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CTW
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Corporate Travel World

IT&CMA and CTW Asia-Pacific
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Creative spend tactics

By Lee Pei Qi and S Puvaneswary

With no higher corporate travel budgets in sight for 2014, travel managers at IT&CMA and CTW Asia-Pacific are devising creative ways to get the most out of allotted funds.

Usman E Gani, deputy manager – facilities (Travel), Tavant Technologies, India, told the *Daily* that his company has been encouraging its middle management staff travelling on lengthy trips to opt for serviced apartments instead of four-star hotels, as these properties offer 30 to 40 per cent in savings on accommodation spend.

Gani said: “The winning pitch for employees is usually the cooking facilities at serviced residences. Although top management still stay at five-star hotels, that does not matter much in terms of savings, as they do not travel as frequently as middle management, their length of stay is shorter and not many of them take trips.”

Another travel manager from India, Mohammad Ali, assistant manager – admin division, said his department is upgrading rooms for staff who agree to stay at “good three-star hotels” instead of lead-in



Kok: necessary travels only

room types at pricier five-star properties.

He said: “(This arrangement isn’t written) in black and white. We use our persuasive skills to convince our employees that the three-star property is the best choice, as there are no rooms in upscale properties nearby. We will also negotiate for free ancillary services such as Wi-Fi.

“What we will not do is obtaining savings through accommodating staff in hotels with less than three stars, as their safety is (important).”

Both Mohammad Ali and Gani are keen to drive further cost savings through the use of budget carriers, and are keeping a lookout for LCC developments.

Mohammad Ali said: “I am looking forward to flights from India to South-east Asia (coming out of the) Tata Sons and AirAsia joint venture. This could result in a 30 to 40 per cent savings (on air travel) as compared to flying full-service carriers.”

Kok Siok Mei, assistant to CEO, Continental Automotive Components Malaysia, said the company is keeping a tight rein on the number of employees travelling for business and allowing only the “bare minimum”. Kok added: “We also implement a fare comparison policy where we choose the airline that offers the cheapest fare. For short flights, such as those between Singapore and Kuala Lumpur, we will opt for low-cost airlines.”

Travel managers are also turning to cheaper destinations for their events.

Singapore-based BMW Group Asia, which has been given the same travel and events budget, has moved its product trainings and conferences out of the pricey city-state, favouring quality but affordable destinations such as Indonesia, Vietnam and Bangkok instead.

The luxury car company’s finance and administration purchasing manager, Tan Mei Ling, said: “Ever since the arrival of the integrated resorts, hotel prices in the city have been sky rocketing while we continue to be restricted by our hotel budget.”

Stephani McKay, travel team

leader administration of Corrs Chambers Westgarth, Australia, said the company is in the process of collecting data on travel expenses of all employees with a view of developing a business travel strategy.

While Joseph Bates, vice president, research of GBTA Foundation, noted that companies continue to exercise caution in their travel spend, Asia-Pacific has actually seen a rise in such expenditure, with 2012 and 2013 recording a growth of 7.2 and 8.8 per cent.

Bates explained: “Companies in this region are doing well and growing, and with that comes business activities. That said, companies are still keen to raise the productivity of business travel.

“It is believed that a company needs to spend US\$1 to support every US\$100 in revenue. There has been a steady increase in this productivity, which means companies have been able to use less money on business trips to support revenue. How? By combining trips that require the staff to travel to several cities at one time, and through better negotiation with travel suppliers.” – *Additional reporting by Karen Yue*

TALKING NUMBERS

83 The percentage of corporate travel companies polled in the 2013 Abacus Corporate Travel Practices Survey who felt mobile technology would have a moderate to significant impact on their business.

33 The percentage of respondents who had implemented mobile web or native applications.

4 The number of respondents – out of every 10 – who had enabled flight and hotel bookings via mobile devices. Only one in 10 allowed changes to existing travel arrangements.

97 The percentage of respondents who had received instructions from clients to further tighten policy terms, upping demand for alternative flights and accommodation.

73 The percentage of respondents who noted higher LCC bookings for corporate travellers, mostly due to policies governing choice of lowest fare.

‘US shutdown may hurt’

By Greg Lowe

TRAVEL planners expect the partial shutdown of the US federal government will be disrupting without having a long-term effect on business travel, provided the closure is relatively short-lived.

Congress on Tuesday failed to agree to raise the government’s debt ceiling, leading to a partial government shutdown, which is expected to see 800,000 of a total two million government workers sent home. Government buildings and services, as well as public-funded monuments, museums and national parks will be shut due to the deadlock.

Roger Schreurs, director of Loco Enzo and chairman of SITE Netherlands, told the *Daily*: “It could be a disaster (if they shut down all national parks and public monuments),



Korn: good planners make a big difference

but in my experience these situations don’t normally last. New York, for example, is such a big city that it can absorb this.”

Incentive and meeting groups currently in the US or travelling there during the shutdown would be largely unaffected, provided their travel planner has contingencies in place, said Abe Korn of New York-based Worldwide Meeting & Event Services.

“Good planners will always have an alternative,” he said. “If I come here (Thailand), I will always have an alternative of equal quality for my clients in case an attraction is closed.”

Joost de Meyer, CEO of First

Incentive Travel US, was hopeful the shutdown would be over soon given that the last government closure in 1996 lasted 28 days.

“This will hurt the image of the US as a reliable partner,” said de Meyer. “If it lasts too long and the more essential parts of the MICE market have to shut down, it will become a more damaging problem.”

He added the US’ incentive market could lose out to countries such as Mexico and the Caribbean, while meetings and conferences would most likely move to Canada and Europe.

Yet, one specialist who arranges incentive travel within the US, said on condition of anonymity: “If you have a group set on, say, going to Yellowstone National Park, and is willing to pay a premium, it will be able to get in.”



Electrifying opening

The 21st IT&CMA and 16th CTW Asia-Pacific double bill MICE event opened on a glamorous and lively footing yesterday evening at Plaza Athénée Bangkok, A Royal Méridien Hotel, charming all delegates with breathtaking acrobatic displays and energetic dance and musical performances.

The Opening Ceremony and Welcome Cocktail was graced by Thailand’s deputy prime minister and second minister of agriculture and cooperatives, Yukol Limlamthong (centre), Thailand Convention & Exhibition Bureau’s president Nopparat Methaveekulchai (fifth from left) and TTG Asia Media’s managing director Darren Ng (sixth from right).

