX train from Seoul Station to reach Busan in approximately three hours. After checking your group into the hotel, start the afternoon with an eye-opening visit to Jagalchi Market, the country’s largest seafood market. An interesting aspect of this market is that most stalls are manned by women. Dig into a lunch of fresh catch here.

After lunch, walk across to Nampo-dong, where the Busan International Film Festival is held every year and where numerous theatres, shops and restaurants are located, and enjoy the sights along the way.

Later, head to the nearby Yongdusan Park and go up the Busan Tower Observatory for a view of the city.

End the day at Gwangalli Beach where one could catch the sunset before disappearing down the adjacent alleys

that are filled with restaurants, coffee shops and nightclubs.

Day two

Spend a day at Taejongdae Resort Park which is famous for its oddly-shaped rocks and cliffs. The park has various attractions including the Taejongsa Temple, a lighthouse, a mythical rock named Sinseon Rock and an observatory.

The most popular attraction here is the Yeongdo Lighthouse Maritime Culture Area, which offers visitors views of the sea from a lighthouse which also houses a maritime theatre, a library, a natural history gallery and a coffee shop.

Day three

Get acquainted with Busan’s famed temples today with a visit to either Yonggungsa Temple or Beomeosa Temple. Yonggungsa Temple is located on a coastal cliff, offering beautiful views of the sea, while Beomeosa Temple is nestled deep in the mountains.

Dedicate the rest of the day to retail therapy at Busan Lotte Department Store,

where there is also a duty-free shop. The store closes at 20.00.

Itinerary by Korea Tourism Organization



Explore Beomeosa Temple in Busan

The World's Only Doublebill Event
M.I.C.E. | Corporate Travel
www.itcma.com | www.corporatetravelworld.com

IT&CM Asia
Incentive Travel & Conventions, Meetings

CTW
Asia-Pacific
Corporate Travel World

The 21st IT&CMA and 16th CTW Asia-Pacific

Incorporating Luxury Travel

1 - 3 October 2013

Bangkok Convention Centre at CentralWorld Bangkok, Thailand

2012 Event Highlights

Unparalleled Business Generation

More than 85% of exhibitors expect orders of up to USD 750,000 in value per order, 6 to 12 months after the event.

Top Quality Exhibition Showcase

As rated by 90% of buyers

High Quality Business Appointments

As rated by 80% of buyers

Fresh Buying Power Each Year

With 63% new buyers in 2012

Over 90% of Delegates* Are Likely To Recommend This Event To Industry Peers And Return For Next Year's Event!

*Across Buyer, Corporate Travel Manager and Media Categories

"It is **definitely worth while being an exhibitor** at IT&CMA and CTW Asia-Pacific."

Tammy Piatti of OPTIMUM Thailand

"An excellent event! Appreciated the opportunity to meet with **many new exhibitors** and **learn about new venues** that we can consider for our future events."

Michal Barszap, President/CEO of ITS Tours, Meetings & Incentives, USA

"Am **very satisfied with the numerous new contacts** I made at the event as well as new ideas and knowledge on destinations gained."

Agnieszka Kaminska, Project Manager of Impuls Travel, Poland

"I've attended a lot of industry events and **this is the best** among them."

Gabe Dakwa, Travel Manager of Agile Technologies, USA

"A truly great experience with **loads of networking**, allowing me to connect with industry peers and discover insights of representing countries."

Leena Andrews, APAC Travel Manager of Juniper, India

Learn How Destinations, Individuals and Organisations
Have Benefited From Being A Part Of The Event
**Read Our Commemorative Book,
20... To Be Continued, Online**



**Register
Online**

Exhibitors (MICE, Corporate Travel & Luxury Travel) | **Buyers** (MICE & Luxury Travel) |
Corporate Travel Managers | **Media** | **Conference Delegates**
Hosting Programme for Buyers, Corporate Travel Managers
and Media Available

www.itcma.com | www.corporatetravelworld.com

Organised By



Supported By



Host Country

THAILAND

Official Airline



Official Venue



Endorsing and Supporting Associations



Industry Partner



Official Media



Media Affiliates



NEED TO KNOW



Park Hyatt Busan

Park Hyatt Busan welcomes MICE planners

The 269-room Park Hyatt Busan has opened in the heart of Busan, offering business travellers and business event planners a new luxury accommodation and venue option. The hotel is equipped with a ball-room for up to 260 guests and other function spaces.

Stepping in quickly to court corporate groups, the new hotel has partnered the Busan Tourism Organization in launching new programmes that can be tailored for each group. One of the popular programmes is *Culture at the Park*, a city tour that features the up-scale Haeundae District, which is hailed as one of South Korea's best beaches and cultural developments.

**A museum for bag lovers**

Simone Handbag Museum in Gangnam-gu catches one's breath even from afar. The new towering handbag-like structure, launched late last year, has been touted as a bold initiative in the modern architecture world. Inside, the museum enchants further with a showcase of more than 300 handbags that date from the 16th century to the 21st century.

Simone Handbag Museum is closed on Mondays. Admission costs 5,000 KRW (US\$4.40).

Zip easily around town

The Seoul Metropolitan Government has initiated a shuttle bus service for foreigners.

K-Shuttle service runs buses that connect Seoul to other parts of the country, focusing mostly on major cities and attractions in the country.

This service is particularly convenient for travellers who find language barriers and public transportation in South Korea daunting. A tour guide onboard will provide tourist information in several languages. Travel brochures in different languages are also available.

A beautiful experience

Spanning a vast 15,000m² in Paju, north of Seoul, Skinanniversary Beauty Town is said to be the largest beauty care complex in Asia with the capacity for 300 people at any one time.

Perfect as a component of an incentive programme, Skinanniversary Beauty Town offers services for both genders, beginning with a scientific diagnosis of one's skin condition, a facial massage and other customised services. Makeup and hairstyling services are also offered to transform delegates into glamorous celebrities.

