



## TALKING NUMBERS

**9** The number of industry events taking place as part of Shanghai Business Events Week, including IT&CM China, China (Shanghai) International Meetings & Conference Forum, IMEX-MPI-MCI Future Leaders Forum and TTG China Travel Awards.

**787** The number, in millions, of passengers that travelled by air in Asia last year. According to a study by Amadeus, Asia ranks top internationally in terms of passenger volume.

**57** Percentage of business travellers who used their mobile devices to search for travel information in 2012, found a study by Pelican Hotel Solutions. The figure was 25 per cent in 2009.

Catch yourself in action at ITCM China. Visit our photo gallery at [www.ttgasia.com](http://www.ttgasia.com)

# Bigger appetite for biz travel

By S Puvaneswary

INTERNATIONAL and domestic corporate travel in China is on the rise, as companies' travel budgets are buoyed by strong business takings.

Jiqin Fang, vice-president and CEO of TMC Trip Computer Technology (Shanghai), said year-on-year budgets have increased by 10 to 15 per cent for both multinational companies (MNCs) and local firms as corporate travel policies improve in tandem with business expansion.

Robin Han Bin, director of sales - Greater China, Radius Global Travel Solutions, saw stronger year-on-year growth in travel budgets from domestic companies ranging from 10-15 per cent compared with MNCs at between seven to 10 per cent.

He said: "Face-to-face contact is very important for business in China. Clients need to see your eyes and that you are smiling. First-time meetings are very important in building relationships."

Indeed, the World Travel & Tourism Council's 2013 business travel forecast for the Asia-Pacific region suggested likewise: in China, sales conversion with in-

person meetings was 57 per cent. The share of sales dependent on business travel was 38 per cent, as compared to 21 per cent in the US and 28 per cent in the UK.

US-based Ingredion's global procurement travel and fleet, Bhart Sarin, noted that outbound business travel from China was mostly to Asian countries.

According to Sarin, business

follow company-wide policies and cut the budget allocated per trip."

Shangri-La Hotels and Resorts' Shanghai-based regional account director, Sita Zhang, explained that companies facing budget cuts or trying to stretch budgets further opt to host meetings and incentives in secondary cities, rather than in first-tier ones, as

had to entertain clients had either maintained their budgets or increased it further while some MNCs with offices in China had cut their budgets if the expenditure was staff-related.

On the other hand, Jin Jiang Tower room sales manager, Cathy Li, said pharmaceutical companies were increasing their training programmes in the hotel, in line with staff expansion.

GBTA's recent business travel index outlook for China predicted that the country would overtake the US as the largest business travel market in the world by 2015, growing at three times the rate of the US market, which accounted for US\$257 billion in 2012.

China's domestic travel spend is predicted to grow by 15.2 per cent in 2013 and 16.9 per cent in 2014.

Although growth in international outbound business travel spend by the Chinese fell 11.8 per cent and 10.9 per cent in 2011 and 2012 respectively, GBTA expects it to pick up eventually.

The association predicts international spend will hit 13.3 per cent and 16.3 per cent in 2013 and 2014 respectively.

**"Making face-to-face contact is very important for business in China. Clients need to see your eyes and that you are smiling."**

**Robin Han Bin**

Director of sales - Greater China, Radius Global Travel Solutions

travel spend had grown 10 per cent year-on-year, correlated with the increase in volume of meetings and number of staff attending the meetings.

Roger Pfund, general manager Asia-Pacific of Radius Global Travel Solutions, explained that many MNCs with offices in China were still expanding in size, hence the continued increase in business travel.

"However, those headquartered in US and Europe may

these cities such as Chengdu, Shenyang, Harbin and Fuzhou have many hotels that are less than five years old.

Companies were also willing to hold their events at affordable destinations beyond China like Thailand and Malaysia. She said such companies were enquiring about Shangri-La's rates to take their conferences to these destinations, rather than having them in first-tier Chinese cities.

Zhang said companies who

## Shanghai unruffled by avian flu

A BETTER awareness of crisis management as well as experience in coping with previous flu outbreaks have paved the way for greater confidence among the business travel community despite the current H7N9 scare in Shanghai.

Chinese hospitality trade players and travel managers still appear sanguine. Jin Jiang Hotel, senior sales manager, Lucy Yan, said: "It's still business as usual for us and we haven't seen any major impact. There hasn't been any cancellations or postponement of events."

"In fact, we have been operating at close to full occupancy during this period."

Another Shanghai-based hotelier, who did not wish to be named, said any impact had not been significant thus far.

"Some foreign companies would not fully guarantee their bookings until closer to the date for the Shanghai Auto Show. But other than that, there have been no event cancellations. I think the situation is generally calm, as people are more experienced

after SARS."

Carlson Wagonlit Travel, director, sales & marketing, Frank Yan, agreed: "We haven't received any cancellations or deferrals of travel plans yet. Since neither the Chinese government nor the WTO has issued any travel advisory, we have advised



Yan: no need to be overly alarmed

our employees and clients not to be overly alarmed as there haven't been any human-to-human transmissions.

"Of course, necessary precautions like avoiding poultry farms and the consumption of chicken still need to be taken," he added.

Yet, a portion of China CYTS Business Travel's domestic clients have cancelled their travel plans to Shanghai, noted the firm's Shanghai division account manager, Duelo Du, although she remarked that foreign

business travel to the city still remained unaffected.

The bird flu has not deterred foreign delegates from attending events in Shanghai.

Thailand Convention & Exhibition Bureau, Waraporn Sornprom, senior manager, marketing support and development division, meetings industry department, said: "So far only one seller out of the 20 plus sellers have pulled out from this IT&CM China show, although it could be for other reasons other than the bird flu. In fact, another seller wanted to join our upcoming Beijing trip too but couldn't as there were no more air tickets."

International Congress and Convention Association, regional director Asia-Pacific, Noor Admad Hamid, said: "The Chinese government has become more responsive and transparent in how they cope with crises. The fact that this event is still taking place shows that business travellers are still confident in visiting Shanghai. It is not yet a crisis." - Xinyi Liang-Pholsena



## IT&CM's lucky seventh

Darren Ng, managing director of TTG Asia Media, which produces IT&CM China 2013, kicks off the seventh edition of the MICE tradeshow at the official press conference.

Over the next two days, IT&CM China 2013 will welcome 3,000 MICE professionals from across all sectors of the industry.

Ng celebrates the occasion with Chen Yueliang, vice-president, China International Travel Service (CITS) and Esther Ho, general manager, MP International (Shanghai).



## HOT LEADS

### Netherlands wants China partners

Netherlands-based First Class Business Travels director, Gert Bakker, is looking for four- and five-star hotels in China to host business events and trade mission groups. He is particularly interested in properties in Beijing and Shanghai. He is also keeping an eye out for China-based DMCs and tour operators that can provide attractive packages for his European clients.

Email Bakker at gert@firstclassbusinesstravels.nl.

### Omeir desires new experiences



Dubai-based Omeir Travel Agency manager, John Kailath, is on the hunt for new ideas and activities for his incentive groups.

Having sold Beijing and Shanghai to his corporate clients, Kailath wants to explore products offered by Hangzhou and Sanya, which are "less travelled". He is also keen to meet with five-star hotels that can serve his premium clients.

Email johnkailath@omeir.ae for more information.

# Greater reliance on TMCs

By S Puvaneswary

TRAVEL management companies (TMCs) are witnessing changes in the way business travel is being bought in China, as clients no longer go for price alone.

Jiqin Fang, vice-president and CEO of TMC Ctrip Computer Technology (Shanghai), said local Chinese companies were slowly beginning to change from making travel purchases based on lowest airfares and room rates, to buying a more comfortable experience.

"Many local companies are using our services because of our huge procurement strength," said Fang.

Bhart Sarin, a buyer with Ingredient US, concurred, saying



Fang: Incentive demand up for agents

strength of the company rather than make their own bookings online or go through a number of travel agencies.

He said that while companies were willing to implement best practices in travel management and enforce it, flexibility was even more important. "As they are starved for time, (frequent travellers) are willing to pay more for a private car service rather than a taxi or for pricier

flights that fit their schedules. Or for larger hotel rooms to conduct meetings in.

"Companies are willing to be flexible as these employees are an asset to them.

"Large companies in China are beginning to realise that having travel policies in place is the first step in managing travel spend. They are picking airlines and hotels that fit the culture of the company and are developing policies to match that."

Radius general manager Asia-Pacific, Roger Pfund, said TMCs were starting to adopt booking engines and other online technologies to make the booking process a more seamless one. Large travel companies were also developing call centre models, he added.

## Get smart with Accor

ACCOR has launched a *Smart Meetings* campaign that slashes 20 per cent off rates for rooms, breakfasts and meeting packages at more than 100 hotels across Asia.

The campaign joins other dedicated efforts by Accor to better serve meeting planners, including the revamp of its dedicated meetings website and the launch of a new e-brochure that assists clients in selecting the right hotel for their budget and event needs.

Kerry Healy, director of sales – leisure, meetings and events for Accor Asia-Pacific, noted a surge in the number of business and incentive travellers to Accor properties last year.

"This healthy trend is continuing into this year and we expect our *Smart Meetings* offer to drive even more business.

"We believe this offer will encourage meeting planners to experience our great range of conference and event hotels in key destinations across the region," said Healy.

## SOUND BITES

"We used not to know we don't know, now we know we don't know, and hopefully in future we'll know that we know."

Robin Han Bin, director of sales, Greater China, Radius, takes on a tongue-twisting, philosophical view on the evolving role of TMCs in China

## 墨尔本会议区揭幕

墨尔本会议局近日推出一份新的宣传册来展示墨尔本的会议区，从而提升墨尔本作为澳大利亚商务活动之都的地位。墨尔本会议区横跨四公里宽的区域，西起墨尔本极具国际特色的码头区，并沿雅拉河东至墨尔本东部举世闻名的运动区，南起墨尔本南部的艺术区，北至迷人的卡尔顿公园，并将墨尔本市中心包围其中。墨尔本会议区享有澳大利亚聚集程度最高的会议设施，其中包括位于便捷的市中心的将近19.8万平方米的会议空间以及1.5万多个住宿房间。

墨尔本是一座极其紧凑的城市，拥有众多会议设施和酒店选择。而从这些地点步行即可到达墨尔本的繁华地段，距墨尔本机场也不过二十分钟的路程。而这种便捷并不是很多城市都能够享有的。墨尔本会议区同时还拥有墨尔本最富盛名、最激动人心的旅游景点，其中包括墨尔本板球场、艺术中心、知名餐馆以及墨尔本标志性的涂鸦巷道。

作为近期宣布的品牌重塑计划的一部分，墨尔本会议局在墨尔本会议区宣传册的基础上还推出了一系列新的宣传资料，其中包括：

- **墨尔本奖励手册**：带领读者走进墨尔本以及维多利亚州独具特色的奖励以及企业旅游奖励项目。
- **墨尔本IQ：会议的明智之选—国际会议竞标指南**：一本以当地活动举办商为目标受众的指南，旨在鼓励他们与墨尔本会议局协同合作，共同争取国际协会会议的举办权。
- **墨尔本会议局手册**：一份旨在向公众介绍墨尔本会议局和其核心功能以及将如何为活动策划者提供帮助的企业宣传手册。

### 墨尔本贵宾特惠计划(Melbourne Values You)系列二

墨尔本能为您带来无与伦比的众多精彩体验，即便是周游了五洲四海的资深旅游家亦会为之赞叹不已。下表列出了墨尔本顶级商务会展活动提供商的折扣或免费服务，内容从免费 Wi-Fi 到酒店客房升级计划、景点门票折扣到饮食套餐优惠，应有尽有。

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广告专辑

## Video stars at IT&CM China

IT&CM China 2013 delegates and the rest of the world can now watch highlights of the annual event on Youku, a China-based video streaming site, as video clips from the show floor are released daily beginning today, until April 19. The same video clips will only be posted on YouTube after the event concludes this Friday.