Cheers to great exchanges

Patrick Tan checks out the terrific buzz of activity that goes on at the exhibition hall



Back row: Park Hotel Group Hong Kong's Teris Kwong, Park Hotel Group Singapore's Stephanie Choong, Park Hotel Group China's Stephanie Xie, Ambassador Tours US' Khaled Khalefa, Park Hotel Group Singapore's Pauline Cheung and Michelle Wong, and Grand Park City Hall Singapore's Elinda Ong
Front row: Arfel Travel & Tours Philippines' FE Ablang Yu and Dove Travels India's Ashwani Gupta



Resorts World Sentosa Singapore's Lynn Chua and Consumer Links Marketing India's Sandeep Ramakrishnan



SSR Holidays India's Sapneal Rao, Harshil Tours & Travels India's Pravin Shah, Macau Tower Convention & Entertainment Centre's Simon Chow and Arika Tour & Travels India's Udesch Kejriwal



Egyptian Tourism Office's Mohamed Elsayad and Adel El Masry, and Egyptair Thailand's Wimonmart Pompong



Silversea Cruises Singapore's Melvyn Yap and Otao India's Vineet Gopal



Frasers Hospitality Singapore's Ray Hua and Amy Lai



World Discovery Travel Network Thailand's Bussadee Shivaphiroonthep and 2World Travel Cambodia's Ho Sothea



Hong Kong Tourism Board Thailand's Pote Sakuntalak, Thailand Incentive and Convention Association's Sumate Sudasna, Meetings & Exhibitions Hong Kong's Kenneth Wong, Hong Kong Tourism Board's Simon Wong and TTG Asia Media's Darren Ng



MGM Macau's Ann Lam



Malaysia Convention & Exhibition Bureau's Lee Sheau Fen, Haley Tan and Zulkefli Hj Sharif



Meritus Hotels & Resorts Singapore's Paul Stocker and Visa Travel Poland's Monika Siemieniecka

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China to outperform the US in biz travel

By Karen Yue

BUSINESS travel dominance is expected to shift from the west to the east by 2017, according to GBTA Foundation's latest BTI Outlook and Forecast.

The study, which focuses on global business travel performance and trends, has reported a business travel spend of US\$262 million by the US and US\$196 million by China in 2012, earning these markets first and second spot on GBTA Foundation's top 15 business travel markets ranking. However, projections have painted a different picture. China is expected to spend US\$371.8 million on corporate trips in 2017, overtaking the US' US\$324.5 million.

In an interview with the *Daily*, Joseph Bates, vice president, research, GBTA Foundation, said the majority of Chinese business travel spend will, however, stay within the massive country.

"Presently, 96 per cent of Chinese business travel is domestic and only four per cent is international outbound. I do not expect this configuration to change anytime soon, as the Chinese government wants to grow the domestic economy," Bates explained. "Therefore, travel and tourism companies that want to tap the strong Chinese business travel market will have to have a presence in China. Companies will need to have on the ground people who understand the unique Chinese business culture."

When asked if the growing Chinese appetite for business travel would translate into greater adoption of services that enables travel policy compliance, Bates said: "Travel policy adoption among Chi-

nese companies is still low, although it is growing. It is regarded as a new concept by many, with most adoptions made by local offices of multinational companies. The good news is, local firms are seeing what their global counterparts are doing,

and are following suit."

Bates said GBTA Foundation will increase its presence in China to improve the understanding of business travel among local buyers and suppliers. The organisation held its first GBTA China

Conference in April this year, timed alongside IT&CM China 2013.

More findings from the study will be shared during the CTW Asia-Pacific Industry Presentation on October 3 at Lotus Suite 5-6.

Grand Hyatt Erawan adapts well to change

INBOUND MICE business is shifting away from traditional source markets in Europe and the US to regional countries, said Grand Hyatt Erawan Bangkok.

The property is also having to cope with shorter lead times from within Asia, a trend many suppliers and DMCs have also noted, said general manager Richard Greaves.

"Now (the hotel's MICE business) is from this region, namely Hong Kong, Singapore and China... booking lead times have also shortened to two to three weeks," he said.

The hotel will soon complete phase two of its renovation, which sees 175 guest rooms and suites, including the Grand Club Lounge, upgraded in a bid to strengthen the property's allure. The first phase, which renovated 199 rooms, was completed last year.

Greaves said the renovation is especially important as meetings and events accounted for 20-30 per cent of the hotel's business. The hotel expects to see growth in both segments and has noted an emerging trend of demand for more leisure elements in meetings itineraries.

"Delegates today look for innovative products and work-life balance. After a meeting, they prefer to have a pleasurable meal in a more casual atmosphere. We have the advantage of being able to offer nine dining venues within the hotel for them choose from," he said.

- Greg Lowe

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PARK HOTEL GROUP

Room for smarter travel

By Xinyi Liang-Pholsena

WITH deepening smartphone penetration and the Millennial generation joining the workforce in greater numbers, technological adoption, particularly on the mobile front, is becoming more common than ever in the corporate travel landscape, although there appears to be no clear consensus on mobile policies.

According to the 2013 Abacus Corporate Travel Practices Survey published just yesterday, mobile applications remain a largely untapped opportunity within the travel industry in Asia-Pacific, despite soaring adoption rates of smartphones and tablets in the region.

The survey also reveals a clear disconnect between the perceived importance and actual provision of smartphone and tablet applications in the industry: over 83 per cent of travel management companies felt

that mobile technology would have a moderate to significant impact on their business in the next 12-24 months, but only 33 per cent of the respondents had implemented any mobile web or native applications.

Speaking to the *Daily* on the sidelines of his keynote address at IT&CMA 2013, Rohit Talwar, CEO of Fast Future Research, pointed to the accelerating rate of technological adoption: "We've got to understand the speed at which technology is evolving...think how we are gearing up for that world where people grow up being used to that stuff and not be held back."

During his keynote address, Talwar also highlighted that travel apps the likes of Hipmunk, Hotel Tonight, Room 77 and SeatGuru have provided insider information to help travellers with their decision-making.

"Apps that provide flight and airport terminal updates have

helped corporate travellers on the road, especially among a new generation of travellers who prefer mobile (phones)," said Amarnath Lal Das, travel manager of a Bangalore-based technology company. "We're looking to launch our own mobile app



Lim: leverage existing solutions

to make information available at one's fingertips." Likewise, IKEA has adopted some mobile solutions, such as Concur, which has been "quite useful" for corporate travellers to track their expenses on the road by taking pictures of their receipts, according to Asia-Pacific regional meeting and travel manager, Victor Lim.

At the same time, Lim acknowledged that the furniture

giant has not totally embraced the full potential of mobile in its corporate travel policy. "There have been requests from different segments of our travel community to be able to approve things through the mobile, and we will like to look at things mid-trip and be able to send out alerts to people about the weather, location or safety information when they land (in a destination).