Seoul enhances travel guide application for smartphones

The latest *iTour Seoul* smartphone application, which rolled out in April, is a smartphone application created by the Seoul Metropolitan Government to provide comprehensive travel information for foreign visitors.

One of the new key features is the translation and interpretation service which supports basic travel information in Korean, English, Japanese and Chinese (simplified and traditional) through the use of Google Translate, GenieTalk and DioVoice applications.

**Starwood to debut Aloft brand**

Business travellers looking to combine style and value while staying in South Korea may be pleased to hear that Starwood Hotels & Resorts will be debuting the Aloft brand in the country next year.

The first of two properties slated to open within the next 18 months is the 120-key Aloft Suwon. Set to open towards end-2014 in the heart of Suwon's historical Yeongtong-dong district, the hotel will boast a 404m² meeting space and an 854m² spa among its facilities, and provide easy access to the Hwaseong Fortress UNESCO World Heritage site.

The Beverly Hills of South Korea, made famous by PSY's K-Pop phenomenon, will welcome Aloft Seoul Gangnam in January 2015. The 184-room property, which will feature signature F&B outlets, a meetings space and gym, will offer convenient access to the city centre, key shopping destinations, the business district and COEX convention centre.



Cast Your Vote Now!

Recognise the exemplary In the Asia-Pacific travel trade.

The 24th Annual TTG Travel Awards 2013, Asia-Pacific's most prestigious annual travel industry awards, returns to honour the best organisations in the industry for their achievements and contributions.

We need to hear from you.

As a trade professional, you are the voice of the industry. Your opinions will help us discover which organisations have contributed to raising the industry's bar of excellence.

We ask that you take a few minutes to vote for your choices in the following form, or on our online voting form.

www.ttgasia.com/ttg-awards

Closing Date: 2nd August 2013

An event by:

TTG | Publishing
Travel Trade

TTG Travel Trade Publishing is a business group of TTG Asia Media

Organised by:

TTG
ASIA

Supported by:

TTG 旅
业
报
CHINA

TTG

TTGmice

TTGBT
mice
Business Travel Meeting Incentives, Conferences and Exhibitions
S · B · M · H · C · I · T · A

TTG ASIA
LUXURY
for buyers of premium travel and luxury meetings

Award Categories

1. Travel Agency Awards

Winners in this category are decided by votes from industry suppliers.

- Best Travel Agency – Australia
- Best Travel Agency – China
- Best Travel Agency – Chinese Taipei
- Best Travel Agency – Hong Kong
- Best Travel Agency – India
- Best Travel Agency – Indochina (Cambodia, Laos)
- Best Travel Agency – Indonesia
- Best Travel Agency – Japan
- Best Travel Agency – Malaysia
- Best Travel Agency – Singapore
- Best Travel Agency – South Korea
- Best Travel Agency – Thailand
- Best Travel Agency – The Philippines
- Best Travel Agency – Vietnam
- Best Corporate Travel Agency
- Best Online Travel Agency

2. Travel Supplier Awards

Winners in this category are decided by votes from travel consultants and experts.

Airline Awards

- Best North American Airline
- Best European Airline
- Best Middle Eastern Airline
- Best South-east Asian Airline
- Best North Asian Airline
- Best China Airline
- Best Pacific Airline
- Best Regional Airline
- Best Asian Low-Cost Carrier

Hotels, Resorts, Serviced Residences & Spa Awards

HOTEL CHAINS

- Best Global Hotel Chain
- Best Regional Hotel Chain
- Best Local Hotel Chain
- Best Hotel Representation Company
- Best Luxury Hotel Brand
- Best Mid-range Hotel Brand
- Best Budget Hotel Brand

HOTELS – Individual Property

- Best Luxury Hotel
- Best Mid-range Hotel
- Best Budget Hotel
- Best Independent Hotel
- Best Boutique Hotel
- Best City Hotel – Bangkok
- Best City Hotel – Delhi
- Best City Hotel – Hanoi/Ho Chi Minh City
- Best City Hotel – Jakarta
- Best City Hotel – Hong Kong
- Best City Hotel – Kuala Lumpur
- Best City Hotel – Macau
- Best City Hotel – Manila
- Best City Hotel – Seoul
- Best City Hotel – Singapore
- Best City Hotel – Taipei
- Best City Hotel – Tokyo
- Best New City Hotel
- Best Airport Hotel

RESORTS – Individual Property

- Best Beach Resort
- Best Resort Hotel (Non-Beach)
- Best New Beach Resort
- Best Integrated Resort

SERVICED RESIDENCES

- Best Serviced Residence Operator

SPAS

- Best Spa Operator

BT-MICE Awards

- Best Airline – Business Class
- Best Business Hotel
- Best Meetings & Conventions Hotel
- Best BT-MICE City
- Best Convention & Exhibition Centre
- Best Convention & Exhibition Bureau

Travel Services Awards

- Best Airport
- Best GDS
- Best Cruise Operator
- Best NTO
- Best Theme Attraction

3. Outstanding Achievement Awards

The winners in this category are decided by the TTG Asia editorial team.

- Travel Personality of the Year
- Destination of the Year
- Most Entrepreneurial Travel Company
- Best Marketing & Development Effort

4. Travel Hall of Fame

The Travel Hall of Fame honours organisations that have won at least 10 consecutive times at previous editions of the TTG Travel Awards. These special award winners will be recognised at every TTG annual awards presentation ceremony. Votes for them will not be counted.

Inducted Travel Hall of Fame honoraries are:

- Singapore Changi Airport (2002)
- Singapore Airlines (2002)
- Hertz Asia-Pacific (2005)
- Royal Cliff Hotels Group (2006)
- Star Cruises (2008)
- Abacus International (2009)
- Silkair (2010)
- Lotte Tour (2011)

VOTING INSTRUCTIONS AND GUIDELINES

For Travel Agency and Travel Supplier Awards

1. Please use the correct voting form.

Voting Form A: Travel Agency Awards

For voting by hoteliers, airline staff, car rental companies, cruise operators, national tourism organisations, GDS companies and all other travel professionals (except travel consultants, tour operators and destination management companies).