"Thanks to technology, we are able to bring video highlights of the event from the day before, right to our delegates. These video dailies not only capture the essence of the key sessions that took place, but also give delegates or other industry professionals who were not present a glimpse into what took place. Complementing the existing printed *TTG Show Daily – IT&CM China 2013*, this is our way of taking communication with our delegates and the industry to another level," said Darren Ng, managing director of TTG Asia Media, producer of IT&CM China.

## Dusit locks onto China market

DUSIT International unveiled a new MICE deal at IT&CM China yesterday, part of the group's efforts to dive deeper into the China market.

Under the *Dusit Fine Selection* scheme, organisers who book their events at participating properties from April 17 to June 30, to be held between May 1 and October 30, will enter a lucky draw. Winners could bag the grand prize of a five-night stay in a two-bedroom villa at Dusit Thani Laguna Phuket, including airfare from his or her home country, or complimentary additional room allocations, room upgrades or special dining add-ons.

In January, the Thai hotel chain formed a joint venture with a Chinese partner to set up Dusit Fudu International Hotel Management Company, under which 10 new hotel developments in China will be launched. Dusit Fudu is plotting expansion into Shanghai, Kunming, Chengdu, Chongqing and Hainan.

Meanwhile, Dusit set to open Dusit Devarana Hainan and Dusit Thani Qingyuan soon and, for the long-term, aims to



Dusit Devarana Hainan is slated to open soon

have 5,000 Dusit-branded hotel rooms in China by 2020.

The group also recently established a regional sales office in Beijing, its second in the country after Shanghai.

George Cao, regional director of sales, Dusit International, said: "An event like IT&CM China is great for us as a group, as it is a way to increase brand awareness and meet with a variety of established and potential trade partners.

"We are pleased to participate this year, sharing the news about our expansion plans, which include 16 hotels in the pipeline, as well as our focus on the promising emerging market that is China."

CORRECTION – Photos from Snapshots in yesterday's *TTG Show Daily – IT&CM China* (page 4) were taken at GBTA China Conference 2013, one of the many events held under the Shanghai Business Events Week 2013 banner.



## Starwood presents new hotels to MICE buyers

By Lee Pei Qi

STARWOOD Hotels & Resorts has returned to IT&CM China after a four-year hiatus from the MICE tradeshow, and is eager to showcase its extensive collection of 119 hotels and resorts across China.

Speaking to the *Daily*, Carol Chung, Starwood's senior regional director sales organisation, Greater China, said 2012 was a record-breaking year for Starwood's operations in China, as 25 hotels were opened and 36 hotel management deals were inked across the country – a development far more extensive than what had been seen in other Asia-Pacific destinations it operates in.

Its most recent opening in China is the five-star Sheraton Huzhou Hot Spring Resort, an impressive ring-shaped architecture located beside Taihu



Beauty of Sheraton Huzhou Hot Spring Resort lures business event planners

Lake in northern Zhejiang. The resort is an approximate two-hour drive by expressway from Shanghai.

Its unique appearance has drawn many MICE groups since opening, and Chung is certain that more business events would

be booked at Sheraton Huzhou Hot Spring Resort.

“China is definitely our key focus, as business travellers from all over the world are coming here,” she said, adding that the company's move to expand its property portfolio in second- and third-tier cities was driven by a desire to “offer different destinations to all our customers”.

Starwood already has a strong foothold in key Chinese destinations, such as Shanghai which alone boasts 11 hotels.

According to Chung, the hotel chain enjoys a “good and healthy mix of international and domestic travellers” across its Chinese properties.

About 60 per cent of guests at Starwood hotels in China come from domestic markets. Properties in second-tier cities draw an even larger domestic segment, at more than 75 per cent.

## Tokyu Group in steadfast pursuit of Chinese tourists

DESPITE the plunge in travel between China and Japan as a result of an ongoing diplomatic spat, Japan's Tokyu Group is confident that Chinese tourists will return to Japan and continue to woo the market.

Speaking to the *Daily* on the sidelines of the GBTA China Conference 2013, Yang Ziming, deputy general manager sales planning division from Tokyu Business Consulting Shanghai, said there had been a “definite decrease” in bookings from China since the start of the diplomatic disagreement, although he was unable to provide exact figures to illustrate the impact.

“We want to bring the Chinese back so we have been participating in many travel shows and events in China to establish our brand and build relationships with local travel consultants,” Yang explained.

He said that China was one of the group's focus markets be-

cause of its “lucrative potential”.

Chinese travellers are among the highest spenders in Japan, blowing an estimated 196.4 billion yen (US\$2.4 billion) in 2011, or almost a quarter of total expenditure by foreign visitors. This places the Chinese as the largest spenders by country, according to data from the Japan Tourism Agency.

Tokyu Business Consulting Shanghai – a subsidiary of the Tokyu Group – was set up in Shanghai last August to solicit Chinese travellers to Japan.

The group manages 54 hotels in Japan under Tokyu Hotels.

Said Yang: “We believe there will always be strong demand from the Chinese to visit Japan.”

“Timing-wise, (Chinese demand for Japan) may not be good now, but we are looking forward to the future when the relationship between China and Japan improves.” – Lee Pei Qi



Yang: hoping for better China-Japan ties

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## Energetic early birds

Patrick Tan rounds up IT&CM China delegates who flock to the show site early on Wednesday morning



Rosedale Hotel Management Hong Kong's Jessica Ng, Times Plaza Hotel Shenyang's May Ren, Rosedale Hotel Kowloon's Teresa Hong and Times Plaza Hotel Shenyang's Tina Han



TTG Asia Media's Liang Qi Pei and Blue Ark Marketing Singapore's Vincent Yap

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Tangla Hotels & Resorts International China's Adriana Bertolino and CITS MICE China's Jucy Yuan



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# The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

## CULTIVATING SUSTAINABLE MEETINGS AT MARINA BAY SANDS



Marina Bay Sands® has rolled out its highly-anticipated **Sands ECO360° Meetings Programme** – a cutting-edge and holistic approach to providing greener options for its meeting planners and clients. The programme focuses on three main areas: green meeting options, high-performance facilities and standard sustainable practices.

For this programme, a ‘Green Meetings Concierge’ is assigned to clients, working closely with them throughout the entire process to assist them in achieving their sustainability goals. The concierge will present a Sands ECO360° Event Impact Statement to the client after the event, which will provide clients information about their events’ impact on the environment, including energy consumption, water use and waste diversion rates.

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For its high-performance facilities, Marina Bay Sands has earned many third-party environmental certifications. It implemented many standard sustainable practices seamlessly into its operations, including resource conservation, air quality



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pollution prevention, recycling, and sustainable purchasing procedures. These practices all add value to the organiser’s sustainable event at no additional work or cost to them.

## CREATING ADDED VALUE FOR THE MICE ORGANISER AT MARINA BAY SANDS



Marina Bay Sands has also recently launched its Meetings, Incentives, Conferences and Exhibitions (MICE) loyalty programme, *Sands Rewards Meetings*.

*Sands Rewards Meetings* is a destination-wide Marina Bay Sands loyalty programme that is available exclusively to its MICE customers. The programme allows organisers to earn rewards as they host events, dine, shop and entertain at the resort. The rewards can be redeemed at future events and at over 175 Sands Rewards outlets across the property, including its hotel, parking, restaurants, international boutiques and shops.

In addition, *Sands Rewards Meetings* members will also be entitled to several other member-only privileges, including dining events, discounts at selected retailers at The Shoppes at Marina Bay Sands®, access to pre-sale theatre tickets and exhibition at ArtScience Museum™, discounts for SkyPark Observation Deck, sampan rides and the skating rink, amongst others.

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## HOT DEALS

**More rewards at Sheraton Mirage**  
To celebrate the newly refurbished beachfront conference venues at Sheraton Mirage Resort & Spa Gold Coast, bookings made between April 1 and June 30 for execution between April 1 and July 31 and from November 1 to December 24 will enjoy perks such as five per cent off the Master Account Accommodation and 1,000 Starpoints for every 10 confirmed roomnights. Contact [www.sheraton.com/gold-coastoffers](http://www.sheraton.com/gold-coastoffers) for details.

**Special perks for small meetings**  
Kempinski Hotel Haitang Bay Sanya has launched a new MICE promotion to target small meetings. For bookings of 10 rooms or more for stays between June and September 2013, groups can enjoy a discount of 50 per cent off best available rates. Bookings must be placed by June 30. For reservations, contact [events.haitangbay@kempinski.com](mailto:events.haitangbay@kempinski.com).

**Ramada Singapore's opening offers**  
Ramada Singapore at Zhongshan Park, due to open on May 18, has rolled out a range of meeting packages that are priced from S\$50\*\* (US\$40.40\*\*) per meeting participant. Valid for events held by August 31, the packages are available in half-day and full-day arrangements. Visit [www.ramada.com](http://www.ramada.com).

# Phuket readies for Nu Skin

By Xinyi Liang-Pholsena

PHUKET is gearing up to welcome another mega incentive group from China barely a year after the Thai island played host to more than 15,000 top achievers from Amway China. Nu Skin has chosen Phuket as the destination for its 3,000-pax incentive, which will take place from April 20-25.

"A private beach party will be organised for the Nu Skin group at Angsana Laguna Phuket. The entire beachfront of the hotel will be closed off to the public, while a custom stage will be set up in front of the Xana Beach Club and performers flown in from overseas to entertain the group," said Thanate Kienpotirarn, managing director of BIC Phuket, which is handling the production and events support for the group.

According to Thanate, the Phuket-based firm has spent the past four to five months preparing for the group's arrival, and has Mandarin speakers in his team to liaise with the China-

based events house hired by Nu Skin to ensure that all requirements are met.

In addition to the private beach party, the Nu Skin group will also have a meeting and

## 3,000

The number of top achievers from Nu Skin China that will sweep into Phuket on April 20 this year for a six-day incentive programme

dinner gathering at Phuket Fantasea.

"The Nu Skin beach party will be the largest outdoor function we have ever handled," said Thanate, adding that Phuket's "unpredictable weather also presents a major challenge, as it is now the rainy season".

Mobile marquees will be constructed to provide shelter and raincoats will be prepared as part of the event's wet weather contingency.

The beachfront party will also be the biggest-ever event hosted by Angsana Laguna Phuket, with the set-up expected to take four days, according to general manager, Jerry John.

Said John: "The entire beachfront will be set up with mobile bars and food service counters to ensure a smooth and hassle-free delivery. Our F&B team, numbering over 150 employees, will be serving drinks and finger food."

He added: "The biggest challenge in hosting large events is to ensure that the service provided is of the highest standard, without affecting the smaller number of other hotel guests who could be inconvenienced by both the large flow of (in-house) guests as well as event attendees.

"This is, however, not an issue with Nu Skin because the group is occupying the entire hotel. And given our experience with the large Amway China event last year, we are in a better position to anticipate challenges and prepare for them."