"The challenge is how to integrate (mobile) solutions into our corporate travel programme, which exist in different pockets today, so we have not been able to manage it centrally in a good-enough way. As much as possible, we would like to tap on our partners' existing solutions and not spend too much time and money on developing apps," added Lim, who also urged technology providers to roll out customised solutions for the corporate travel community.

IN BRIEF

Kaohsiung's new MICE star

The new Kaohsiung Exhibition Centre (KEC), slated to open next April, is set to position Kaohsiung as the next big city for MICE in Taiwan.

The NT\$3 billion (US\$102 million) project is hailed as the only waterfront exhibition venue in the country, and is projected to drive Kaohsiung's emerging image as a centre for technical innovation, creativity, culture and tourism.

Amanda Hsu, project manager, Kaohsiung meeting and event promotion office, said the new venue would give delegates a reason to "come to Taiwan to visit a new city."

KEC can accommodate 1,500 standard booths, and will feature three conference halls – one with capacity for 2,000 pax and the other two for 800 pax each – and 10 conference rooms for 20 to 40 people.

The Taiwan International Fastener Show and the Taiwan International Boat Show will be among the first events to be held there.

JW Marriott Phuket dangles perks

JW Marriott Phuket Resort & Spa is offering event planners a five per cent discount on both the meeting package and F&B spend between now and December 15.

The five-star hotel will also enhance the meeting experience with two perks for events with 80-150 room nights and four value-adds for those consuming more than 150 room nights. Meeting planners can choose their preferred benefits from a list that includes Wi-Fi Internet access, an hour-long cocktail reception and double Marriott Rewards Points.

Event bookers will also be rewarded with four complimentary nights' stay and a two-hour Thai massage at Mandara Spa.

For more information, write to naruemon.s@marriott-hotels.com.

Clustered power

Coex convention and exhibition venue in Seoul and the World Trade Center Seoul will launch a new MICE Cluster by end-2014 when refurbishment to the Coex underground mall is complete. The initiative will see increased collaboration between 12 leading business travel and event facilities at the World Trade Center, such as Intercontinental Hotel Seoul Coex, Seven Luck Casino, SM Entertainment and Lotte Duty Free, to offer optimal services to business travellers and event delegates.

TCEB tightens connections with ASEAN buyers

By Greg Lowe

THAILAND Convention and Exhibition Bureau (TCEB) introduced a range of incentives for regional meeting planners yesterday at the launch of its Thailand CONNECT brand which is focused on driving MICE business from within the ASEAN region.

While Thailand's MICE sector wants more done to support a recovery from traditional high-yield markets in Europe and the US, the bureau is bound by government policy to build business from within the region, said Supawan Teerarat, TCEB's vice president for strategic and business development (right).

"Our aim is to support ASEAN in the run up to the launch



of the AEC (Asean Economic Community in 2015)," Supawan told the *Daily*.

"We want to focus on making Thailand the (key) connection for ASEAN's MICE industry.

"(Down the line) we are also

planning to promote Thailand as a premium MICE destination (for groups with significant budgets), which will be more global," she said.

TCEB's budget for 2014 is 900 million baht (US\$28.7 million), about 10 per cent higher than the previous fiscal year which ended last month. All promotional activities during the year will be spearheaded under the Thailand CONNECT brand.

About 25 per cent of the bureau's budget has been allocated for subsidies, of which an initial 10 million baht has been set aside for new incentives introduced under the campaign.

For meetings and incentives, 200,000 baht is given to events with more than 200 international delegates spending a

minimum of five nights in the country, with at least one night in a location other than the host city.

For exhibitions with 15 or more participants from Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation nations, which include Bangladesh, India, Myanmar and Sri Lanka, or ASEAN + 6 nations, business matching for groups is provided. In addition, a subsidy of US\$150 per person will be granted, provided each delegate has at least three business-matching appointments with Thai companies.

Conventions groups stand to benefit from promotional and public relations support within ASEAN + 6 countries as well as Taiwan, Hong Kong and Macau.

China tops Seoul's MICE priority

By S Puvaneswary

THE Seoul Metropolitan Government is gunning for more corporate meetings and incentives from first-tier Chinese cities as well as Asian markets with direct flights to South Korea.

Director-general of Tourism Policy Bureau, Seoul Metropolitan Government, Seo Jeong Hyup, said the capital city is targeting China because of its growing number of companies and the tendency for many of these companies to hold overseas meetings and incentives.

According to Seo, China is expected to be the top arrival

market for Seoul this year, overtaking Japan.

He believes that sales calls and presence at travel trade fairs such as IT&CMA and IT&CM China are important to drive business events to Seoul.

Meanwhile, Seoul Convention Bureau's support services for meeting planners, launched January 1 this year, have been popular with the Chinese and Asian markets. The programme is made available to events with at least 50 international delegates spending at least two days in Seoul. Qualifiers will gain financial support of some US\$20 per delegate, as well as

bid support, airport meet-and-greet and airport transfer.

Seo said the support will help Seoul achieve its goal of scaling the UIA rankings from the current fifth position to third by 2018.

The capital city is also developing new venues for incentives and will produce a listing of such spaces which will be distributed to incentive organisers.

Seo added that the city government aims to leverage on Seoul's strengths in sectors such as information technology, medical and entertainment to bring in even more international business events.

AACVB to standardise business reporting format

THE Asian Association of Convention and Visitor Bureaus (AACVB) will come up with a format for standardising the reporting of business event arrivals among its members and expand its membership base by next year.

AACVB president, Zulkefli Sharif, said: "Having a standard format for reporting arrivals as well as endorsement of the arrival statistics by the respective member countries is important for improving the profile of countries as a MICE destination. It will also boost foreign investors' confidence in developing

new tourism products, such as hotels and theme parks."

He added that AACVB is also aiming to expand its membership to include city convention bureaus and MICE players.

This month, AACVB will hold its seventh edition of the Asia For Asia Summit in Malacca, Malaysia, on October 20. The summit will hold discussions on how best to position Asia as a destination for business events. Around 80 delegates are expected to attend this event.

– S Puvaneswary



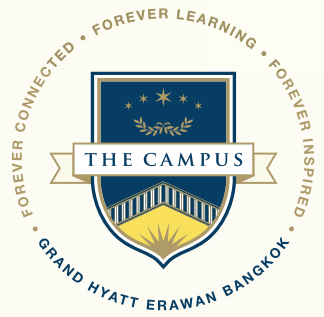
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Malaysia keeps on paddling

The country continues to incentivise planners but associations have a role to play, reports **S Puvaneswary**

Business events made up 5.3 per cent of Malaysia's total 25 million arrivals last year. The Malaysia Convention & Exhibition Bureau (MyCEB) wants to grow this share to eight per cent, or 2.9 million, out of the projected 36 million arrivals in 2020.