Voting Form B: Travel Supplier Awards

For voting by travel consultants, tour operators and destination management companies only.

Online Voting Forms

You can opt to vote using our online form www.ttgasia.com/ttg-awards instead.

2. Voting Criteria

Please refer to the voting criteria for **each category** and **title** to ensure that all judging is done on an equal basis.

3. Voting Rules

- Only one voting entry per person is allowed – using the voting form or online voting.
- All votes are confidential.
- Voting forms are published in TTG Travel Trade Publishing print titles and are available online at www.ttgasia.com/ttg-awards.

- No responsibility will be accepted by the organisers for voting forms lost, delayed or damaged in the post.
- There are no pre-nominated contenders for any voting awards.
- The results for TTG Travel Awards 2013 are final and no correspondence will be entertained.
- Voting forms will be tabulated and evaluated by an independent auditor in Singapore.
- The closing date is **2nd August 2013**.

4. Voting Form Submission

Completed voting forms are to be returned to:

SINGAPORE

Ms Lina Tan (TTG Travel Awards 2013)
TTG Asia Media Pte Ltd
1 Science Park Road #04-07 The Capricorn
Singapore Science Park II
Singapore 117528
Tel: (65) 6395-7575 Fax: (65) 6536-0896

HONG KONG

Ms Carol Cheng (TTG Travel Awards 2013)
TTG Asia Media Pte Ltd
China.com Inc
11/F ING Tower No. 308 Des Voeux Road
Central Hong Kong
Tel: (852) 2237-7272 Fax: (852) 2806-0646

VOTING FORM A: TRAVEL AGENCY AWARDS

For voting by • Hoteliers • Airlines • Car rental companies • Cruise operators • National Tourism Organisations • GDS companies • All other travel professionals (except travel consultants, tour operators and destination management companies)

VOTE ONLINE AT
www.ttgasia.com/ttg-awards

Criteria

Best **Travel Agency** in its respective category in terms of:

- Professionalism and excellence in staff.
- Best value-added services to client.
- Best use of computer technology applications to help improve efficiency and effectiveness in services provided to client.

- Best Travel Agency – **Australia**
- Best Travel Agency – **China**
- Best Travel Agency – **Chinese Taipei**
- Best Travel Agency – **Hong Kong**
- Best Travel Agency – **India**
- Best Travel Agency – **Indochina (Cambodia, Laos)**
- Best Travel Agency – **Indonesia**
- Best Travel Agency – **Japan**
- Best Travel Agency – **Malaysia**
- Best Travel Agency – **Singapore**
- Best Travel Agency – **South Korea**
- Best Travel Agency – **Thailand**
- Best Travel Agency – **The Philippines**
- Best Travel Agency – **Vietnam**
- Best **Corporate** Travel Agency
Best travel agency specialising in serving the needs of corporate travellers.
- Best **Online** Travel Agency
Best online-based travel agency offering the most user-friendly and effective interface to meet client needs. This online travel agency must also boast the best sales and marketing network in terms of service innovation.

VOTER INFORMATION

Name:		Passport no.:	
Job title:		Company:	
Address:			
Country:			
Telephone no.:		Fax no.:	
Email:		Signature:	

Please refer to the next page for
VOTING FORM B:
TRAVEL SUPPLIER AWARDS

VOTING CLOSES
2nd August 2013

VOTING FORM B: TRAVEL SUPPLIER AWARDS

For voting by • Travel Consultants • Tour Operators • Destination Management Companies

Airline Awards

Criteria

Best **airline** in its respective category in terms of:

- Providing the best service, network and schedules.
- Most agent-friendly in terms of reservations, confirmations and commission payments.
- Most professional sales and marketing team in terms of innovative ideas, incentive programmes and servicing.

- Best North American Airline**
Best airline based in North America operating Asia-Pacific routes.
- Best European Airline**
Best airline based in Europe operating Asia-Pacific routes.
- Best Middle Eastern Airline**
Best airline based in Middle East operating Asia-Pacific routes.
- Best South-east Asian Airline**
Best airline based in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, The Philippines, Singapore, Thailand or Vietnam operating Asia-Pacific routes.
- Best North Asian Airline**
Best airline based in South Korea, Japan, Chinese Taipei, Macau or Hong Kong operating Asia-Pacific routes.
- Best China Airline**
Best airline based in China operating Asia-Pacific routes.
- Best Pacific Airline**
Best airline based in the Pacific operating Asia-Pacific routes.
- Best Regional Airline**
Best airline based regionally operating Asia-Pacific routes.
- Best Asian Low-cost Carrier**
Best airline based in Asia-Pacific that operates on a low-cost strategy.

Hotels, Resorts, Serviced Residences & Spa Awards

Criteria

Best **Hotel Chain** in its respective category in terms of:

- Most consistent in products and services.
- Most professional sales and marketing team in terms of innovative ideas, incentive programmes and servicing.

Best **Hotel/Resort/Serviced Residence/Spa** in its respective category in terms of:

- Best services and facilities.
- Best range of value-added benefits.
- Most professional sales and marketing team in terms of innovative ideas and servicing.

HOTEL CHAINS

- Best Global Hotel Chain**
Best hotel chain operating a network of properties globally.
- Best Regional Hotel Chain**
Best hotel chain operating a network of properties in the region.
- Best Local Hotel Chain**
Best hotel chain operating a network of properties within any one Asia-Pacific country.
- Best Hotel Representation Company**
Best company providing the most agent-friendly products and services and showing the best marketing effort in generating sales for member hotels via agents.
- Best Luxury Hotel Brand**
Best hotel chain operating a network of luxurious properties within any one Asia-Pacific country.
- Best Mid-range Hotel Brand**
Best hotel chain operating a network of mid-range properties within any one Asia-Pacific country.
- Best Budget Hotel Brand**
Best hotel chain operating a network of economical properties within any one Asia-Pacific country.