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## IN BRIEF

### IACC sets up new chapter in Asia

The International Association of Conference Centres (IACC) has formed an Australian and Asia-Pacific chapter to support the growing membership in Australia and Japan, and to tap growth potential in Asia. Julian Clark, CEO of The Lancemore Group in South Melbourne, Australia, leads the new chapter as president.

### ABTS, Viva link arms for growth

ABTS Convention Services (ABTS), a global company specialising in major medical association meetings in the US, has partnered Viva Group, a Rome-based PCO with offices in Beijing, Shanghai, London, Warsaw and São Paulo to enhance specialised services and collaborate in the development of Brazilian and Chinese market expansion.

### MyCEB returns to South Korea

The Malaysia Convention & Exhibition

Bureau (MyCEB) will hold its second roadshow in South Korea from April 23-25. To be held in Seoul and Busan, the event will feature a bigger contingent of MICE sellers including Penang Global Tourism, Langkawi Development Authority, Genting Malaysia and Impiana Hotels & Resorts. MyCEB will launch its Corporate & Incentive Guide in Korean during the event and announce the extension of its year-long *Malaysia's Twin Deal Programme* for the market.

### Italian feasts at The Venetian Macao

The Venetian Macao Resort Hotel will kick off its month-long Venetian Carnevale with a prelude on April 24 at Spirito Bar and a private wine dinner the next day at Portofino restaurant. Perfect for exclusive incentive groups, the events will feature guest chef David Almany from celebrity restaurants Osteria Mozza and Pizzeria Mozza in Singapore.

## TCEB plans China representation

By S Puvaneswary

THAILAND Convention & Exhibition Bureau (TCEB) has set its sights on growing its MICE business from China, currently the kingdom's second largest market after India.

According to Waraporn Sornprom, senior manager, marketing support and development division meetings industry department of TCEB, the bureau is now looking at hiring a marketing representative to be based in Shanghai. The arrangement will likely be made on an annual contract basis.

When asked why TCEB had chosen to establish its presence in Shanghai instead of other Chinese cities, Waraporn explained that "key decision-makers for

MICE are based in Shanghai".

This move follows Thailand's recent successes in drawing large incentive groups – with 2,000 to 3,000 attendees – from multinational companies based in China.

Some of these mega-sized wins include a 15,000-pax Amway China incentive in Phuket and a 10,000-pax Pro-Hill China incentive in Pattaya.

Later this year, Pattaya will welcome 6,000 delegates from Perfect (China). Dates for the event are yet to be confirmed.

Aiding TCEB's MICE strategy for China is the improving air accessibility between both countries. China Eastern Airlines is scheduled to commence charter services to Krabi by this year-end, revealed a source.



Waraporn: stronger presence in China





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# MEET THE SELLERS

## Millennium Hotels & Resorts

### What are you promoting at the exhibition this year:

This year, our newly-opened Millennium Vee Hotel Taichung, Taiwan will be joining us for the first time at IT&CM China and we are also proud to announce the opening of three new hotels.

At the same time, we will be promoting other global initiatives, which are part of our strategy to revive and refresh the Millennium brand. We are working on developing a more robust and integrated multi-channel brand ecosystem to synergise through-the-line marketing globally.

**Booth number:**  
**B12**



## The Venetian Macao

### What are you promoting at the exhibition this year:

The Venetian Macao has been named "The Best Meetings & Conventions Hotel in Macau" by the annual *TTG China* Travel Awards for five consecutive years.

Guests who book a meeting or banquet with accommodation at the hotel by April 30, 2013 for stay until December 30, 2013, will enjoy extra credit, which can be redeemed for accommodation, meeting packages, entertainment, transport, shopping and dining vouchers, etc.

**Booth number:**  
**A05**



## Fujita Kanko Hotels & Resorts

### What are you promoting at the exhibition this year:

Fujita Kanko Hotels & Resorts, established in 1955 and listed on the Tokyo Stock Exchange, is a pioneer in the hospitality industry. We operate over 50 properties throughout Japan: accommodations, multi-function halls, restaurants, hot springs, golf courses and other leisure facilities.

Our properties include the recently rebranded five-star Hotel Chinzanso Tokyo and mid-priced Washington Hotels and Hotel Gracery chains. We welcome guests to experience authentic Japanese hospitality and culture with our concept of "MICE in the Green".

**Booth number:**  
**A16**



## Marina Bay Sands

### What are you promoting at the exhibition this year:

Marina Bay Sands has rolled out its Sands ECO360° Meetings Programme focusing on green meeting options, high-performance facilities and standard sustainable practices. Services offered with this package include a Green Meetings Concierge who is assigned to work with clients throughout the entire process, assisting them to customise the property's various green offerings that align with their sustainability goals.

The concierge will present a Sands ECO360° Event Impact Statement to the client post-event, detailing information about their event's impact on the environment, including energy consumption, water use and waste diversion rates.

**Booth number:**  
**A10**



## Meliá Hotel International

### What are you promoting at the exhibition this year:

Meliá Hotels International combines the Latin passion for service with an international portfolio of both leisure and business hotels across its seven brands.

From the grandest incentive event at our premium brand hotels (Paradisus, Gran Meliá and ME by Meliá) to a city centre training course at one of our functional TRYP by Wyndham or our avant-garde Ininside Hotels, Meliá will make each of your events a unique experience.

**Booth number:**  
**B14**

## Japan National Tourism Organization

### What are you promoting at the exhibition this year:

The Japan Convention Bureau, a division of the Japan National Tourism Organization (JNTO), is a one-stop information source for all of your incentive tours and meeting needs.

JNTO supports the planning and organisation of incentive tours and international conventions with 13 offices in key cities around the world, including Shanghai, Beijing and Hong Kong.

**Booth number:**  
**A14**





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## 尊贵会议

无论是华贵优雅的午餐会，感人至深的主题晚会，还是满载奢华气息的舞会派对，澳门君悦酒店都能为您提供最理想的场地。无柱式设计的大宴会厅按剧院式布置可容纳多达2,000位宾客；毗邻的盛会厅Salão do Teatro是全澳门唯一采用自然光线的宴会厅，且独具匠心地设有剧院式的开放厨房。澳门君悦酒店以先进尖端的设施和极富经验的专业团队为您打造理想会议。

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While expectations for 2013 are rosier than last year's, MICE players in the region agree that the race for survival is still on and there is no time for a breather

# Running Strong

## Meetings and incentives: Busier days ahead

Asia's healthy economy brings hope of better business and looser purse strings. By **Karen Yue** with inputs from **Xinyi Liang-Pholsena, Shekhar Niyogi** and **Mimi Hudoyo**

A spot of hand-wringing among meeting and incentive planners in Asia at the start of last year has given way to greater optimism today.

While trade players readied their hearts for a difficult 2012, the year panned out better than expected for most, with some reporting a double-digit increase in business last year. As such, many are confident of better prospects this year.

Jere Tala, director consulting APAC, Advito, said most companies in Asia-Pacific had maintained their spend on meetings and incentives last year because "this region is still seeing business growth".

Kritidech Srabua, founder and CEO of Oriental Events in Thailand, reported a pick up in regional traffic and a 25 per cent year-on-year growth in business.

He said: "Indications so far are good and we are cautiously optimistic about 2013."

Daniel Chua, managing director at Singapore-based Aonia, who expects a good year ahead, said: "Last year was unpredictable. We panicked and worked especially hard to make sure we had enough forward bookings to tide us through. As a result, we secured several events that will take place this year and through 2014. For this reason, we expect 2013 to fare much better than last year."

Indonesia's Pacto Convex and Melali MICE Bali also painted a pretty picture for 2013, encouraged by the country's hosting of the Asia-Pacific Economic Cooperation (APEC) Summit and related meetings throughout the year.

Pacto Convex president director, Susi-lowani Daud, whose company handled 71 conferences in 2012 – 90 per cent of which were international government and association events – expects the APEC Summit and related meetings to generate even more business from government events.

However, Pacific World country manager – Indonesia, Ida Bagus Lolec, warned that quality hotels in Bali might be booked out this year, especially during the prominent APEC CEO Summit from October 5-7.

Besides spillover business from the summit, Melali MICE Bali's managing director, Ketut Jaman, noted that Indonesia's economic growth would give birth to a rise in meetings and incentives this year.



### A welcome turnaround in business

There are, however, a number of meeting and incentive specialists who did not escape unscathed from the uncertainties last year.

MCI Group CEO – Institutional Division, Robin Lokerman, described 2012 as a "very challenging year, with margins lower than originally budgeted".

"Clients were restless, budgets were cut and projects were postponed. The political uncertainty due to elections in the US and several European countries, and the leadership change in China, created an erratic business environment. MCI made 55 per cent of its profit target and revenues were down 10 per cent from our budget. However, our business did grow eight per cent, mainly outside of Europe," recalled Lokerman. Today he expects increased spending in 2H2013, "as there are a lot of pinned up funds in major corporations".

He said: "Asia and South America will be key drivers of growth and the US will start to come back. Other mature markets like Australia and Europe will need another year before we can see increased business and client spending."

Lokerman believes a significant growth in incentives is on the horizon in Asia, as building staff and customer loyalty are crucial to companies in this region.

"Chinese incentives have the largest budgets. We see a growth of pre-paid credit cards in the incentive world, but creating new and unique experiences to reward high performers will continue to be important in the MICE industry," he said.

Things are looking up too for Sushil Wadhwa, chairman of Platinum World

India, who anticipates an "exponential growth" in business events this year, a welcome change from the "bad" year the company had in 2012.

"The cutback on spending from prime source markets in the US and Europe had a telling effect. Business was down 30 per cent year-on-year," he lamented. "We expect a 30 per cent growth in meetings business in 2013. Currently we have events until July, and they will be held in luxury hotels. For incentives, we expect an 800 per cent growth. (As of early-January) we have a high-yield booking for (an event at) Camp Nou in Spain for 80 top insurance executives, and a 200-pax incentive to Miami in 1Q2013."

### Budgets up, but air of caution remains

The general consensus is that 2013 will see slight upward shifts in client budgets, particularly for incentives.

Lokerman expects bigger client budgets in 2013, but noted that clients are still very cautious and focused on ROI.

Tala is optimistic too, saying: "Most companies (in Asia) are still registering business growth, and that growth is outpacing the rising cost of travel. Therefore, to some Asian companies, there is no need to slash travel spend."

He predicts a controlled growth of no more than five per cent in budgets.

E T Quah, owner of Feature Tour Malaysia, said: "Companies will still be thrifty with their meetings spend, but there will be an upward shift in budgets for gala dinners and meals during incentive trips as clients have to differentiate such programmes from normal tours."

On the other hand, according to Chua,

some clients are raising the bar on qualification criteria for incentives in 2014 in order to reduce participant headcount and overall spend. Although cost per pax will be higher, Chua expects overall budgets to dip as much as 50 per cent.

### Blessings of good exchange rates

With the euro still weak against Asian currencies, more clients are casting their eyes on destinations in Europe.

Wadhwa noted that incentive clients with large budgets and an appetite for luxury are keen on destinations such as Spain, Croatia and Hungary.

Chua said: "Europe isn't much of a MICE source market now. But whenever a source of demand shrinks, I see a new source of supply. In the case of Europe, I now view the region as a destination to market to my Asian clients because it is more affordable."