To this end, MyCEB has kept up a steady stream of initiatives coming to position the country as a preferred MICE destination, following the success of its *Kesatria 1Malaysia* ambassador programme.

Initiated in January last year, the programme resulted in two major conferences this year – the Women Deliver 2013 conference (WD 2013) in May and the 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2013) in June, both of which were among the top three conventions held this year in terms of attendance.

“Both conferences have managed to collectively bring more than 10,000 delegates to the country. WD 2013 created an economic impact of more than RM42.6 million (US\$13.1 million) while IAS 2013 achieved about RM44.6 million,” said MyCEB CEO, Zulkefli Sharif.

MyCEB launched the *Malaysia Twin Deal* (MTD⁺⁺) in late July. Aimed at corporate meeting and incentive groups, the scheme entitles international groups of at least 50 foreign delegates to value-added support.

Privileges for delegates under Deal 1 range from limited edi-

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The estimated economic impact, in billions of ringgit, of MICE on Malaysia for 2013, according to MyCEB

tion welcome gifts, cultural showcase to a complimentary dinner for the group, while Deal 2 gives planners who bring in 500 participants rewards such as iPad minis or vacations for two in Malaysia.

Additionally, planners can take up discounts on meeting packages, receive complimentary rooms with a minimum of 25 paying rooms and obtain free welcome amenities at any of 31 participating hotels in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak.

The MTD⁺⁺ programme is limited to confirmed bookings made by December 31, 2013 for groups arriving in 2014.

Alex Lee, CEO of Ping Anchorage Travel & Tours, said that while it is too early to gauge the take-up of the programme, MyCEB should be flexible in their evaluation of support and consider offering incentives to small but high-yield international MICE groups.

He suggested: “MyCEB



Malaysia continues to roll out incentive programmes to entice MICE

should look at the quality of the group rather than just the group size of international participants... (The) MTD⁺⁺ programme should not be limited to hotels from certain states but be more inclusive, as that would attract MICE organisers to also explore other states such as the east coast of Peninsular Malaysia and this will indirectly benefit rural communities.”

New tourism infrastructure such as hotels within the vicinity of the Kuala Lumpur Convention Centre (KLCC) and upgrades to the centre are on the way. The 208-room St Regis Kuala Lumpur is scheduled to open in December 2014, while the opening of Hilton Garden Inn Hotel Kuala Lumpur will

bring 255 rooms next year.

These launches will add to the city's room inventory and raise the number of meeting spaces and options in the city, allowing meeting planners to attract more high-end and larger conferences, said Adam Kamal, managing director at Tina Travel & Agencies.

As for convention centres, KLCC will build another wing for an extra 12,500m² in response to requests for larger spaces. Spread over three levels, the facility will be completed by 2018. Peter Brokenshire, general manager of KLCC, said: “This new space is expected to grow the centre's convention business by 30 to 40 per cent.”

To tide over in the meantime,

KLCC has erected a marquee adjacent to it to obtain 2,600m² more room. “The space will be available for use up to 2015 with the possibility of extension for a further limited period,” explained Brokenshire.

However, Zukefli said the strength of the host association was key to securing international conventions. “MyCEB is constantly on the search for national associations that are willing and capable of hosting international events. Local associations are mostly run by volunteers and are not active internationally. As for new and emerging associations, they are not bid-ready as they may be under-resourced, volunteer-run and do not have time.” ■

NEED TO KNOW



Meetings on the Desaru Coast

Desaru Coast, Malaysia's first luxury integrated destination located on the south-eastern coast of Peninsular Malaysia, will open in 2015. Visitors will find a choice of top-name hotels including Sheraton Desaru Resort, Aman Country Club and Aman Villas, two aquatic theme parks, two championship golf courses, a hospitality school, a waterfront retail village and a state-of-the-art convention centre.

Strategically located at the heart of the Desaru Coast development, the Desaru Convention Centre offers banqueting and exhibition space for up to 1,000 guests, on top of meeting rooms, pre-function areas and VIP lounges.

MyCEB beefs up Delegate Welcome Kit

Malaysia Convention & Exhibition Bureau (MyCEB) has padded up its Delegate Welcome Kit with two new offerings – the Conference Mobile Application and Delegates Privilege Card – for conferences with over 500 international delegates.

The Conference Mobile Application provides relevant information such as conference schedules, speakers, surveys and announcements while its destination feature lists Kuala Lumpur's attractions, shopping and dining options. This function will be upgraded later on to include guides to other states around the country.

Meanwhile, delegates can redeem special offers at selected F&B and retail outlets, attractions, and transport services with the Delegates Privilege Card.

For more information, email info@myceb.com.my

Resorts World Genting brings Fox movie magic to life in 2016

Resorts World Genting will splash out more than RM400 million (US\$124.7 million) to build a Twentieth Century Fox theme park.

Scheduled to open in 2016, the new theme park will be built within Resorts World Genting grounds and feature over 25 rides and attractions based on some of Fox's most popular films such as *Ice Age*, *Rio*, *Alien* and *Night at the Museum*.

The Genting Outdoor Theme Park has been closed since September 1, 2013 to facilitate the construction of the new Fox theme park.

New Traders hotel opens in Johor, close to Singapore

Traders Hotel, Puteri Harbour, Johor began welcoming guests on June 1, located on the southern tip of Peninsular Malaysia and a mere 15-minute drive from Singapore.

The hotel ballroom, VIP Room and pre-function area can collectively accommodate up to 600 guests, while five other multi-function rooms will fit smaller groups ranging from 40 to 280 guests.

The 283 stylish rooms and suites are complemented by free Internet access, a business centre, health club, rooftop infinity pool and landscaped garden, among other features.



More attractions for ESCAPE theme park

ESCAPE theme park in Penang will complete construction by 2016. Currently providing team-building activities and a 100-pax conference room, the park will get a water park and an outdoor amphitheatre for musical events during its second phase of development, and a tree house hotel allowing guests to sleep under the stars in the final phase.

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An appetite for finer events

Australia is dangling food and wine ideas to attract even more Asian business events, writes **Karen Yue**

In Tourism Australia's recent Consumer Demand Project survey, food and wine was found to be the sixth most crucial factor in holiday decision-making. On top of that, 53 per cent of respondents who had visited Australia associated the destination with good food and wine.

These results have excited Tourism Australia, which has responded with a decision to make Australia's food and wine experiences one of the key selling points in its destination marketing efforts targeted at Asian business event planners in the new financial year beginning July 1.