HOTELS – Individual Property

- Best Luxury Hotel**
Best hotel catering to the upmarket traveller. This hotel must also boast the best visual appeal and ambience reflecting upmarket status.
- Best Mid-range Hotel**
Best mid-range hotel catering to the traveller who seeks three- to four-star quality and comfort.
- Best Budget Hotel**
Best hotel catering to the budget traveller.
- Best Independent Hotel**
Best non-chain (ie not part of a network of properties) hotel.
- Best Boutique Hotel**
Best small, fashionable and unique hotel.
- Best City Hotel – Bangkok**
- Best City Hotel – Delhi**
- Best City Hotel – Hanoi/Ho Chi Minh City**
- Best City Hotel – Jakarta**
- Best City Hotel – Hong Kong**
- Best City Hotel – Kuala Lumpur**
- Best City Hotel – Macau**
- Best City Hotel – Manila**
- Best City Hotel – Seoul**
- Best City Hotel – Singapore**
- Best City Hotel – Taipei**
- Best City Hotel – Tokyo**
- Best New City Hotel**
Best city hotel that opened in 2012/2013.
- Best Airport Hotel**
Best hotel – located within the vicinity of an airport – that caters to travellers in transit.

RESORTS – Individual Property

- Best Beach Resort**
Best resort located by a beach. This resort must also boast the best visual appeal and ambience reflecting local flavour.
- Best Resort Hotel (Non-Beach)**
Best resort not located by a beach. This resort must also boast the best visual appeal and ambience reflecting local flavour.
- Best New Beach Resort**
Best beach resort that opened in 2012/2013.
- Best Integrated Resort**
Best hotel offering comprehensive accommodation, shopping, dining, entertainment and sports.

SERVICED RESIDENCES

- Best Serviced Residence Operator**
Best serviced property catering to mid- and long-term staying guests.

SPAS

- Best Spa Operator**
Best managed and operated spa or network of spas in the region.

VOTE ONLINE AT
www.ttgasia.com/ttg-awards

BT-MICE Awards

Criteria

- Best services and facilities catering specifically to the BT-MICE market.
- Most professional sales and marketing team in terms of innovative ideas and servicing the BT-MICE market.
- Most desirable and attractive incentives and value added services to business travellers and MICE planners.

- Best Airline – Business Class**
Best business class airline across the board.
Refer to Airline Criteria.
- Best Business Hotel**
Best hotel catering to the business traveller.
Refer to Hotel Criteria.
- Best Meetings & Conventions Hotel**
Best hotel catering to meeting and convention needs.
Refer to Hotel Criteria.
- Best BT-MICE City**
The city most friendly and desirable to business travellers and for MICE planners to host their events.
- Best Convention & Exhibition Centre**
 - Best facilities.
 - Best value for money.
 - Most flexible in catering to MICE planners.
 - Most professional sales and marketing team in terms of innovative ideas and servicing.
- Best Convention & Exhibition Bureau**
 - Most efficient, flexible and friendly in terms of response to enquiries and information.
 - Most effective in raising awareness of MICE at government and community levels.
 - Most professional sales and marketing team in terms of innovative ideas and servicing.

Travel Services Awards

Criteria

- Best product, services and facilities.
 - Most professional sales and marketing team in terms of innovative ideas and servicing.
- Best Airport**
 - Best facilities.
 - Most user-friendly, efficient and hassle-free immigration.
 - Most organised baggage claim.
 - Best planned floor layout, with easy ground access.
 - Best GDS (Global Distribution System)**
 - Most comprehensive network offering ease of operation and user friendliness.
 - Most efficient and reliable system.
 - Best Cruise Operator**
 - Best product in terms of service, routes and schedules.
 - Best onboard programme and facilities.
 - Most agent-friendly in terms of reservations, confirmations and commission payments.
 - Most professional sales and marketing team in terms of innovative ideas, incentive programmes and servicing.
 - Best NTO (National Tourism Organisation)**
 - Most efficient, flexible and friendly in terms of response to enquiries and information.
 - Most effective in raising awareness of tourism at government and community levels.
 - Most professional sales and marketing team in terms of innovative ideas and servicing.
 - Best Theme Attraction**
 - Best ambience.
 - Best facilities and services.
 - Most professional sales and marketing team in terms of innovative ideas and servicing.

VOTER INFORMATION

Name:	Passport no.:
Job title:	Company:
Address:	
Country:	
Telephone no.:	Fax no.:
Email:	Signature:

VOTING CLOSES
2nd August 2013

Case study

VTC 30th Anniversary Fundraising Gala

Hong Kong's Vocational Training Council overcomes modern limitations to spirit guests back to ancient China for an imperial fundraising feast of a lifetime, writes **Prudence Lui**

The Vocational Training Council (VTC) recently celebrated its 30th anniversary with a Manchurian-Han imperial feast-themed fundraising dinner. In ancient China, this feast was only hosted by the Chinese emperors, spanning three whole days with six banquets of over 300 dishes. A diverse range of culinary skills would be gathered from all over imperial China to put together the best of both Manchurian and 'Han' (Chinese) cuisines into one lavish event.

Lawrence Wong, director of Chinese Cuisine Training Institute (CCTI), VTC's member institution, said: "The last royal feast held in Hong Kong was more than three decades ago (November 1977) when the crew from a Japanese TV station hosted the two-day event for a documentary film.

"This unique event took us almost a year to research, concentrating on the banquet menu and rituals, sourcing of ingredients and modernising of the presentation and cooking methods."

Menu development proved a challenging aspect because original ingredients such as bear paws and elephant trunks from the Manchurian-Han feast are unavailable now due to the protection of endangered animals and the environment.