Goswami agrees with the price advantage, saying: "Prices in Europe are lower now and destinations there offer great quality, which allows us to create high-quality programmes at a lower cost."

However, Asian meeting and incentive buyers have not forsaken their own backyard. Tala believes that Asia will continue to be "self-sufficient, feeding itself with intra-region traffic".

Tala said: "The euro may be weaker, but Europe is still an expensive destination. Here in Asia, countries are booming. Asia is hot as a destination for fun incentives, as tourism development is taking place in so many cities. It is also hot as a destination for business, as here is where many opportunities lie."

Indonesian events specialists singled out cities such as Jogjakarta, Medan and Surabaya as destinations to watch for in 2013.

Quah said: "China and ASEAN cities are evergreen destinations for Malaysian corporates, while South Korea and Japan are top picks now. Asia is popular because the value of the incentive tour suits the current sales targets set for average qualifiers. For European destinations, a longer qualifying period is needed. However, we are now encouraging clients to pick Europe for incentives because of the weak euro, which has resulted in lower land cost and greater value for shopping." ■



## Bumps in the road

Event planners point out the obstacles in the MICE business this year

“Labour will continue to be a key challenge. The cost of hiring a graduate in Singapore is (very high). It is also difficult to find staff who are not afraid to get their hands dirty, while being able to visualise the nitty-gritty of planning and executing a business event. Labour challenges make it hard for companies like mine to grow (in terms of manpower). And while I want to increase my fees to better cope with the rising cost of operations, I cannot do so when competitors are absorbing the increment to win business.”

**Daniel Chua**  
Managing director  
Aonia Singapore

“Pricing is still a sensitive (decision-making) element and the greatest challenge in this business. Sometimes, with some extraordinary ideas, we can encourage the client to spend a little more. We will have to keep a look out for new, unique activities and attractions, and entice clients to choose destinations where these draws are. It will be an advantage for us to have first-hand information, so access to destination information is even more crucial.”

**E T Quah**  
Owner  
Feature Tour Malaysia



“We are facing tougher competition as there are many new PCOs and event organisers. Consequently, professional manpower, especially those experienced in MICE, are harder to find. Also, increasing costs mean greater efficiency measures must be taken.”

**Ketut Jaman**  
Managing director  
Melali MICE Bali

“Competition has become so intense. We need good sales (figures) while maintaining a healthy profit margin to overcome high costs. We have to develop new and creative products, and present competitive proposals to negotiate successfully with suppliers.”

**Ida Bagus Lolec**  
Country manager Indonesia  
Pacific World

“India’s current tax regime is oppressive. When we invoice a client, a 12.4 per cent service tax is applied irrespective of where the event is held – overseas or in India. Many clients resent this burden. We lost some business when clients chose to (engage) DMCs in Singapore for their events in Asia-Pacific.”

**Sushil Wadhwa**  
Chairman  
Platinum World India



“Like the rest of the world we are following the roller-coaster ride of the eurozone and the politics that surround it. We are aware of the possible ‘knock-on’ ef-

fects of the fiscal uncertainty, so we plan for the worst and hope for the best!”

**Kritidech Srabua**  
Founder and CEO  
Oriental Events Thailand

“Airlines will continue to be an issue. We

have encountered business class fares from India to Las Vegas that varied by more than 200 per cent. Moreover, in the high season, airlines are averse to negotiating group rates for MICE.”

**Koushik Goswami**,  
General manager-outbound  
Travelcorp India



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- ♥ 香港迪士尼乐园会议专用乐园门票，每位1张 (于会议当日下午4:00后入场)。

**Work Now, Play Later package** (Valid until Sep 30, 2013)  
From HK\$780 per person (Plus 10% service charge)

Package Details:

- ♥ All-day (9am-5pm) use of a meeting room equipped with essential equipment and delegate stationery.
- ♥ Chinese or Western set lunch, plus two refreshment breaks.
- ♥ Full-day coffee, tea and candy serving.
- ♥ One Convention Ticket to Hong Kong Disneyland for each delegate at your meeting (Admission from 4pm onwards).







## The year forward for the meetings industry

ICCA CEO, **Martin Sirk**, puts his finger on the pulse of the international meetings segment and shows **Karen Yue** four key issues that will impact the industry in 2013

### Issue 1 Changing perceptions about the importance of global meetings

In 2013 there will be wider understanding at a national political level of how international meetings contribute towards national economic development strategies. Asia is already ahead of most other regions with regard to this issue, and intra-regional competition will encourage greater awareness and strategic thinking.

Once China fully understands this link between winning more international meetings and policy advancement in areas such as trade development, inward investment, high-tech knowledge transfer, healthcare programmes and commercial opportunities for local businesses, this will accelerate the trend throughout the region. Beijing recently launched its first *Congress Ambassador* programme for

academics and healthcare leaders, specifically because of this change in perception about our industry. And where Beijing and Shanghai (which launched the first such programme a few years ago) lead, other Chinese cities will quickly follow.

### Issue 2 Competition on the basis of intellectual factors

Singapore and Australia are leading the way by highlighting their Nobel Prize winners and leading research institutes rather than their tourist and cultural appeal, but other destinations in Asia are rushing to catch up. Brainpower is trumping tourist appeal in the congress decision-making process. Expect more of the same in 2013.

### Issue 3 More marketing platforms

### to invest in, along with greater pressures to reduce spend

We're hearing from ICCA members all over the world about the pressures they are under to cut back on their marketing spend – especially from convention bureaus, as they rely on member contributions to fund this activity. At the same time, there are more media choices, more trade shows, more decisions to make regarding levels of expenditure on social media, gamification ideas and website improvements, as well as more association memberships to evaluate.

This will be a year when any organisation looking for a share of the marketing spend is going to have to work incredibly hard to prove the effectiveness of their channels and activities. Asia's meetings market is doing better than the

global average, but competitive pressures are just as tough, so there are sure to be winners and losers among both meetings suppliers and the companies fighting to attract their marketing dollars.

### Issue 4 Another year of scientific, healthcare and technological breakthroughs

ICCA will be celebrating its 50<sup>th</sup> anniversary this year (visit <http://50years.iccaworld.com> for more details), and throughout this half-century we have seen a non-stop increase in the importance of international association meetings. This change is being primarily fuelled by advances in science, medical research and technological breakthroughs.

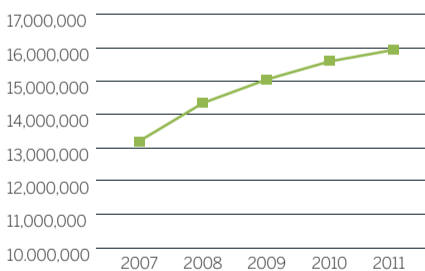
We are still in the early stages of the Information Revolution, and as researchers improve our understanding of genetics, as new materials are invented, and as computer power continues to obey the accelerating growth of Moore's Law, these are going to drive increasing association meetings activity, sustain existing events and create new ones for the fastest growing specialisations. For this reason, even though 2013 is almost certain to have some unpleasant economic surprises in store for the world, ICCA is very optimistic over continued growth in the international association congress sector.

## Conventions and exhibitions: Asia-Pacific rising

Asia-Pacific's exhibitions sector is brewing with opportunities, and several trends are gaining momentum now. UFI's **Mark Cochrane** shares his outlook for 2013 with **Karen Yue**

### How did Asia-Pacific's exhibitions industry do in 2012 as a destination?

It takes several months for us to complete the update of our database of more than 2,000 Asian B2B exhibitions. So while I do not have a definitive answer regarding growth in 2012, my sense is that it was another solid year for exhibitions in this region. (See chart)



Total exhibition space sold (net m2) in Asia, 2007-2011  
Source: UFI Research

I expect South-east Asia will continue to perform well as international organisers are very interested in launches and acquisitions in this region.

China – despite concerns that the economy has slowed – is still expected to record GDP growth of 7.5 per cent in 2012. That should provide plenty of support for the growth of B2B exhibitions in China. However, it is worth noting that the growth in China's exhibitions industry is by no means evenly spread. The category-leading exhibitions and events organised by international organisers will generally outperform the weaker tier-two and tier-three events in most categories.

### Which destinations fared best in 2012 according to UFI's research?

I would expect that the South-east Asian

trend, which began in 2011, will continue throughout 2012 and 2013. The fastest-growing markets, measured by space sold in 2011, included Singapore, Malaysia, the Philippines, Thailand and Indonesia. I would expect 2012 to see in a similar configuration of these markets at the top of the growth chart. Large markets such as China, India and South Korea will also likely post modest exhibition growth.

And unfortunately, once again, Japan can be expected to be one of the poorest performers in 2012, given the strength of the yen and the weakness in Japan's underlying economic fundamentals. Of course, Japan's ongoing political dispute with China over the Diaoyu/Senkaku islands will hit trade between the two countries and that will inevitably negatively impact B2B exhibitions in Japan.

### How did Asia-Pacific's exhibitions industry do in 2012 as a source?

Trends in the exhibitions industry generally take several years to play out, so we are seeing quite a few interesting trends gaining momentum. There are three most interesting trends.

First, organisers are showing interest in exploring visitor services such as match-making, video conferencing for VIP visitors who cannot attend the exhibition in person and "guided tours" of the floor of large exhibitions.

Second, paid conferences are getting more attention from exhibition organisers as a means to generate both incremental revenues and unique content that can be re-used on an online platform.

Third, mergers and acquisition activity is increasing, as exhibition organisers with international reach are looking at

Asia as a growth opportunity – especially when compared with their home markets in the US and Europe where finding growth is much more challenging. There are plenty of such examples throughout 2012. For instance, Tarsus took a 50 per cent stake in the China International Automotive Aftermarket Industry and Tuning (Guangzhou) Trade Fair, and Global Sources acquired an 80 per cent stake in China (Shenzhen) International Brand Clothing & Accessories Fair.

This trend will drive growth within individual shows as the international organiser will help the local (partner) to bring in a greater variety of visitors and exhibitors from overseas. It will also give the international organiser and the local partner a chance to work together to launch other new exhibitions in that particular market. Both sides of the deal will benefit with increased opportunities and incremental growth.

### Which industries generated the highest frequency/scale of exhibitions in this region in 2012?

B2B exhibitions in Asia are very well diversified in terms of industry categories. We segment the Asian exhibitions market into 27 different industry categories. In 2011, no category held more than 10 per cent (in shares). The three largest categories, Furniture & Interior Design, Electronics & Components, and Engineering & Industrial Machinery, each held a 10 per cent share of the total Asian market.

All other categories accounted for six per cent or less of total space sold. In any given year, some categories may have an increased number of launches – energy, construction and automotive come to

mind – but in terms of regional space sold, the industry will remain very well diversified.

### Q: What sort of growth opportunities will the region see in 2013?

A: China dominates the exhibitions industry in Asia, accounting for more than 55 per cent of all space sold in the region in 2011. So as long as the Chinese economy remains vibrant, one can expect the exhibitions industry in Asia to post a reasonably strong year.

I think that will be the case in 2013. China's overall economic growth may modulate and the exhibitions industry in the mainland may begin to mature and consolidate, but I think you will see strong growth for the larger, higher-quality events across the industry.

In South-east Asia...there is a lot of excitement about the exhibition opportunities in markets such as Indonesia, Malaysia and even Myanmar.

This is one of the many reasons that the annual UFI Open Seminar in Asia will be held in Jakarta in February this year. Markets in this region – in particular Indonesia – are finally and deservedly gaining attention.