The food and wine spin is necessary to keep Australia fresh for Asian business event planners and entice them to return, according Karyn Kent, general manager of South/South-east Asia & Gulf Countries with Tourism Australia.

Kent believes that keeping Australia "fresh and desirable" is especially important for business event planners in Singapore, an important source market with a high repeat visitor segment of 82 per cent. "Singapore ranks the fifth largest in terms of overall arrivals and is Australia's eighth largest business events market. In the South-east Asian region, Singapore is right at the top," she said.

"Where the food and wine theme is concerned, this could include the latest restaurants with up-and-coming chefs,



Prudence Upton

Unique food and wine experiences are expected to win repeat business

established heavyweights such as Attica in Melbourne and Quay in Sydney which ranked 21st and 48th respectively in The World's Best 50 Restaurants, farmers' markets, produce trails, coffee crawls, tours of wine-producing regions, etc.

"There are also established products that already incorporate food and wine with iconic places found only in Australia, such as the *Sounds of Silence* dinner at Uluru (pictured left). Such experiences are usually introduced during familiarisation trips with incentive planners and key decision-makers," said Kent.

One of Tourism Australia's latest food and wine themed initiatives is the *Ultimate Winery Experiences of Australia*, a consortium of award-winning wineries that offer unique experiences suitable for incentive groups.

184,000

The number of convention/conference arrivals to Australia for the year ending June 30, 2013, an increase of two per cent year-on-year

Launched end-April, the partnership includes Jacob's Creek in South Australia and Leeuwin Estate in Western Australia. Guided tours, wine education sessions and gastronomy in spectacular locations can be enjoyed.

As many of these food and wine trails go beyond the main

cities like Melbourne, Sydney and Perth and into surrounding destinations, they help to spread tourism dollars and attention across the country.

The Gold Coast, for instance, which typically draws visitors with its sun, sand and sea, also offers a delectable spread for gourmands in its hinterland.

Anna Case, Gold Coast Tourism's director of business events, said food and wine trails around the Gold Coast Hinterland were already being featured in most incentive itineraries.

Case said: "This part of the Gold Coast boasts the perfect climate for winemaking and features boutique food manufacturers such as cheese makers, organic produce and homemade delicacies. For visiting manufacturing incentive groups, a tour of the Carlton Brewhouse is in order, which highlights seven out of the top 10 Australian beers. (The experience) includes a delicious and truly unique gourmet beer degustation lunch or dinner."

Culinary experiences in the Gold Coast Hinterland can be found at Canungra Valley Vineyards, a premium boutique cellar door that organises a variety of activities such as live entertainment, tastings, charity fundraisers and corporate days; Witches Chase Cheese, an artisan cheese factory where visitors can watch cheese makers at work; Mount Tamborine Brewery, which offers tours and tastings; and Liquid Amber

Bistro and Grill, an ideal venue for corporate groups to enjoy a lunch of local produce.

Food festivals and events, especially those that can be incorporated into a pre- or post-meeting programme or an incentive itinerary, are also being promoted by Tourism Australia. Examples of notable festivals are Melbourne Food and Wine Festival in March, Noosa International Food & Wine Festival in May and Margaret River Gourmet Escape in November.

"Tourism Australia is able to connect business event planners with festival organisers for ideas on how to cater for incentive groups," said Kent.

Gold Coast Business Events has seen a "steady increase across the South-east Asia market in the desire to incorporate cuisine and culture into corporate incentive group programmes".

Case said: "In response to that demand we help to connect event organisers with various food festivals throughout the year. (We) facilitate behind-the-scenes access for incentive groups to explore the culinary world through personalised consultations with chefs pre- or post-festival and may even incorporate private cooking schools or live demonstrations."

Australia is also keen to demonstrate its ability to cater for various dietary requirements that can surface at business events with guests from different cultures. ■

NEED TO KNOW

A fine introduction to the good life

Leeuwin Estate in Western Australia's Margaret River region offers daily cellar door tastings and behind-the-scenes tours of its winery thrice a day at 11.00, 12.00 and 15.00.

Incentive planners can combine a winery tour with a wine pairing lunch for up to 250 pax at the estate's restaurant or organise a private gathering in Leeuwin's Art Gallery.

Leeuwin Estate's surrounding vineyards and karri forests also offer unique settings where marquees can be erected for al fresco events.

Visit www.leeuwinestate.com.au for more information.



O, there's something new!

Celebrity chef Michael Moore has launched a new Tapas Lounge at O Bar and Dining, located on the 47th floor of Sydney's Australia Square. The lounge boasts panoramic views of the Sydney Opera House and Harbour Bridge and features exotic tapas dishes including cedar plank roasted salmon and baked ricotta cheesecake dumplings.

The entire venue can be hired for private functions with up to 400 guests, standing, while a private dining room can take a seated banquet for 28 pax. The bar can accommodate 180 pax.



Seaduction of the palate

One of the most sought-after dining experiences on the Gold Coast, Seaduction Restaurant and Bar features lavish décor and serves up a contemporary menu that comes paired with an impressive local and international wine list.

The establishment can seat 90 guests indoors and accommodate 26 on an al fresco balcony. There is also a private room for up to 10 people, which comes with an adjoining wine tasting room.

Seaduction Restaurant and Bar is located within the Sea Temple Surfers Paradise hotel.

Into Versace's kitchen

The luxurious Palazzo Versace on the Gold Coast holds monthly *Chef Master Classes* that incorporate a farmers' market visit. Held on the second Saturday of each month, the activity commences at 07.30 with welcome coffee and pastries at the hotel and ends with a feast with paired wines.

Palazzo Versace also offers a masterclass accommodation package.

Visit www.palazzoversace.com.au for details.



Dinner under the stars

Ayers Rock Resort's *Sounds of Silence* dinner takes guests into the great outback, where their experience begins with canapés and chilled sparkling wine served on a viewing platform overlooking the Uluru-Kata Tjuta National Park.

Highlights of the event include a bush-tucker-inspired buffet of dishes that use native bush ingredients such as crocodile and kangaroo, a didgeridoo performance, an Aboriginal dance performance and an introduction to the southern night sky by the resort's resident star talker. A resident photographer will also be on hand to capture memories of the event for delegates.

Visit www.ayersrockresort.com.au/sounds-of-silence for more details on this dinner idea.

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Prosperous progress for MICE

MICE hardware is advancing fast, but kinks in destination branding, HR need to be ironed out. By **Rosa Ocampo**

Long overlooked, the MICE sector in the Philippines is starting to reap the attention it deserves not only from foreign source markets but also hardware investors.