Hence, the institute's trainees, instructors and guest chefs chose to re-engineer recipes with a contemporary twist and new presentation. For instance, a molecular gastronomy technique was employed for desserts such as the pearl-like white chocolate mousse with apricot puree. The menu included luxurious dishes such as sautéed sturgeon fillet with chrysanthemum, braised sliced abalone with skin of giant garoupa, and double-boiled chicken and bird's nest soup.

Wong added: "Veterans from the catering industry, including chefs, service staff, restaurant owners and food writers, were consulted to ensure the essence of the banquet was genuinely reflected in this 2012 version. Guest chefs, who are graduates of CCTI's master and advanced courses, were invited to take part in this once-in-a-lifetime opportunity and to showcase different provincial culinary arts."



Additionally, mountains carved from ginger and lotus roots were showcased as one of the key decorations of a typical Manchurian-Han feast in ancient China.

Elementary Chinese Cuisine Diploma trainees picked up carving skills to make carrot pagoda decorations for the dishes. They were also exposed to rarely seen ingredients, such as giant garoupa skins, pigeon eggs and sturgeons. F&B trainees also went through stringent training on serving the heavy dishes.

"According to history, as the Emperor could not spare time to accompany his guests, he instructed for the food decorations to represent his royal gardens to show hospitality. At VTC's banquet, the masterpiece, hand-crafted by CCTI trainees and instructors, showed miniature streams, trees and cliffs. Carrots and yams were carved into pagoda and bridges, while cinnamon sticks represented logs."

To reflect the Qing Dynasty ambience, the event floor was transformed into an ancient Chinese imperial palace. Upon arrival, guests were welcomed by greeters dressed as imperial guards and ladies, before going through a 'time machine' via the elevators to the eighth floor.

Apart from performances of ancient imperial dance, music and magic shows during the dinner, there were also pre-dinner activities, such as Chinese fan calligraphy and silhouette paper cutting. There was also a photo corner comprising a dragon chair and pillars with dragon carvings. During the cocktail, guests could dress up as an emperor or empress and have a picture taken while seated on the dragon chair.

Throughout the gastronomic journey, ancient Chinese imperial serving rituals were followed. Front-of-house trainees and instructors were dressed from a wardrobe of over 100 traditional costumes to enhance the imperial ambience.

VTC wowed its VIPs well through this innovative dinner. Its in-house team took full charge of planning and execution. More than 150 instructors and trainees from CCTI and the Hospitality Industry Training and Development Centre participated in this memorable event. ■

Event

Vocational Training Council 30th Anniversary Fundraising Gala

Number of guests

100

Venue

The Chinese Cuisine Training Institute training restaurant

Date

November 23, 2012

Objectives

To raise funds for the Student Development Foundation to further support education opportunities for less-privileged VTC students

Challenges

Creating recipes and presentations with a contemporary twist, yet at the same time maintaining the essence of the famous Manchurian-Han banquet in Chinese history

Over coffee with...



“ For me, the South-east Asian market is like a dry sponge waiting to be soaked with incentive ideas by us. ”

Urs Eberhard

The South-east Asian MICE market is making Urs Eberhard smile. The executive vice president-markets & meetings of Switzerland Tourism tells **Raini Hamdi** why

How strong is Switzerland as a MICE destination overall?

Nineteen per cent of our business is pure MICE, 30 per cent is business travel and 50 per cent is leisure.

Are you seeing as much growth in Asian MICE business as you are with Asian leisure business?

We are seeing a surge of more than 50 per cent in incentive enquiries from South-east Asia, particularly from Thailand and Indonesia, so far this year.

MICE already constitutes around 10 to 15 per cent of the business from South-east Asia. Companies, national or international, in markets such as Singapore, Malaysia, Indonesia and Thailand, are looking for skilled employees and want to incentivise these employees. These are life insurance, pharmaceutical, IT companies, etc, that have highly-skilled employees; they see Switzerland as a premium and desirable destination that they can use as a reward for employees.

I thought they saw Switzerland as expensive. Has that perception changed, or is there simply a bigger budget?

I think, as with everything, it's a progression. In the first year, you reward with a DVD player perhaps, second year a watch, third year a trip to a neighbouring destination, then farther afield, especially if your competitors are doing it.

I was in Indonesia in May, talking to some of the biggest MICE organisers there, like Panorama, and it was so encouraging – for me, the South-east Asian market is like a dry sponge waiting to be soaked with incentive ideas and suggestions by us. I was the happiest guy in the room because people were really interested about what they could do or what was available for them in Switzerland and we have a good product for MICE.

How is it good for Asian MICE groups?

Well, English is spoken widely and the infrastructure works. Asians seem to like to do a lot in a short time and in our country, you can enjoy vineyards and glaciers on the same day – taste

the wine and enjoy lunch in the vineyard and ski in the late afternoon in the mountain. It is compact and this is appealing for Asian MICE groups. I get requests from corporates which want to visit two mountains in a day. That kind of diversity and possibility translates to giving something to the employee that has real value.

We are investing a lot more than before on the MICE segment in South-east Asia because we do believe in its potential. As it is, Ivan Breiter (Switzerland Tourism's director, South-east Asia based in Singapore; the regional office was established in June 2012 due to increased prospects from the region) is getting so many requests for big incentive groups, incentive training seminars and media fam trips.

What's a typical incentive from South-east Asia to Switzerland like today?

The group size is normally 80 to 120 pax, but we also get larger ones of around 400 pax and sometimes, even up to 3,000 pax coming in phases over several weeks.

Usually, they stay four nights in good hotels and do a lot of excursions. Their preference is the Lake Geneva area and Lucerne, as they want to go up to the Titlis. Many of them are first-timers to Switzerland so, even though we would like to bring new ideas and new areas, we must be mindful not to take away the icons. If you go for the first time to Paris, and the company says you're not going to see the Eiffel Tower, that would not work.