For example, Indonesia is one of the most under-served exhibitions markets in Asia with a population of 240 million and a GDP of US\$845 billion. The economy there continues to grow and Jakarta is adding two new exhibition venues in the coming few years. Yet, measured by net square metres sold, Indonesia ranks 11<sup>th</sup> in Asia, behind Singapore.

The growth opportunity there and across South-east Asia is significant and should not be underestimated.







# Neighbourly ties firm up

Macau is increasingly looking towards Chinese inbound to drive its MICE sector, reports **Prudence Lui**

**M**acau'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. "We will not only nurture locally-incubated events, but also anchor overseas conventions and exhibitions of considerable size and significance.

"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



The MICE industry is a significant contributor to Macau's economic growth

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 these 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 for 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. ■

## SPOTLIGHT

### Cotai's new star

As the focal point of the glitzy Cotai Strip, the integrated resort of Sands Cotai Central offers a diverse range of products and experiences across a variety of pricing tiers, from affordable luxury hotels and international live entertainment to duty-free shopping, conferences and conventions spaces to gaming facilities.

Its brand-new 28,000m<sup>2</sup> of meeting space, together with three international hotel brands featuring over 9,000 rooms and suites under one roof – namely Conrad, Sheraton and Holiday Inn – afford a new level of accessibility and affordability for corporate customers to enrich their meeting and convention experiences in Macau.

In January 2013, the completion of Earth Tower (2,067 new rooms and suites) brought Sheraton Macao Hotel's total room count to 3,896, making it the largest property both in Macao and in the global portfolio of Starwood Hotels & Resorts Worldwide.

Sands Cotai Central is also interconnected with The Plaza Macao and The Venetian Macao. The Shoppes mega-mall offers a selection of 600 duty-free retailers, in addition to lively entertainment by street performers.

## NEED TO KNOW

### Drumming for support

Macau Tower offers an energising twist to its skywalk: drumming on the skywalk platform!

Partnering with Human Rhythms Macau, the solution engages groups to make music together, even at towering heights. Participants have to play the drums – harnessed to the sky walk too – as they make their way from one corner of the platform to the other. As tension and anticipation rise, the facilitator will direct the group to step up the drum tempo to ramp up support and excitement for the jumper who will leap off the building.

Guests watching the experience from within the building and the launch decks will be given drums to play in sync with their sky-walking colleagues.

The group will play until the jumper has landed and then share in their collective success.



### Links to China, Taiwan

On January 12 this year, TransAsia Airways began daily flights between Taichung and Macau, becoming the third Taiwanese carrier to serve this route. Meanwhile, Air Macau has started four weekly Macau-Shenyang flights since January 9.

### Macau's culinary stars shine brighter

Macau welcomes even more Michelin-starred restaurants in 2013. In the latest *Michelin Guide to Hong Kong and Macau*, Macau now boasts 62 establishments (46 restaurants and 16 hotels), including 14 new restaurants and one new hotel. Also included in the guide are nine "simple shops", which are basic, local food stalls offering noodles, roast meats, dim sum and Cantonese cuisine. In addition, eight non-star "bib gourmand" restaurants were chosen by the inspectors for their good value, i.e. a full three-course meal (excluding drinks) priced at MOP300 or less.

### French temptations

MICE travellers can rest their weary muscles with rejuvenating treatments at Sofitel Macau at Ponte 16's So Spa. Blending contemporary Mediterranean and French Provence styles, the spa features L'Occitane brand products, with signature treatments as So Rejuvenating, So Exhilarating as well as the five element treatments.

Guests may also opt for traditional Asian therapies or wet and dry Hammam treatments from the Middle East, while the latest French cosmetology techniques are also part of the wellness experience too.

### Learn Portuguese cooking

The Westin Resort Macau has introduced a Portuguese cooking class led by experienced chef Olivier Foucque. Working in teams to prepare a three-course meal, participants will learn how to create authentic Portuguese delights like egg tarts, pork chop buns, curries and *bacalhau* – all family-style dishes with ingredients easily sourced back home.

Catering to a minimum of 20 pax and a maximum 120 pax, the three-hour class is priced at MOP\$500 (US\$63) per person, inclusive of all necessary equipment and ingredients.





## Onward to China with gusto

Brunei Tourism perseveres in its courtship of Chinese business events, reports **S Puvaneswary**



SOAS Mosque, an iconic landmark in Brunei

Brunei Tourism Board

Despite that, Tourism Brunei is determined to develop its MICE industry. In mid-2012, it produced a MICE guide to raise destination awareness and to clue meeting planners in on Brunei's MICE products. It provided details of meeting and convention venues in Brunei, recreational activities, tourist spots and a range of services and support offered by the bureau to event organisers.

In addition to that, Brunei Tourism plans to promote the Sultanate as a meeting and incentive city by going directly to the top 1,000 companies in China which are headquartered in Beijing, Shanghai, Guangzhou and Hong Kong.

Direct sales calls targeting high-end meetings and incentives groups in China are also on the bureau's to-do list.

Raymond Kong, deputy chief representative of Brunei Tourism China office, said: "Brunei is a new destination in the eyes of the Chinese market in general, be it for leisure or MICE. We need to familiarise them with what Brunei can offer in terms of facilities and attractions."

"We might not necessarily see results this year, but at least we would have created some awareness in the market."

Salinah Salleh, who is responsible for developing the MICE business from longhaul and the Middle East markets, said: "Our goal is to have MICE planners consider Brunei when they are planning incentives, meetings, conferences, product launches or teambuilding."

Salinah believes that Brunei is suitable for pre- or post-conference trips that are twinned with "established meeting capitals such as Singapore, Kuala Lumpur or Bangkok".

Other permutations suggested by Salinah include Brunei with Sabah or Bali for a beach experience, with Dubai for a "desert and jungle" experience, or with Australia and New Zealand for a stopover programme.

Ang said it was too early to project how Chinese incentive business would fare this year.

"We are putting our efforts into exploring the northern markets of China which include Beijing and Shenyang, where we think hold promise. We had enquiries from MICE planners (there) in the past and we believe companies in these big cities are interested in destinations that promote greenery."

"While there are no direct flights (from these Chinese cities), we hope to sell the idea of running charters or coming to Brunei by Royal Brunei Airlines via Shanghai or Hong Kong, or by other carriers via Kuala Lumpur and Singapore."

Despite the various challenges in courting the Chinese MICE segment, PJ Majestic Tours won its first Chinese incentive in January, a 90-pax movement organised by China's biggest web company, Tencent.

PJ Majestic Tours managing director, Peter Chieng, said: "Hopefully, through word of mouth, we will see more business from China into Brunei." ■

### SPOTLIGHT

## Into the woods

Journey deep into the Batu Apoi forest reserves of the Temburong district in Brunei Darussalam, and you will find Ulu Ulu Resort on the banks of the Temburong and Belalong rivers.

Perfect for business warriors who desire an escape from the concrete jungles of the big cities, Ulu Ulu Resort invites guests to see the rainforest up close and listen to the sounds of the many species of insects, birds and forest animals.

Event planners can include treks through the canopy walk and to Sungai Apan Waterfall for groups with active individuals. For a more leisurely experience, groups can kayak up the river, have a swim in the cool waters or just relax and enjoy the serene surroundings.

There are three different dining establishments, a cinema/auditorium for 60 people and a boardroom for 25 people, among other facilities.

The Chinese meeting and incentive segment was flat for Brunei last year, according to several inbound specialists.

Speaking to the *Daily*, BonAsia Holiday Management Services executive director, Caroline Ang said this was due to the fact that there were now more destinations competing for the Chinese MICE market.

Brunei's laws against the sale of alcoholic beverages also work against the destination's attempts to lure corporate event planners. An inbound specialist who requested anonymity said: "It is difficult to attract Chinese travellers when Brunei is a dry country, with the sale of alcohol banned and its consumption prohibited in public places. It is not a very attractive deal when you tell MICE planners and organisers from China or elsewhere that they have to carry their own alcohol with them to the Sultanate and there are also limitations on the quantity they can bring in. There is also no night entertainment in Brunei."

## NEED TO KNOW

### Radisson's new guestrooms

Refurbishments of the Radisson Hotel Brunei Darussalam's rooms, suites and lounge are scheduled for completion this month. Upon completion, all 142 guestrooms will be equipped with new lighting, cordless speaker phones, iPod docking stations, CD and DVD players and free Wi-Fi. The renovated bathrooms will have feature bidets and rain showers.

### A date with the animals

Freme Travel Services is offering a new tour – Night Safari – which involves a river cruise on the Brunei River at night to spot nocturnal animals.

The cruise, operated daily from 18.00 to 20.30, is followed by dinner at a local restaurant, before guests are brought back to the hotel. Email [holidays@freme.com](mailto:holidays@freme.com) for more information.



### Good support available

Brunei Tourism offers a range of services and support for event organisers, such as consultancy on convention hosting, provision of visitor information, maps, shopping and dining guides, operational support, accommodation and venue recommendations, coordination of site inspections and fast track for event delegates at the airport. Event organisers can also access sample incentive itineraries and recommendations on recreation, teambuilding activities and themed events.

Furthermore, the bureau will connect event organisers with local MICE suppliers, contractors and related government agencies, and help to source for volunteers to help at events.

### New hotel coming to town

Business travellers to Brunei will soon have a new accommodation option. The business class hotel, Badi'ah, scheduled to be completed in 3Q2013, will offer 55 guestrooms. Located on Tutong Road, the property sits 20 minutes from the airport.

Post tours. More fun in the  
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## Confidence in the capital

Beijing is expected to keep glowing, thanks to its rich past and modern infrastructure. By **Hong Xu**

The business events industry was declared to be one of the primary focuses for the future when the Beijing Municipal Government spelt out its 12<sup>th</sup> Five Year Plan for National Economic and Social Development back in 2011.

Today, Beijing's leisure and business tourism industry has made vast progress, evident in the emergence of new infrastructure and reputation as an important business event destination in the world.

In ICCA's worldwide ranking of top meeting cities in 2011, Beijing took 10<sup>th</sup> spot for having hosted 111 meetings. On the Asia-Pacific and Middle East chart, Beijing sat in second place, after only Singapore.

Other cities in China that made it to ICCA's Asia-Pacific and Middle East ranking for 2011 were Shanghai (seventh spot; 72 meetings), Hangzhou and Xi'an (sharing 27<sup>th</sup> spot; 15 meetings), Chengdu (38<sup>th</sup> spot; 10 meetings), Dalian, Shenzhen and Tianjin (sharing 46<sup>th</sup> spot; eight meetings), Chongqing (51<sup>st</sup> spot; seven meetings) and Changsha (68<sup>th</sup> spot; five meet-

Sections within The Forbidden City have been used to host special private events



Grace Yang

ings).

Michelle Lai, a spokesperson of Grand Hyatt Beijing At Oriental Plaza, said the capital city's hosting of the 2008 Beijing Olympics had given it "tremendous opportunities to communicate with the world and to showcase itself as a leading multi-purpose city".

"The sports event helped to spur rapid development in the local MICE and tourism industry," Lai declared, adding that Beijing's "impressive historical and cultural heritage" and presence of many UNESCO Cultural

World Heritage Sites enable event planners to create "once-in-a-lifetime offsite events".