ICCA data showed that the Philippines hosted 48 international association meetings in 2012, a whopping 45 per cent growth from just 33 in 2011.

The uptrend is expected to be sustained this year and in the following years as the destination basks in having one of the highest economic growth in Asia, a stable political climate, favourable investment landscape and double-digit growth in tourist arrivals.

“There will be an increase in requirement for such activities (international meetings),” said Karlo Pobre, manager, research and advisory services, Colliers International, adding that the company has started to track MICE events.

Some of the major events that had taken place in the Philippines this year include the Worldwide Travel Industry Convention with 650 participants and 5th Global Conference of Parliamentarians Against Corruption with 500 participants, both in January; the South East Asia Premier Nautical Lifestyle Summer Expo attended by 4,000 in March; and the 12th South East Asian Survey Congress with 1,000 attendees in June. Come November, the country will host the 5th World Eco-Tourism Conference in Cebu.

Two of the largest events that the Philippines is preparing for are the World Economic Forum East Asia Summit next year and the Asia Pacific Economic Cooperation Summit in 2015.

31

The number of international association meetings held in Manila in 2012, out of the country-wide total of 48, according to a recent ICCA study

As market awareness for the Philippines increases, the country’s shortage of MICE hardware is addressed. The Philippines opened its largest convention venue, the SMX Convention Centre at the Mall of Asia, in Manila several years ago. This centre was recently joined by the Mall of Asia Arena, a venue perfect for large-scale performances with up to 15,100 attendees. Bonifacio Global City in Taguig opened the SMX Convention Centre last May, while new convention venues emerged in Davao and other areas.

The destination is also rapidly solving the dearth of luxury hotels with the entry of brands like Raffles, Fairmont and Solaire early this year. Shangri-La, Grand Hyatt, Conrad, Hilton and other brands will come online the next four years.

All eyes are also on the completion of the four integrated resorts at the Entertainment City, a destination located close to Makati and the Ninoy Aquino International Airport. The complex will provide over 3,200 luxury rooms, extensive MICE

Manila, in comparison with other cities in the Philippines, draws the bulk of international association meetings; Makati business district pictured here



facilities and several attractions over the next few years, in addition to the expanding facilities at Resorts World Manila.

Still, there are several challenges in positioning the Philippines as a MICE destination, foremost being the lack of brand image and MICE campaigns and promotions.

Pobre opined that the destination’s marketing brand, *It’s More Fun in the Philippines*, was targeted mainly at leisure travellers, not business travellers and MICE delegates, while Jerome Diaz, senior convention services officer of the MICE and business development unit of the Tourism Promotions Board (TPB) said competi-

tion was tough against Asian destinations that offered MICE subsidies.

To entice MICE organisers, TPB will launch the *MICE Plus* package later this year. The tourism board is currently in talks with deluxe hotels, airlines, convention and exhibition venues and other stakeholders to sweeten *MICE Plus* offerings.

Diaz also saw the need for more familiarisation trips to the Philippines “to influence meeting planners” and suggested that these activities be done on a per country basis.

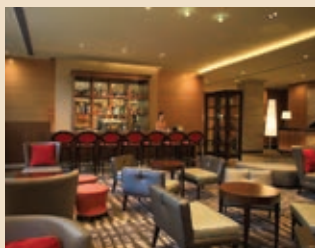
He added: “We should professionalise associations and encourage them to bid for (international) events.”

Another challenge accompanying the expected increase in tourist arrivals and hotel supply in the next three years is the need for human resources training and development.

Eugene Tamesis, director of sales and marketing at Raffles Makati and Fairmont Makati, believes that “the large number of Filipinos working in the hospitality industry around the world” can be a source of manpower for the local industry or help to train local staff.

“Opportunities abound and the hospitality industry is indeed facing exciting times ahead. We just need to ensure that infrastructure development is in place,” said Tamesis. ■

NEED TO KNOW



Plan a healthy lunch

Please health-conscious meeting delegates by serving up a lunch based on their blood type at Holiday Inn & Suites Makati’s Citron Lobby Bar. Specific dishes are recommended for diners with A, B, AB and O blood types, although diners also have the freedom to order to their heart’s content.

MICE with a difference

Fairmont Makati offers event delegates the chance to give back to the destination through various options including hands-on volunteer programmes that also satisfy teambuilding objectives, channelling 10 per cent of guestroom revenue to a local charity, and Eco-Meet green conference planning that will lessen the environmental impact of the meeting through reduced resource consumption.



Best Western Plus Lex Cebu Hotel opens

Located in the heart of the city, the new 83-room Best Western Plus Lex Cebu Hotel appeals to event planners with its stable of function rooms for a maximum of 120 pax. Other facilities include an all-day-dining restaurant, pool and gym.

Marco Polo expands

Marco Polo Hotels will open its third Philippine property in 4Q2013. The five-star Marco Polo Ortigas, along Meralco Avenue in the emerging Ortigas CBD, will offer 313 rooms, the first Marco Polo Sky Lobby outside of China, and its signature Continental Club floor.



New World’s new event facilities

New World Makati Hotel has expanded its MICE facilities with the launch of Events Gallery, a space that comprises banqueting facilities and two function rooms – Gallery 1 for up to 30 guests and Glasshouse for a maximum of 100 pax. The hotel also sports a sleek, modern look with oriental touches following the renovation of its lobby, lounge, ballroom and Residence Club executive floors.

Many cities ripe for picking

The country's tourism bureau is eager to spread MICE demand beyond popular Seoul, writes **Karen Yue**

South Korea has been scaling UIA's top meeting countries charts steadily since its entry into the top 10 list in 2010. From eighth position in 2010, a year that saw it hosting 464 qualified international association meetings, South Korea rose to fifth in 2012 with 563 meetings.

Charm Lee, president of Korea Tourism Organization (KTO), attributed the country's success in the business events sphere to a combination of factors, with the strong cooperation between public and private sector players being the most critical catalyst.

However, only Seoul has made it to the UIA's top 10 meeting cities charts in the last few years. The capital city took ninth spot in 2009 with 151 meetings and secured its position at number five over the next three years. Despite holding the same spot, Seoul's popularity as an association meeting destination has soared. It welcomed 201 meetings in 2010, 232 the following year, and 253 in 2012.

Lee is not surprised that Seoul stands out from its sister cities. "Naturally, people know more about Seoul. It is always the case with capital cities. But there's much more to South Korea than Seoul, and we are working hard to get the other cities on the map and show that they are all capable of hosting business events," he said.