What sort of investment are you putting into South-East Asian MICE business?

We shifted the focus of the central team in Europe to support enquiries from the South-east Asian incentive market. In the past, we had a person in Zurich supporting MICE enquiries from the traditional markets (eg, Germany, Italy, France, the US, etc), but with the traditional markets (lagging) due to the economy, it made sense to shift resources to support Asia, which is booming.

We've also increased by about 30 per cent the spending to tap

MICE and leisure business in South-east Asia. We're doing more MICE fam trips for buyers and media. We never really had a dedicated, organised MICE fam trip for Asian buyers before, but we did one with six outbound agencies last May, where they had a special programme and workshop with Swiss suppliers. We're doing another MICE fam for around 10 agencies in September.

We are considering now to include a South-east Asia team in our Meeting Trophy event or to have a dedicated Asian Meeting Trophy. Meeting Trophy is when we invite incentive buyers from various markets in Europe and the US to discover the product in a fun way. Buyers from Germany compete with those from France, the UK, and so on, solving puzzles and challenges along the way – it is really like a teambuilding incentive. The programme is 2.5 days and they travel in trains, boats, buses, convertibles... it's really a memorable experience for them. This year's event (this month, July), is the ninth Meeting Trophy. We're thinking, next year, we could have an Asian team join the event, or have an Asian Meeting Trophy where buyers from Singapore 'compete' with buyers from China, India, etc.

Did the keen interest from Asian MICE groups for Switzerland surprise you?

When I think back, no, as every growing economy that has a need for skilled labour will have that effect on incentive travel. What surprised me was the speed – how fast and strong the

demand has grown. It's the same as in the early days in Europe when Thomas Cook started taking leisure groups on touring holidays and decades later we saw the rise of FITs from Europe. In Asia, this is happening but everything is at a much faster pace!

Are Swiss suppliers ready for Asian incentives?

With incentives, it's not a problem, as the group stays four nights, have a nice programme, gala dinner, etc. The problem is with the Asian leisure group series, which we understand is price-orientated. Also, they arrive at 9pm and leave at 7am the next day, so it's a customer that does not sit at the bar, enjoy dinner – the lifestyle aspects – which comes as a kind of cultural difference for a lot of the traditional Swiss hotels.

This is mostly the China market, however. Our studies show that the average spending by visitors from, say, Thailand, is 30 to 50 per cent more than the spending of Chinese visitors. In the meantime, China has overtaken Belgium as a source market for Switzerland, and will overtake Holland this year, probably Italy too, so there is quite a volume in it. So our strategy in China is also to try and find the second or third-time traveller to Switzerland who appreciates the nature, fresh air, quality of food and accommodation. By appreciating all this, they will spend more time exploring Switzerland and also start to appreciate the nice things in life – perhaps order a bottle of wine to enjoy in the country, instead of rushing to sleep as they have to catch the 8am to Paris. ■

Your Link to the Asia-Pacific MICE Industry, Anytime, Anywhere.

TTGmice

Asia-Pacific's leading meetings, incentives, conventions & exhibitions resource.

Our trusted resources on the hottest Asia-Pacific MICE developments keep industry professionals across diverse sectors throughout the region well connected at all times.

Whether you need an instant source of the latest industry news or a way to reach out to industry decision-makers, our integrated online and print resources will have you covered.

■ TTGmice Print

Our magazine is delivered monthly to 13,500 travel trade mailboxes across the Asia Pacific.

■ TTGmice DIGITAL

This all-new e-version of the magazine allows reading in online, mobile, and desktop formats.

■ TTGmice e-Weekly

This email bulletin containing bite-sized updates of the latest Asia-Pacific MICE news is delivered weekly to industry professionals' in-boxes.

■ ttgmice.com

TTGmice's online news portal offers on-demand access to industry resources and an online directory of MICE product and service suppliers, 24/7.

■ TTGmice Planner / planner.ttgmice.com

This annual directory of Asia-Pacific MICE product and service suppliers is released every October.

Media Kits Available Online

For any advertising enquiries, please contact: traveltradesales@ttgasia.com | +65 6395 7575



ttgmice.com/subscribe



TTGmice is a product by:

TTG Publishing
Travel Trade
One Travel Trade Connection. Infinite Possibilities.

Appointments



Jörg T Böckeler



Andre Erasmus



Raymond Ang



Arthur WC Ho



Krishna Unni



Putu Susenayasa



Murlidhar Rao



Sharmini Moganandram



Janet Tan-Collis



Jean Keijdener

AUSTRALIA

Jörg T Böckeler is now general manager of **InterContinental Sydney**, following on from his last posting as general manager of InterContinental Melbourne The Rialto.

Surfers Paradise Marriott Resort & Spa has appointed **Evi Knoeckel** and **Kerry Fowler** business development managers. Knoeckel and Fowler have vast business development experience with five-star properties.

CHINA

Andre Erasmus has been appointed general manager of **Six Senses Qing Cheng Mountain**, which is due to open in 2014. He joins from Anantara Xishuangbanna Resort and Spa where he was general manager and pre-opening manager.

Raymond Ang is now general manager of

Grand Park Kunming.

Prior to this, he spent more than a decade in hotel management roles, helming both internationally branded and individually managed properties.

Arthur WC Ho will assume the role of general manager of the soon-to-open **Four Seasons Hotel Shenzhen**, bringing with him 28 years of hospitality experience. He will be joined by **Francois-Regis Simon** who will serve as hotel manager.

HONG KONG

Edward Scott has been appointed senior vice president and managing director of **Jack Morton Hong Kong**, succeeding Guy Parsonage who recently departed the agency that specialises in branding, communications and events. Scott joins from Jack Morton in Australia, where he had served as director

of operations.