Some of Beijing's treasured ancient architecture are available for corporate rental. Singapore's East West Executive Travellers once held a welcome reception for the Accenture Client Partner Conference on the Great Wall, and a 800-pax gala dinner at the Forbidden City's Tai Miao for the same group.

Beijing's MICE developments are not without challenges.

Fan Keyao, managing director of CITS Group Shanghai Co,

said: "One of the challenges the capital city faces is fierce competition from established MICE destinations such as Shenzhen, Guangzhou, Shanghai, Macau, Tokyo, Singapore and Sydney."

"In 2012, more than 28 percent of CITS Shanghai's revenue was from MICE, while the MICE contribution was only seven per cent for CITS Beijing."

Grace Guan, destination manager, Beijing with Pacific World, disagrees. She believes that Beijing's status as an historical city and the capital

of China sets it apart from competing MICE cities within and beyond China.

Another challenge Beijing has to contend with is its severe air pollution, which may affect its reputation as a world renowned tourism destination, according to Fan.

However, Guan dismissed air quality as an obstacle to Beijing's MICE business.

"None of our business were affected by the air quality in Beijing," she said, adding that the air quality would improve once spring sets in. ■

### NEED TO KNOW



#### Explore the inner workings of the ancient capital

Take time to tour Beijing's hutongs, a network of narrow alleyways and ancient courtyards, and see how the locals live.

A number of event specialists in Beijing are able to tailor a pre- or post-conference tour of this nature, incorporating a hutong rickshaw ride, tea ceremony and dumpling-making. Visitors can interact with the locals and perhaps visit the home of a local family where they will partake in traditional Chinese activities such as dumpling-making, Chinese calligraphy and paper-cutting.

Contact Pacific World at [china@pacificworld.com](mailto:china@pacificworld.com) for details.

#### Hainan Airlines connects Chicago with Beijing

Hainan Airlines commenced four-weekly direct services to Beijing from Chicago in January this year, using Airbus A330-200 aircraft with a configuration of 36 premium-flatbed and 186 economy seats. The airlines currently operates flights from Toronto and Seattle/Tacoma to Beijing.

In Asia, Hainan Airlines launched direct services between Phuket and Beijing and Bangkok and Beijing last year. There are plans to increase the frequency of the thrice weekly Bangkok-Beijing connection to six flights a week from April 1 this year.

#### Air China beefs up access to Beijing from North American cities

Air China will cement its foothold in North America with the launch of a new route between Houston and Beijing this year, after expanding its schedules into New York, Los Angeles and Vancouver and upgrading the airliners on its New York and San Francisco routes.

Starting March 31, the New York-Beijing service will be enhanced to 11 weekly flights and the Beijing-Los Angeles service to twice daily.

From May 17, the Vancouver-Beijing service will be raised to 11 weekly flights.

The Houston-Beijing service will start in July, and the flights will be operated with the B777-300ER. The B747-400 is now operated on Air China's Beijing - San Francisco route.

#### Dine in regal grandeur

Opened last August, King's Joy Restaurant stands out for its full-on palace decor and an extensive vegetarian menu of dishes that were inspired by cuisine from the late Qing Dynasty. Corporate event planners can indulge their guests with the auspiciously-named *Good Fortune and Longevity Health* set menu, a filling nine-course meal that features novel dishes served in tapas-sized portions.

King's Joy Restaurant is located next to Yonghe Temple (also known as the Palace of Peace and Harmony Lama Temple).







Scenic Wuzhen is starting to garner more international awareness through trade shows

## Wuzhen puts faith in MICE trade shows

By Karen Yue

The historic water town of Wuzhen in Zhejiang Province is banking on international trade shows to raise its profile among foreign meeting and incentive planners.

Yao Jie, marketing director, sales department, Wuzhen Tourism Co, told the *Daily* that the tourism body had exhibited

at several international trade shows in recent years, and buyers' awareness of the destination had grown with every trade show exposure.

Yao said: "For instance, while we did not get many business leads from AIME 2012, I realised that many buyers at the show this year came to us with an existing

knowledge of Wuzhen. We also had several buyers from Singapore, Malaysia and Australia who came by to say that they were impressed by what we offer and were considering taking events to Wuzhen."

She added: "We get 1,000 domestic meeting and incentive groups on average every year, but international events come nowhere close. It is a shame because Wuzhen has many top quality resorts and unique venues that can do wonders for high-end corporate events.

"We recently had a private dinner event at Zhaoming Academy (an ancient architecture with a library, exhibition hall, courtyards and gardens, etc) for members of the (US-based) Rolls Royce Owners' Club. Dinner was set-up on a long banquet table, just like what was done in the past."

Yao believes that much more branding is needed to truly grow the destination's international MICE business, and said Wuzhen Tourism Co would continue to showcase the destination's MICE capabilities at international travel shows.

### GUANGDONG

## Zhuhai to get ocean resort

Guangdong Chimelong Group will open its new Chimelong International Ocean Resort in Zhuhai, Guangdong province come mid-2013.

The mega resort's general manager, Ivan Leung, said the property would feature a 1,888-room ocean-themed luxury hotel, a man-made beach with a wave pool and various MICE facilities including a 3,000m<sup>2</sup> grand ballroom, a 1,300m<sup>2</sup> ballroom and 24 smaller function rooms.

According to Leung, water taxis will provide transfers between the hotel and the Ocean Kingdom

water theme park via a canal. The park will offer nine rides, three shows featuring sea lions, dolphins and beluga whales, as well as the largest aquarium in the world, filled with 24,000 cubic tonnes of water.

Erica Zhang, director of sales & marketing, Chimelong Hotel Guangzhou, said the new resort would target MICE and leisure traffic from China, Hong Kong, Macau and Taiwan, as well as overseas markets such as Singapore and Malaysia. Room rates will likely be similar to other five-star hotels in the region.

### YUNNAN

## China-SE Asia rail progresses

Another section of the planned pan-Asian railway network has completed after seven years of construction, linking Yuxi and Mengzi in China's south-west Yunnan province.

The 141km railway, part of

the eastern line of the network, became operational in mid-February. The international rail project also consists of central and western lines, and will run from Beijing to Singapore when completed.



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# Snapshots

## Gearing up for a great show

Participants of IT&CM China show **Patrick Tan** that they are all ready to rock the floor



Nexus Collections (Asia)'s Aidan Chui, Eric Wong and Nick Jones



Ningbo Tourism Administration's Chen Gang (fourth from left) leads his team at IT&CM China



Memento Asia Hong Kong's Mandy Zhu and Execugifts Australia's Allan Dawson



Sanya Shanhaitian Hotel's Fion Suo



Meeting the World US' Ian Quartermaine and Ian Whiteling



U Rex Tour South Korea's Yu Yong Chul, Kim Eun Bi, Park Su Bin and Park Geon Hoo



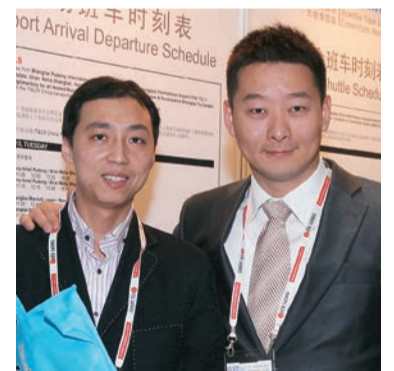
Macau Fisherman's Wharf's Esther Tang and Coey Chan



Destination Resorts and Hotels Malaysia's Evelyn Lim and Ashwin Gunasekeran



Shanghai China Travel International's Jerry Jiang



China Travel Hong Kong (Zhuhai) Ocean Spring Resort's Jerry Wang and CITS International MICE China's Dake Zhu

## On course to a higher plane of management

Individuals from associations in China join the Association Professional Competencies Briefing, a course that will earn them a Professional Association Executive certification

Society for Laboratory Automation and Screening China's Lily Zhao and Kitty Yang



Shanghai Indoor Contamination Control Industry Association's Emily, Lili, Amy and Zhongmin Chen



The Mathematical Association of Victoria's Simon Pryor and Tenpin Bowling Association of Queensland's Ryan Xia





## Australia

# 澳旅局成立大中华区商务活动部推展会奖市场

■刘欣怡=采访报道

澳大利亚商务活动部 (Business Events Australia) 是澳大利亚旅游局在全球内专门在国际上宣传澳大利亚作为商务活动目的地的商务团队, 而其今年也正式在大中华区将商务活动部职能独立, 专门拓展中国商务会奖旅游市场。

澳大利亚旅游局大中华区区域总监黄长青女士表示, 澳大利亚旅游局在过去10年里已成功经营中国赴澳旅游市场, 近几年澳大利亚接待过数千人以上大型奖励旅游团的经验积累, 澳旅局已意识到, 商务会奖旅游市场潜力商机庞大, 更与旅游市场的经营大不相同, 因此自去年起, 澳旅局大

中华区开始筹组商务活动部, 将其从休闲旅游部独立出来, 并于今年正式面向大中华区的会奖旅游市场, 进行一系列的市场推广。

然而中国市场庞大, 澳旅局如何针对大中华区的商务会奖市场制定发展策略?

黄长青女士表示, 以目前统计分析看来, 企业奖励旅游仍是中国赴澳主力, 因此商务活动部将首先侧重包括直销、保险、IT、汽车及医药等五大行业进行深耕经营; 另一部分则要着重与同业间的推广, 商务会奖旅行社同业是影响大型企业决定会奖旅游目的地的重要推手。

若从地域来看, 商务会奖旅游市场仍以北京、上海、广州等一线城市为主, 主要是大型企业总

部以及有能力承接大团的商务会奖旅行社基本都聚集于此, 因此澳旅局也将进一步聚焦经营。

澳大利亚旅游局商务会展旅游总经理 Penny Lion 女士则表示, 澳旅局也注意到随着市场的扩大, 个性、差异化的需求不断增多, 这代表着澳大利亚在提升硬件设施的同时也要提高服务品质, 丰富活动项目和行程, 并根据不同的需求提供创意化的定制服务, 深入挖掘企业买家需求。



摄影: 刘欣怡

事实上澳大利亚一直以来都重视投资兴建、翻新会展场地及会议奖励旅游设施, 以提高接待能力及应对不断增长的商务旅游需求, 最新项目包括: 2016年将建

占地20公顷、可同时举办1万人会议的悉尼国际会展及娱乐中心 (SICEEP); 投资超过1亿澳元的悉尼皇家赛马场 (Sydney Royal Randwick) 将于今年完成翻新, 完善更多体育娱乐设施; 投入超

过3亿澳元的阿得莱德会议中心扩建工程已于日前完成并对外开放; 升级后的珀斯会议中心现可同时容纳12,500人; 投资近6千万澳元的布里斯班皇家国际会议中心也已于近期投入使用。

### 通过活动强化服务商交流与体验

■2013澳大利亚商务会奖旅游洽谈会 (TABEE) 4月9日于上海举行, 包括悉尼、墨尔本、布里斯班、黄金海岸等9个地区会展局, 携当地酒店、会议中心、景点及会议组织商等18个商务旅游业界代表, 向77家来自大中华区的企业买家及旅行社近百位业者, 展示澳大利亚各地区丰富多样的旅游资源以及风格各异的会奖旅游项目、商务活动设施及相关的产品和体验。