To drive MICE traffic to other cities, KTO will organise familiarisation trips for planners and



The new Songdo International Business District raises Incheon's MICE potential

Korea Tourism Organization

media. Incheon, Daegu and Jeju are being promoted by KTO as MICE destinations to watch, and were featured in an intensive post-Korea MICE Expo familiarisation trip in end-June.

Songdo International Business District, one of the three regions of the Incheon Free Economic Zone, has catapulted Incheon into the MICE arena. Many global organisations like the Green Climate Fund and POSCO, which have set up offices in there, are seen as a major source of MICE business.

Richard Suter, general manager of Sheraton Incheon Hotel, said these companies would generate meetings for the property and keep it busy for a long time.

Hyatt Regency Incheon's director of sales, Chris Kim, also reported strong meeting and incentive demand. Gearing up for further growth, the hotel has recently added a new tower to double its room inventory to more than 1,000, making it the largest Hyatt Regency property outside of the US. The new and

existing buildings are connected by a tunnel on the second floor, allowing event planners convenient access to function rooms in both wings.

Songdo International Business District, which is also home to Songdo ConvensiA, will eventually be a one-stop MICE complex complete with retail, F&B and tourist attractions, according to Kangwook Cho, manager of

Yung-Ho, director general of the bureau, adding that the city was equipped with "all the necessary MICE infrastructure".

"We hope to encourage MICE travellers to extend their stay by showing them what they can do here for leisure. We have opened the Daegu MICE Information Center in the city centre, a place for organisers and delegates to get destination details. We have also appointed two travel companies to...organise tours for delegates," Kwon said.

Jeju, which sees the bulk of convention bureau funds being channelled into international marketing, has also done well in business events, according to Cho Jin-hun, marketing director of Jeju Convention & Visitors Bureau. The island ranks second in South Korea, after Seoul, and 22nd in the world.

"Jeju has been busy with trade events, especially since being named one of the *New 7 Wonders of Nature* (in 2011). We have hosted many events related to environmental conservation. However, we could do with more international events. Travel visas are not required into Jeju, unlike the rest of South Korea. Unfortunately this unique selling point is overshadowed by the limited number of international direct flights," said Cho.

Another selling point that Jeju wields is its Jungmun Tourist Complex, which comprises ICC Jeju convention centre, quality hotels and resorts like Hyatt Regency Jeju, malls and attractions, all within easy reach. ■

563

The number of international association events hosted in South Korea last year, earning it a fifth spot on UIA's top country rankings

Incheon Convention Bureau.

Meanwhile, Daegu city has carved a niche in trade events related to sports, manufacturing, energy, medical, IT and textile industries, according to Kwon Myung-Hee, director, brand strategy team, Daegu Convention & Visitors Bureau.

"Our city is also well positioned for technical tours, as the factories and offices of major companies such as Samsung, POSCO and Hyundai are located close by, and we host many of such trade missions," said Park

NEED TO KNOW



Korea Tourism Organization

To market, to market

Incheon's Sinpo Traditional Market, a network of alleys filled with shops selling local snacks, traditional cakes and household products, is a great place to get acquainted with the local way of life.

A casual dine-around experience can be enjoyed. Event planners can purchase coupons from the tourist centre in the market, which delegates can use to buy products from selected merchants. Be sure to try the immensely addictive spicy fried chicken that Koreans so love.

Feed the soul at Donghwas Temple

Built in 493 AD during the Silla Dynasty, the Donghwas Temple in Daegu takes visitors back in time with beautifully conserved architecture and sarira stupas. Visitors can enjoy the intricate designs on revered buildings such as the Priest Inak Monument, Chilseonggak Hall, the 18th century Daeungjeon Main Worshipping Hall, Geumdangam Hermitage and Biroam Hermitage.

The Tongil-daebul Buddha statue that reaches 30m into the sky is one of the most photographed structures in Daegu.

If time is lacking, delegates can simply participate in a traditional tea ceremony in serene surroundings.



Karen Yue

Blast from the past

Houses, fishing villages, government offices and other structures found in Jeju during the 1890s are recreated in the Jeju Folk Village Museum.

Details such as furniture and household products typical of that era are also captured, giving visitors a clear idea of how people of the past lived. So realistic is the environment that the attraction has been used in the filming of several popular period dramas.

Audio guides in many languages are available for rent.



Karen Yue

A day at the museum

Jeju's Bonte Museum, designed by world-renowned architect Ando Tadao, houses a private collection of traditional Korean handicraft and art pieces.

Guided tours of the exhibits for no more than 50 pax can be arranged, and private functions can be held in some of the museum's spaces. An in-house kitchen provides catering for events.

Café Bulthaup, which offers both indoor and outdoor seating, makes a good venue for private dining functions.

Cruise down a park

If you are hosting a meeting in Incheon's Songdo International Business District, leave some time for a leisurely cruise down a 1.8m man-made waterway.

The 30-minute ride showcases the various modern skyscrapers and buildings that dot the high-tech business district, as well as the beautiful landscaping along the banks. Water taxis, which come with indoor seating and outdoor observation decks, can be fully chartered for private functions at a price of US\$100 per ride. Cocktails and canapés can be arranged onboard at a separate cost.



Korea Tourism Organization

INCENTIVE IDEAS

01

Take a sip of Sri Lankan tea culture

Sri Lanka's tea culture has not evolved much over the last century – tea is harvested, manufactured and drunk exactly the same way. And in Sri Lanka's central region, where it is all tea country, one can follow firsthand the entire process. Accommodate your winners in a colonial bungalow in the plantation and have them wake up to a traditional English breakfast served by butlers in a garden or inside a British cottage. They may also enjoy a game of croquet or polo.

Email: malik.fernando@dilmahte.com

02

Mingle with the Maori

Tailored for top-level executives, the programme begins with a helicopter flight from Auckland to New Zealand's Lake Rotoiti where a traditional Maori welcome awaits. Delegates will walk through the bushes, collect a variety of native plants used in indigenous cooking and enjoy a Maori lunch. Later, another helicopter flight takes delegates to Huka Lodge, where numerous heads of state have visited before. A wine-tasting dinner rounds up the experience.

Email: sales@dmAsia.travel

03

Take over Taronga Zoo

With its location on the verge of Sydney Harbour, Taronga Zoo offers dramatic Harbour Bridge views. Through its *Roar & Snore* sleepover programme, delegates will kick off the evening with cocktails and canapés, followed by a roast dinner and an up-close-and-personal session with the zoo's friendliest residents. Later, retire into safari tents. Rise the next morning for a behind-the-scenes tour of the zoo before the public streams in.