INDIA

Alila Hotels & Resorts has appointed **Krishna Unni** general manager of **Alila Bangalore** and **Siddharth Savkur** general manager of **Alila Diwa Goa**. Unni brings more than 15 years of experience to the role, while Savkur joins from Hyatt Hotels.

INDONESIA

Alila Manggis has appointed **Putu Susenayasa** general manager. He previously held management positions at other Alila properties such as Kemang Icon in Jakarta and Alila Ubud.

Murlidhar Rao has been named estate manager of **The Sanchaya**, Bintan, which will open in 2H2013. He has more than 25 years of experience in the hospitality industry, having worked with hotel brands such as the Four Seasons, Mandarin

Oriental and Alila.

Spa Village Resort

Tembok, Bali has appointed **Martin Büchele** as its new executive chef. He has worked with several luxury hotels around the world, including Relais & Châteaux's Hotel Jagdhof in Austria and the Fairmont Chateau Lake Louise in Canada.

MALAYSIA

Mark Losi has moved from Parkroyal on Beach Road in Singapore to **Parkroyal Kuala Lumpur**, taking on the post of general manager.

Sharmini Moganandram has been promoted to general manager of **Parkroyal Serviced Suites Kuala Lumpur**. She was hotel manager of Parkroyal Kuala Lumpur.

SINGAPORE
Hogg Robinson Group

(HRG) has made **Joana Yap** general manager of the Singapore office, effective August 1. Yap first joined HRG in 2007 as head of client services before being promoted to head of service quality in 2010. She replaces Greg James who will retire end-July.

Janet Tan-Collis, managing director of East West Planners Singapore, has been elected president of **Singapore Association of Convention and Exhibition Organisers and Suppliers**.

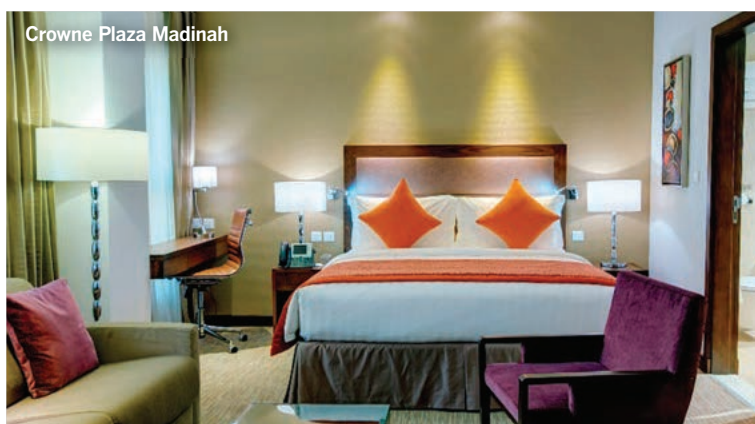
THAILAND

Ascott has appointed **Jean Keijdener** country general manager for Thailand. Keijdener will oversee the operations of Ascott's nine properties in Thailand, and drive the growth of the company's serviced residence business in the country. He was last Ascott's country general manager, South Korea.

Hotel updates



Pullman Phuket Arcadia



Crowne Plaza Madinah



Renaissance Johor Bahru Hotel

Amarterra Villas Bali Nusa Dua, Indonesia

Accor has opened the new-build Amarterra Villas Bali Nusa Dua under its MGallery Collection. Adopting a traditional architecture influenced by the 13th century Majapahit Kingdom and styled as a tropical garden retreat, the hotel offers 32 one-bedroom villas, six two-bedroom villas, a three-bedroom villa, a meeting room, an outdoor pool, a beach club and a gym, among others.

www.amarterravilla.com

BIG Hotel, Singapore

The new 308-key BIG Hotel on the corner of Middle Road and Bencoolen Street offers guestrooms that take on a stylish Scandinavian-influenced interior. Each room is equipped with a personal in-room tablet that comes loaded with a software application that allows guests to control room temperature, TV and lighting while surfing the Internet. The tablet offers island-wide 3G connectivity too. BIG Hotel is a short drive to the business district.

www.bighotel.com

Crowne Plaza Madinah, Saudi Arabia

Positioned as a hub for business

events, the 506-key Crowne Plaza Madinah houses a multi-functional business centre, five fully-equipped meeting rooms and free Internet access throughout the hotel. There are also a variety of restaurants.

www.ihg.com/crowneplaza/hotels/us/en/madinah/medin/hoteldetail

Hilton Phuket Arcadia Resort & Spa, Thailand

Hilton Phuket Arcadia Resort & Spa on Karon Beach has completed the renovation of its grand ballroom. The 850m² space now sports Fibre Optic lighting and multiple rigging points on its ceiling, LED lighting on walls, a contemporary new carpet design and enhanced acoustics. Events held at the grand ballroom are also supported by Creative Concept AV, the hotel's preferred in-house audiovisual supplier.

www.phuketarcadia.hilton.com

Le Méridien Bali Jimbaran, Indonesia

The new-build Le Méridien Bali Jimbaran offers 118 guestrooms and suites that feature modern batik motifs and striking liquid art imagery by German artist Markus Reugels. It supports event planners with a range of venues, such as the glass encased Celebration Pavilion

and Bale Banjar Ballroom on the rooftop, and a conference centre.