■每两年澳旅局并会选定几个澳大利亚城市举办

Dreamtime 活动, 邀请国际各商务企业活动策划者赴澳参加, 亲身感受在澳大利亚举办大型活动的创意体验及接待能力, 该活动2013年将于墨尔本举行。

澳旅局商务活动部就是要让所有赴澳的商务会奖团认识到, 澳大利亚不是只有阳光、沙滩与自然景观, 还有热情友好的人文环境、齐全的设施、非凡体验及组织世界级商务会奖活动的丰厚经验等附加条件, 使澳大利亚成为最佳商务会奖目的地。



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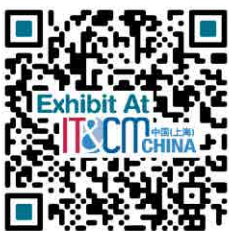


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## 澳大利亚尽是不同

此外，商务活动部的品牌会延续澳旅局「澳大利亚尽是不同」旅游品牌，以「澳大利亚尽是不同的商务会奖体验 (There's Nothing Like Australia, Business Events Experience)」持续推广。所谓「不同」的体验，则是强化澳大利亚会奖旅游中团队建设项目的多元性与可行性，因为企业组织一个大型奖励旅游，最终目的是希望通过活动中的团队建设达到企业

凝聚力与向心力，这是与休闲旅游团最大的不同点。另外，澳旅局商务活动部也会和悉尼、墨尔本、黄金海岸等设有会奖旅游局紧密合作，提供各个方案规划。

此外，澳大利亚商务会奖旅游秉承和发扬「澳大利亚 尽是不同」的品牌理念，积极通过传统媒体和数字营销相结合的方式，从不同角度将信息传达给业界和企业买家。全中文的商务会奖旅游网站已发布并逐步完善，用文字描述、图片、视频及各类成功案例，

全面、动态地展现了尽是不同的澳式会议奖励旅游体验，让大中华区的企业买家和旅行社可通过网站，一站式地选择和策划在澳的商务活动及奇妙的旅游体验。

## 内地商务市场增长快速

澳大利亚旅游局大中华区区域总监兼中国区首席代表黄长青女士指出，大中华区一直是澳大利亚最重要的、发展最快的旅游市场，尤其是中国内地市场表现突出，目前位列澳大利亚第二大旅

## 《2012年中国大陆赴澳进行会奖活动增长情况》



游客源国。而在商务旅游市场方面，中国内地市场增长也十分迅速，是澳大利亚第三大商务旅游客源市场，仅次于新西兰及美国，是澳大利亚实现2020年旅游战略规划目标关键增长市场。

另据透露，今年中国市场已确定有包括完美中国 (Perfect China) 约3,000人、康宝莱 (Herbal Life) 400人以及友邦人寿400人的奖励旅游团，将分别前往悉尼、墨尔本及黄金海岸。

## Macau

■张广文 = 采访报道

## 澳门经济局从四大方向推动会展

据了解，2013年澳门会展业的规划与方向已确定。为进一步提升澳门会展业的国际化水平，配合落实「世界旅游休闲中心」的发展定位，并发挥区域商贸服务平台的作用，在2013年，澳门特区政府将从四大方向推广澳门的会展业，包括引进品牌会展、

优化激励计划、培育会展人才以及加强区域合作。

澳门特别行政区经济局局长苏添平指出，首先，在展览方面，要继续积极引入外地品牌会展来澳举办，同时，加强培育澳门的品牌展会，包括澳门国际贸易投资展览会、澳门国际环保合作发展论坛

及展览和粤澳名优商品展销会等，逐步提升其知名度，使其更加市场化、专业化和国际化，努力办成当地区域的品牌展会。

再者，为配合澳门会展业发展的需要，特区政府将持续地透过「会展活动激励计划」，为在澳门举办的会展活动提供多方面的

支援。事实上，特区政府早前已结合业界对该计划的意见进行检讨及修订，进一步简化申请的行政手续，完善及优化支持项目。同时该计划并针对会议活动，新增设了同声传译、文件翻译费用以及宣传及推广费用作为申请项目；而在展览活动方面，则新增设了展品及货运物流费用和宣传及推广费用作为申请项目。

除此之外，在2013年，澳门特区政府将积极培育会展业人才，支持各项会展专业资格认证课程的开

办，为澳门的会展业储备及壮大会展人才队伍。

此外，在区域合作方面，澳门特区政府将加强区域合作力度，协调和促进区域内会展业协同发展和共融，透过扩大共同办展、相互参展参会等方面的合作，共同打造区域国际会展品牌。

展望2013年，面对全球经济及金融市场存在的不确定因素，特区政府将因应形势变化而适当调整发展策略，未雨绸缪，努力维持澳门经济平稳发展。

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Chengdu

## 成都目标：成为西部首要会议之都

■李佩纯=采访报道

日前，亚太旅游协会正式宣布成都将成为继香港、杭州、澳门后，第四个举办亚太旅游交易会(PATA Mart)的中国城市。事实上近年来，一系列具有国际影响力的高端国际盛会皆陆续落户成都，使成都的经济与会展发展更加引人注目，进而希望深入探讨其未来的发展趋势。

与此同时，成都市「十二五」规划首次将会展业纳入其中，并明确提出建设成都成为国内外重要会议目的地的发展战略。成都力谋打造西部首要会议之都的雄心壮志展露无遗，可以预见，未来几年，成都将迎来会展产业高速发展的黄金机遇期。

### 全国第五 成果展现良好发展态势

根据成都博览局资料，2011年，成都市共举办各类会展节庆活动398个；展览总面积超过233万平方米，居全国第五，仅次于北京、上海、广州和深圳；会议总面积391万平方米，拉动消费约335亿元。从去年上半年的成绩来看，成都会展业继续保持良好的发展态势，全市共举办展览84个，国际会议30个，展览总面积124.2万平方米，拉动消费203.6亿元，各项指标均创新高。

成都博览局表示，成都会展业把大力发展国际会展经济作为工作重点，力争在2015年将成都建

设成为「具有国际影响力的中国会展之都」。截止到目前，成都会展发展已经取得一些成果。

### 国际性会议举办取得新突破

据成都统计局统计，去年上半年成都成功举办国际性会议30个，较前年同比增长114.3%。其中，6月份举办的第9次世界生物材料大会是全球生物材料领域规模最大、层次最高的综合性盛会，被誉为「世界生物材料领域奥运会」，也是成都近年来承办规模和影响最大的国际学术会议。

### 展览国际化水平明显提升

例如，去年的糖酒会吸引了19个国家和地区的近200家境外企业参展，国际展区面积达到2.2万平方米，比上一届春交会增加11%，国际化水平进一步提升。去年的家俱展有来自荷兰、西班牙、德国、意大利、韩国、日本、以色列等9个国家的21家企业参展，其中还包括荷兰阿克苏诺贝尔这样的世界500强企业。而去年汽车展国际化水平也相当高，共有81个品牌参展，其中合资和进口的品牌就占到了60个，占比高达74%。

### 与知名会展企业合作定重点培育和打造展会取得新进展

目前，成都已引进春季全国糖酒商品交易会、成都国际电子生产设备及技术展览会、中国西部国际装备制造制造业博览会、中国(成都)礼品及家居用品展



(提供：成都博览局)

览会、成都国际旅游展、中国(成都)电子展等国际国内知名会展专案定点在成都培育和打造。这些展会既促进产业的发展，也成为成都会展亮丽的名片。

### 优化会展环境 出台多项举措

事实上，为加快成都会展行业发展，2010年，成都在全国副省级城市中率先成立了博览局。2011年10月，成都市首次以市政府名义出台《成都市人民政府关于加快会展业发展的意见》，并推出各项鼓励扶持政策。成都市地税局配套出台了《关于会展业营业税征收管理的公告》，对会展企业实行差额缴税。去年4月，《成都市会展业“十二五”发展规划》正式发布。与此同时，成都市专门设立会展业发展专项资金，扶持会展业发展。一系列政策的出台，为会展业实现跨越式发展发挥了重要作用。成都博览局表示，加快推进成都会展经济现代化和国际化进程，下一步将重点做好几个方面的工作。

### 第1、加快兴建会展场馆设施

目前成都的会议和展览设施的供给关系紧张，过

去五个年度的会展设施可以说领先西部，但是在当前，成都则处于了落后。所以四川省和成都市将加快兴建新的场馆，构建「一主多副多馆」的场馆体系。「一主」是全力配合省博览局动工修建中国西部国际博览城；位于天府新区中国西部国际博览城，建筑面积达60万平方米，预计于2015年建成。一期预计于2015年投入使用，展馆20万平米，将全面提升会展承载能力，为成都建设会展之都提供坚实的场馆基础。

「多副」是指加快多个会展副中心建设，例如世纪城会展综合体正在加快二期建设，其中新世纪环球中心是集度假、休闲、娱乐、酒店、购物、商务会议等多重功能于一体的大型城市综合体和城市新地标，是全球最大的单体建筑。新世纪当代艺术中心建筑面积17万平方米，设有歌剧院、美术馆、会议中心等，其中，最大无柱式宴会厅8,000平方米，将实现3,000人会议同时开会和就餐。

「多馆」则是支援有条件的区(市)县建设符合规划要求的小型专业场馆和会议设施。

### 第2、提升成都会展服务能力和水平

积极引进

一线城市北京上海会展服务企业在成都设立分公司，提高承接高端会议项目的能力和水平。值得欣喜的是，像点艺空间、信诺传播、中青旅会展等国内知名展览和会议服务企业已经在成都设立了分公司；同时，覆盖会展产业链包括108家会员、20家外地会展企业的「成都会展联盟」，也于8月17日揭牌成立，这是成都整合企业资源、提升服务品质的重要举措。

### 第3、大力引进知名展会机构赴蓉办展办会

随着扩大内需和产业转移趋势的加剧，使国内知名展会依托于母展向西部品牌输出的趋势将逐渐形成，成都将加大政策支持力度，鼓励有实力的国内外主展商到成都定点培育打造展会。

### 第4、积极的参与行业活动，加大营销推广

去年成都市博览局先后邀请了中会展经济研究会、会议杂志和中国会展杂志社在成都举办了中会展经济研究会第七届年会，中国会议产业大会夏季峰会和本届中国国际会展文化节等会展行业活动，与国内会展业界保持了紧密的沟通和联系，寻求合作机会，取得了良好的效果。

### 第5、以拉动消费、助推产业营销城市为目标

培育申办引进重大会展项目，不断增强会展经济对城市经济发展的贡献。

Shenzhen

## 深圳应建立休闲度假形象以拓展会奖

■张广文=采访报道

酒店业者认为，无论是奢华或任何主题活动，深圳之所以能够满足企业需求，乃因深圳的会奖资源其实十分丰富，只是知名度不足。未来深圳旅游应朝向休闲度假发展，整合区域资源，并聚焦于宣传，由珠三角地区开始，逐步扩展、推广至内陆城市 and 一线城市。

业者指出，其实，很多北京、上海等一线城市的旅客，都不了解深圳市场的特别之处，也就不更会把深圳视为一个旅游或会奖的目的地了。深圳会奖市场的优势，实际上在于其休闲度假的资源丰富，包括了高尔夫、俱乐部、

温泉、水疗、沙滩、主题乐园、拓展营地、天然景区、茶园、培训基地、环保和爬山项目等，只是知名度低。深圳应该将东部华侨城、大小梅沙、海岛等东部资源进行结合，积极推广当地休闲度假的形象。