Email: roarandsnore@zoo.nsw.gov.au

04

Solve a murder mystery in the Misty Mountains

Take your top achievers to the luxurious Cameron Highlands Resort in Malaysia for a murder mystery adventure set in the 1960s. *Murder Mystery in the Misty Mountains* is based on the story of Jim Thompson, the legendary Thai Silk King who disappeared while holidaying in the highlands in 1967. The cool highland climes, misty mountains and lush foliage set the stage for the mystery, as guests, dressed to the nines, arrive at the resort in limousines. Murders are committed, weapons are found in between courses at dinner, and guests rush through the halls in search of clues.

Email: events@ytlhotels.com.my

03



04



06

10 INCENTIVE IDEAS

There's no rest for the ambitious and companies need to come up with exciting ways to inspire their top achievers towards higher targets in the coming year. Here are our top 10 picks

By Karen Yue, Xinyi Liang-Pholsena, Lee Pei Qi, S Puvaneswary, Mimi Hudoyo, Feizal Samath and Natasha Dragun

05

Fly to dinner at a hilltop vineyard

Following an afternoon tour of Brown Brothers Milawa Vineyard in Victoria, Australia, hop on a helicopter for a flight over the region's vineyards and arrive at the Banksdale Vineyard, set atop a hill 485m above sea level. Chilled prosecco, canapés and a breathtaking view awaits. Hear about the art of winemaking from a Brown Brothers wine expert. As the sun sets, retreat under the vineyard's harvester shed that has been dressed up for a spectacular and private dinner party. Feast on gastronomic delights made from the freshest produce from the Milawa Gourmet Region.

Email: info@brownbrothers.com.au

06

Meet Jeju's last mermaids

One of the many gems in Jeju, South Korea is the community of *haenyeos* – women of the sea. These hardy women dive for a living from a young age, without the use of oxygen tanks to as deep as 15m in search of seafood. But they are fast disappearing, as the job is not attractive to young women today. A conversation with one or two *haenyeos* can be arranged for incentive delegates through the Jeju Haenyeo Experience Centre in Jeju's Beophwan village or the Jeju Convention & Visitors Bureau.

Email: sean@jejuvcv.or.kr
Tel: (82-64) 739-1232 (for the Jeju Haenyeo Experience Centre)

07

High-country life in New Zealand

Kick off the trip with a private Douglas DC-3 flight to Queenstown, followed by a helicopter ride to Minaret Station. Here, winners can experience life on a high-country farm home. Continue by helicopter to the glacier for a pre-lunch glass of champagne, after which a mountain-kitchen lunch is served at the Minaret Station, famed as New Zealand's only luxury tented lodge located in a stunning glacial valley above Lake Wanaka.

Email: sales@dmAsia.travel

08

Escape to a private island

Create a private party destination for your incentive winners by renting Pulau Pangkil Kecil, a luxury tropical island close to Singapore and Indonesia. There are nine driftwood palaces, a bar, a pool, a treehouse and sea sports equipment. A team of 20 staff is also at your disposal, along with the necessary sound system to support your event. The island facilitates teambuilding activities too.

Email: direct.enquiry@pangkil.com

09

Get high on chocolate

Pop into Bali's first organic chocolate factory, POD, which sits high in the hills. The programme begins with a tour of the hillside farm. Hear from a POD representative about what is being done to revive Bali's chocolate trade and how the factory is working closely with disadvantaged local farmers. See how chocolate is made at the factory. Back at the hotel, the chef will show delegates how to make their own sweets.

Email: harrytandjung@ConradBali.com

10

Luxury living in Yala National Park

Pack your winners off to a five-star adventure on the border of the Yala National Park in southern Sri Lanka.

Customised tents offer guests luxurious accommodation and each comes with a separate dining tent attached.

Food is prepared by cooks from customised kitchens that are equipped to ensure that beers are cold, an endless supply of ice is available at all times and all that a guest may need is kept fresh.

In the day, delegates can discover Sri Lanka's wildlife on land cruisers led by guides and trackers of Kulu Safari, and indulge in a breakfast on the river.

The experience is a rare privilege and helps participants gain a greater understanding of and appreciation for nature.

Email: andrea.h@lk.dietheltravel.com

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A showcase of the best

MICE sellers tantalise buyers with an attractive array of quality products. Photos by **Patrick Tan**



Centara Hotels & Resorts Thailand's Paphada Kraikun and Nonthapat Tong-um, and Centara Grand At Central Plaza Ladprao Bangkok's Phetcharat Promasit and Patchaya Worawutrangsarn



Taiwan Tour's Monica Chiang, Taipei City Government's Ya Lien Yuan, Zion Tours Taiwan's Stephen Wu, Far Eastern Express Russia's Olga Kolomeets, Tourism Bureau Ministry of Transportation and Communications Taiwan's Yu San Tai, Meet Taiwan's Ting Di, Lily Su and Christy Peng, and Taiwan Convention & Exhibition Association's Sandra Tung



Holiday Inn Macau's Fiona Chan



Wyndham Hotel Group Singapore's Sharon Woo, Helms Briscoe Singapore's Angela Wong, Ramada Hotel & Suites Thailand's Patthanunt Bunthoshe and Wyndham Hotel Group Hong Kong's Barbara Chang



Royal Plaza Hotel Hong Kong's Charlotte Mak



Dusit Princess Srinakarin Bangkok's Supranee Thampranee, Dusit Princess Korat's Settawat Keawnanchai, Dusit International Thailand's Jurairat Sirisambhand and Dusit Thani Bangkok's Waransara Boonlerd



Thailand Incentive and Convention Association's Prapaphan Sungmuang and Kessaree Paleekhet, Thailand Convention & Exhibition Bureau's Piyawan Kornkamphruek, Gecko Incentives & Events Germany's Henry Waltz and Ramada Plaza Bangkok Menam Riverside's Sa-Nguan Limtanakul

Freme Travel Services Malaysia's Michael Lee and Carlton Hotel Singapore's Cindy Goo and Maggie Chooi



Hilton Hotels & Resorts Thailand's Chuthathorn Thongnoi, Air Safety Equipment US' S Rajan and Hilton Hotels & Resorts Thailand's Alisa Boonyasiridechakul



Marina Bay Sands Singapore's Erini Ghani, The Lido Group Australia's Benjamin Weinmann and Marina Bay Sands Singapore's Wesley Pey



Star Holiday Mart Singapore's Dennis Law, YTL Hotels Malaysia's Cheryl Loo Su-Ann and Peh Ai Lin, and Discover Holidays (Asia)'s Rodney Yew



Meetings & Exhibitions Hong Kong's (MEHK) Irene Law, Hong Kong Tourism Board's (HKTB) Simon Wong, MEHK's Esther Tang and HKTB's Chee Yan Hong

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