Dining pleasures can be found at Bamboo Chic, Wala Gelato Parlour, Bamboo Lounge, Smoqee Lounge and Sky Bar and Latitude 8 Bar. Other facilities at the hotel include a six-room spa, a lounge, a fitness centre, saltwater lagoon pool and Kendra Art Gallery.

www.lemeridien.com/balijimbaran

Pullman Phuket Arcadia, Thailand

Located on Naithon Beach, the five-star 277-room Pullman Phuket Arcadia offers a ballroom, five meeting rooms, six outdoor event venues as well as a dedicated events manager. Other facilities at the property includes two restaurants, two bars, a bakery/deli, a gym, a spa which also offers in-room treatments and three swimming pools, among others.

www.pullmanphuketarcadia.com

Renaissance Johor Bahru Hotel, Malaysia

Located in the township of Permas Jaya, close to the city centre of Johor Bahru and the port and industrial area of Pasir Gudang, the new Renaissance Johor Bahru Hotel offers 345 keys, four restaurants and bars, an outdoor swimming

pool and a fitness centre. There are also seven flexible function rooms which are equipped with state-of-the-art technology.

www.jbrenaissance.com

Traders Hotel Puteri Harbour, Malaysia

The 283-room Traders Hotel Puteri Harbour is a 20-minute drive from downtown Singapore and within hours from Kuala Lumpur via the North-South Highway. Facilities include a ballroom, five meeting rooms, a rooftop garden and a business centre, among others.

www.shangri-la.com/johor/traders

Watermark Hotel & Spa Gold Coast, Australia

Moving with the times, Watermark Hotel & Spa Gold Coast has installed iPad-controlled audiovisual systems across its entire conference floor. The new system features wireless technology, high powered data projectors, motorised screens, wireless microphones and an instant messenger facility that allows conference organisers to contact hotel event staff at any time during the event for assistance.

www.watermarkhotelgoldcoast.com.au

Packages



HONG KONG

Auberge Discovery Bay Hong Kong has rolled out a *Meetings & Success Package* for events with at least 10 guaranteed persons per day. Priced from HK\$450+ (US\$58+) per person, the deal includes the use of a venue from 09.00 to 17.00, organic blended tea and coffee served throughout the day, morning and afternoon tea breaks with snacks, and a three-course Western set lunch at the hotel's signature restaurant, Café bord de Mer.

Also included in the package is a selection of five- to-10-minute activities, such as one that puts delegates' fitness to the test.

The offer is valid until August 31 and a 10 per cent service charge applies. Other terms and conditions apply too.

Visit www.aubergediscoverybay.com

CHINA

Sheraton Sanya Resort is offering sustainable meeting options that are priced at RMB450 (US\$151.60) per person for a full-day package, and RMB400 for a half-day arrangement. Events employing these meeting options are offered recycling bins upon request, fruit-scented water stations in place of bottled water and linenless set-up for refreshment stations, etc. The full-day package includes two meeting breaks and lunch, while the shorter option includes one meeting break and lunch.

This offer is applicable for a minimum guaranteed attendance of 15 persons, and meetings must be held by December 31 this year. Other terms and conditions apply.

Contact sheraton.sanya@sheraton.com

AUSTRALIA

Tangalooma Island Resort on Moreton Island, off the coast of south-east Queensland, is offering residential meeting groups a casual barbeque dinner or a buffet dinner for one night of stay. Meetings must be booked and held between May and August this year. Terms and conditions apply.

Visit www.tangalooma.com



HONG KONG

AsiaWorld-Expo and seven other tourism players, including hotels and attractions, have come together to launch a new promotion to drive MICE bookings into Hong Kong's Lantau Island.

Events confirmed by September 30 this year and held by August 31 next year will enjoy a 10 per cent discount on their total bill.

The partnership, formed to demonstrate the destination's all-in-one business and leisure capability, comprises Auberge Discovery Bay Hong Kong, Hong Kong Disneyland Resort, Hong Kong SkyCity Marriott Hotel, Ngong Ping 360, Noah's Ark Hong Kong, Novotel Citygate Hong Kong and Regal Airport Hotel.

Visit www.asiaworld-expo.com

THAILAND

Hotel de la Paix Cha Am has unveiled its new *Beachside Boardroom Break* package, priced from 2,356 baht (US\$78) per person.

Valid from June 1 to October 31 this year, Sundays to Thursdays only, the package includes a night's accommodation in a Horizon room with breakfast, complimentary mini bar items (local beer, soft drinks and snacks), use of visual equipment in meeting room, lunch and complimentary welcome drink, and fruit plate in guestroom upon arrival.

Half- and full-day arrangements are available.

Supplement at 1,500 baht for single occupancy applies. Rates are subject to a 10 per cent service charge and seven per cent government tax.

A minimum booking of 30 pax is required.

Contact dos@hoteldelapaixhh.com



20 - 22 August 2013

Kempinski Ambience Hotel Delhi, India

Promoting India to the World and the World to India

“Excellent show with a great buyers profile. It gave us the opportunity to network and promote our brand.”

Ashish Seriga, Creative Travel, India

“The event gave us the opportunity to expose and publicise our hotel to potential buyers.”

Eric Ng, Royal Plaza Hotel, Hong Kong

“The event has been helpful. I obtained fresh contacts and ideas for Incentive destinations.”

Reyna Arthur, Sun Life GREPA Financial, Philippines

“Good event for networking and gathering more product knowledge of India.”

Arvind Nayar, Harvey World Vintage Travel Tours, Zimbabwe

The Inaugural IT&CM India 2012 Proves Successful In Business Generation

- **82%** of Exhibitors expect orders 6 to 12 months after the event
- Up to **USD 750,000** sales value received per exhibiting company
- **2.42** Buyers to 1 Exhibiting Company

**Last
Chance To
Register!**

Exhibitors | Buyers | Media

www.itcmindia.com

Scan This QR Code

For More Information On Participating
As An Exhibitor, Buyer or Media Delegate!



TTG | Events

Supporting Associations



Industry Partner



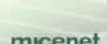
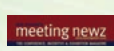
Hospitality & Venue Partner



Official Media



Media Affiliates



TTG ASIA

[LUXURY]

for buyers of premium travel and luxury meetings

our search for
asia's best villa product
has begun.

Make a difference in bringing this luxurious accommodation choice
to the next level by sharing your opinions.

Simply log on to our webpage to win one of several attractive
luxury prizes, including a stay at the Grand Hyatt Macau.

ttgasialuxury.com

a joint survey with



LUXPERIENCE

2-4 SEPTEMBER 2013 • SYDNEY