另一方面，深圳的旅游数字自2009年至今一直有波动，不过，深圳的会奖市场却是逐年成长的。虽然深圳周边城市，如东莞、惠州、中山等，不断新增酒店，同时，因为交通方便和价格便宜，已经开始使深圳当地酒店业者流失部分客源，但是深圳的酒店业者仍应抓住机遇，利用自身资源面对竞争环境。

举例说，酒店可以争取珠三角消费品类企业为目标，例如，珠宝业新品发布、服装业秋冬展示等，突显出自己本身能将买家和供应商集中一地、促进双方一起订货与研究的优势，同时，也可致力于争取科普教育、拓展团队，强调自己在人才培养方面的专才。另一方面，酒店亦可利用高铁的发展，开拓新的市场，包括湖南、湖北、福建等内陆城市，让更多的内陆城市旅客，了解到深圳的优势，并且知道，如果来到了距离香港近的深圳，便可以在企业会奖活动中，安排一天去购物。重点不是靠价格吸引客人，而是让他们感到价值的存在。

### 医药、金融业是重点

放眼未来，因为国家出台规定，所有制药公司的商务活动将不允许选择度假型酒店，因此制药行业将是深圳各个城市酒店关注的焦点及业绩的增长点。

有酒店业者表示，2013年，其在MICE客源市场方面会集中于医疗器械、金融证券及电子软体行业。自金融危机后，这些行业是客源市场中最强势、增长最快的，酒店80%的MICE收入来自于它们，2012年过去后仍在不断的快速增长。

同样的，另有业者也认为，根据往年的经验及深圳行业市场的

份额来看，金融及医药两大行业的市场活跃程度比较高，加之酒店拥有的独特地理位置及会场优势，光是宴会厅、28个多功能会议厅、演播厅便可容纳3,000多人，因此该酒店今年在MICE方面将继续把重点放在这两大行业。

另一方面，大梅沙京基喜来登度假村酒店指出，将继续借助喜达屋完善的全球销售平台，与各个地区的全球销售人员们参加相关展会努力留住既有客户、争取新客户。MICE方面的聚焦点将在协力厂商会议组织公司及旅行社上，希望藉着其既有的强大客户平台及客户关系，为酒店带来更多的MICE生意。



## Guilin 政策提供有利环境 市场将对桂林改观

■ 锤韵=采访报道

桂林会展业正逢发展良机。桂



**林市人民政府副市长巫家世**介绍,2012年11月,经国务院同意,国家发展改革委正式批复了《桂林国际旅游胜地建设发展规划纲要》。这是国家发展改革委首次为国内一个地级城市批复的规划纲要。规划纲要正式获批,是国家深入实施西部大开发战略、促进区域协调发展而做出的重大战略决策;标志着桂林发展已上升为国家战略,桂林进入全新的发展阶段。

### 投入资金扶持MICE产业

根据规划纲要,桂林将于2020年基本建成「桂林国际旅游胜地」,成为世界一流的旅游目的地、全国生态文明建设示范区、全国旅游创新发展先行区、区域

性文化旅游中心和国际交流的重要平台。

规划纲要明确提出,桂林要在建设国际旅游胜地的进程中,着力打造具有国际影响力和桂林特色的会展品牌,重点提升会展能力和国际化水平、大力引进和培育会展龙头企业、积极探索会展与其他产业的融合发展。

「这表明,桂林会展业,尤其是与旅游业的融合,面临前所未有的发展机遇和政策保障。」巫家世说道,桂林市人民政府对会展业发展高度重视,出台了桂林市人民政府关于加快桂林会展业发展的意见,并安排了每年1千万元资金,用于扶持会展行业的发展。此资金将主要用于引进或申办国际与国内具有影响力的大型展会,扶持和培育政府确定的规模大、效益好、有发展潜力的品牌会展。

「在政策的扶持下,桂林市旅游局将凭借完善的基础设施及

丰富的办展经验,积极培育会展企业及申办大型展会,加强发展MICE产业。」

### MICE发展优势

**1. 居交通枢纽:** 桂林市位于桂、粤、湘、黔四省区的中心区域,处于珠江三角洲、北部湾等重要经济板块的腹地,是连接南北、沟通东西、联系沿海和内陆的重要枢纽,是中国东盟自由贸易区的门户城市之一,在我国区域发展格局中,具有重要地位。同时,桂林也是国家重要的区域性交通枢纽城市,已构筑形成了航空、铁路、公路、水路幅合式一体化的便捷交通网络。

**2. 旅游和会展资源完备:** 桂林的旅游资源丰富,是著名国际旅游名城。景色方面,以漓江为代表的自然风光享有「桂林山水甲天下」的美誉。市区「千峰环野立 一水抱城流」,具山水城市「城在景中,景在城中」的独特魅力。文化方面,桂林自西汉元鼎六年建城至今,已有2100多年历史,历朝历代均为中原以及南疆

的融合要地,少数民族文化多姿多彩。环境方面,桂林的环境品质连续多年在国家重点环境保护城市环境综合整治定量考核中名列前茅。

MICE方面,桂林的基础设施齐全,拥有现代化的国际会展中心。桂林国际会展中心占地面积15万平方米,展区总面积2.89万平方米,可设国际标准展位1,600个。此外,桂林全市拥有星级酒店68家,其中5星级酒店5家;以及5A级景区3个,4A级景区24个,3A级景区14个。近年来,桂林市先后承办了包括博鳌亚洲旅游论坛、世界旅游组织旅游目的地开发与管理地区合作研讨会等国内外大型展会,联合国世界旅游组织暨亚太旅游协会旅游趋势与展望国际论坛亦永久落户桂林。

### 当前发展挑战

**桂林市旅游局副局长张志红**表示,长期以来,市场对桂林的认识局限于

单一的山水观光产品。实际上,桂林旅游市场经过长时间的开放发展,已形成很成熟的旅游产品体系和旅游服务体系,近年尤向高端化迈进。

首先,桂林不仅拥有多个高尔夫度假区,法国地中海俱乐部今年也将于桂林开设中国的第一个全天候度假村。其次,桂林近年开始引进国际高端酒店品牌,如香格里拉和喜来登等;利于接待国际游客。此外,桂林拥有扎实的会议接待基础,接待过多项大型国际会议和展会。总体而言,桂林是高端、定制化旅游及会议、会奖旅游良好的目的地。

「桂林具备很强的会奖实力。这将是桂林市旅游局2013年宣传促销的重点方向。」张志红说道,除了和北京、上海、广州等主要客源城市积极合作之外,参加IT&CM China也是提升外界对桂林MICE认知度的重要举措之一。随着利好政策的出台,桂林将在未来更大力度地推动MICE市场,让外界更清楚地了解桂林的MICE资源。

**↑18%** 2012年,桂林接待游客3,293万人次,增长18%;  
**↑27%** 旅游总收入277亿元,增长27%;  
**↑11%** 入境游客达182.4万人次,增长11%,增幅居全国主要旅游城市第6位。

## Taichung

■ 锤韵=采访报道

## 高星酒店助台中打开大陆MICE一臂之力

去年下半年,千禧国敦酒店集团第七家五星级酒店于台中开幕,填补了台中国际高星级酒店市场的空白,也提高了台中的高端和会展接待能力。而台中MICE设施逐步齐全,市政府周边新兴区域的发展,也为台中酒店业者向备受重视的大陆MICE市场大力拓展,提供了充分的理由。

台中向来以日月潭闻名,其他景点和MICE资源则较少为人知。实际上,台中拥有非常丰富的旅游资源,也有良好的MICE设施。

**台中日月千禧大酒店总经理郑修发**介绍,首先,除了日月潭之外,台中还有丰富的旅游资源,如以人文气息与自由学风著称的东海大学及其周边充满异国风情的国际街,台湾目前规模最大、有各种人气美食的逢甲夜市商圈,以妈祖遶境进香闻名的大甲镇澜宫,及拥有可容纳近一万人、亚洲最大的户外圆形剧场的「绿色心脏」文心森林公园等。

其次,随着位于高铁台中车站专用区的大台国际会展中心正式运营,台中会展业也开始加速发展。大台国际会展中心可设803个标

准展示摊位,适合各种大型展览活动。因此,任何形式的会议展览活动,包括大型会议、展览等,如今都能在台中举办。

### 酒店市场出现变化

再次,台中酒店市场近期也有所变化。中档酒店方面,台湾的旅馆业者普遍意识到星级品牌的重要,争相申请星级评荐;其中以抢占背包客及商务旅客市场的一至三星级酒店为大宗,使得台中的酒店标准有所提高。

在高档酒店方面,郑修发介绍,早期台中当地的星级酒店多依中港

路(现称台湾大道)沿线设立,少部分则以西区为腹地。如位于繁华市政中心的台中日月千禧酒店则是目前台中市政七期唯一的国际五星级酒店,而此区目前正是大台中经济成长最快的地区,附近拥有多个商业金融与艺文娱乐商圈,距离逢甲夜市、东海大学、自然科学博物馆等景点皆于车程约20分钟内。

日月千禧大酒店设有大型会议空间及高端的酒店硬件设施,无疑为台中加强了高端及会议的接待能力。郑修发举例,台中市政府近年推广棒球运动,举办了世界经典棒球赛(World Baseball Classic)等活动,而台中日月千禧酒即成为2012世界棒球经典赛资格赛「中华队指定饭店」,世界棒球经典赛期间,也吸引了不少国家之球探、领队入住。而酒店除了推出多款会

议项目吸引台湾客源之外,当然也希望能分到大陆市场蛋糕。不过,目前台中的大陆MICE市场还有很大的成长空间,酒店在这方面还需加强拓展力度。

郑修发说到,目前酒店多透过台湾当地旅行社推广中国会议展览市场,但是眼下台中会议展览市场仍以台湾其他县市的公司会议展览为主,亦有少部分员工旅游团体。

他指出,台中虽有来自大陆的旅行团体,但是去的多为商务客人以及观光旅游的旅行团,以短暂停留居多。因此,希望透过参加IT&CM等MICE展会,能增加酒店在中国大陆的认知度,让更多已在台湾举办MICE活动的大陆业者,关注到台中的接待资源。

## Insight

# 内需增长促进中国商务旅行支出增加

■ 张广文=采访报道

内需的增长将会促进商务旅行支出加快增长。虽然目前从数据上来看,中国商务旅行市场的比重在旅游业中所占的比重相当小,但是不可忽略的是,全球商务旅行协会(GBTA)亚洲区运营副总裁Welf J. Ebeling表示,中

国庞大的人口,使得即便是比率低的商务旅行市场,都是不能小觑的巨大市场,值得商务旅行管理者更多的关注。

事实上现在越来越多人了解到,亚洲每一个



地区都有不同的市场需求,针对中国旅客虽然目前世界还没有完全准备好如何迎接,但是相信随着庞大的中国出境旅客到访,每个目的地都将快速的调整策略,积极的了解中国市场与中国旅客的特色。

全球商务旅行协会(GBTA)

**执行董事暨营运总监Michael W. McCormick**接受记者采访时表示,未来商务旅行要在中国市场拓展,首要任务为教育。中国经济正快速增长,但许多商务旅行管理者对在中国运营的最佳方式仍然缺乏深入了解。以前根本提不上商务旅行日程的许多二级和

三级城市,现在也逐渐城为了经济增长的热点,但许多业内人士对这些地方的住宿选择和旅游安全等问题,仍然缺乏了解。

同时,中国今年的出国旅游数字预计会增长17.5%,但许多航空公司、酒店等相关行业却不了解中国商务旅游人士的偏好。





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