

TTG THE OFFICIAL Show Daily



Issue

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IT&CM 中国(上海)
国际奖励旅游及 Incentive Travel &
大会博览会 Conventions, Meetings

IT&CM China
April 15, 2014

澳门金光大道 下一站会议展览场地

COTAI STRIP MACAO
ASIA'S ULTIMATE MICE DESTINATION



COTAI STRIP
MACAO
澳门金光大道

选择澳门金光大道为下一站会议展览场地的八大理由

8 Great Reasons to Host Your Next Event at Cotai Strip Macao

闻名海内外的澳门金光大道早已成为各大企业举办会展活动的首选，这里汇聚了全球最顶尖的酒店，包括澳门威尼斯人、澳门四季酒店、澳门喜来登金沙城中心酒店、澳门金沙城中心康莱德酒店及澳门金沙城中心假日酒店。为会议策划者带来多重好处：

Cotai Strip Macao has become a top choice for MICE events. With some of the world's most prestigious hotel brands — The Venetian® Macao; Four Seasons Hotel Macao Cotai Strip®; Sheraton Macao Hotel, Cotai Central; Conrad® Macao, Cotai Central; and Holiday Inn Macao Cotai Central — it satisfies all these requirements for MICE:

1 便捷的地理位置

澳门位居珠江三角洲的心脏区域，直达航班连接三十多个中国大陆及亚洲的主要城市，而由邻近的香港到澳门只需一小时，快捷便利。从澳门金光大道只需5分钟车程即可迅速抵达澳门国际机场及澳门氹仔客运码头。未来，港珠澳大桥的落成更能提升澳门旅游及举办活动的便利性。

Easy Access

Located in the heart of Pearl River Delta, Macao enjoys direct flights from 30 cities in China and Asia Pacific, or one hour by ferry from Hong Kong. Cotai Strip Macao is only 5 minutes from Macao International Airport and Taipa ferry terminal. With the future Hong Kong-Zhuhai-Macao Bridge, Macao is set to become even more accessible.

2 团队移动畅通无阻

备有专属客轮和车队，为团队提供包车和包船服务，方便快捷。而且，所有会展设施都在同一空间下，方便管理团队活动。

Hassle-free group movement

Ground Transportation can be easily arranged with a large fleet of coaches and ferries. Group activities can be managed easily as all MICE facilities are under one roof.

3 多元的住宿选择

澳门金光大道拥有5家国际品牌酒店，具备超过9,000多个房间，可同时容纳12,000位活动嘉宾与会及住宿，满足各种大小团队及企业活动预算的需求。

Wide range of accommodation

With 9,000 rooms from five international hotels catering to any group size and budget, Cotai Strip Macao is able to accommodate up to 12,000 delegates easily.



4 灵活的会议设施

这里拥有共12万平方米的会议及展览空间，包括274间分组会议室、75,000平方米展览厅和面积达6,500平方米并可同时容纳5,000多位与会嘉宾的无柱式威尼斯人宴会厅，彼此相连并近在咫尺。

Abundant meeting and event facilities

Cotai Strip Macao has 120,000sqm of flexible meeting and exhibition spaces, including 274 breakout rooms, 75,000sqm exhibition hall and 6,500 sqm pillar-less ballroom for 5,000 delegates, they are all connected and within walking distance.

5 一站式服务

在澳门金光大道活动设计与创新是毫无限制的，一切都可量身定制。这里有专属的专业影音、场地布置和旅游服务，还有一队庞大的娱乐表演队伍，为团队活动提供现场音乐、杂技、舞蹈和中式表演，甚至「体验梦工场」里的史瑞克，都可带到您的活动中，给您的宾客一个难忘的体验。

One-stop shop for event planner

Everything can be tailored to your needs at Cotai Strip Macao. The in-house team of banquet, audio visual, flora arrangement, travel & tour professionals together with 200 entertainers will ensure your event will proceed flawlessly. Now, you can also bring Shrek from Dreamworks Experience to wow your delegates.

6 丰富精彩的娱乐休闲

这里拥有15,000个座位的金光综艺馆及1,800个座位的威尼斯人剧场，经常举行各式文娱艺术活动。并有超过600个国际品牌进驻的免税商店，上百种餐饮选择，让客人们会后能纾解压力。而且，新的娱乐活动也不断问世，如「体验梦工场」就深受各界欢迎。

Diverse activities for delegates

Delegates can enjoy sports event and concert at the 15,000-seat Cotai Arena or the 1,800-seat The Venetian Theatre. There are also 600 duty free shops and 100 dining options. And there is always something new, such as the popular DreamWorks Experience.



7 独特的葡萄牙文化历史

拥有特殊的殖民地历史背景，澳门为中西文化汇聚之地，并拥有二十五处世界文化遗产的认可，让您的会展活动更添独特色彩。

Portuguese culture and history

With its unique Portuguese colonial history, Macao is truly an East-meets-West city. It boasts 25 UNESCO World Heritage sites, which provide spectacular backdrops for group activities.

8 政府全力支持

澳门贸易投资促进局(IPIM)提供会议竞投及支持「一站式」服务，配合各种奖励计划，为会奖提供住宿、餐饮、主题演讲嘉宾住宿、交通，宣传等一系列的支持。

Strong government support

Macao Trade and Investment Promotion Institute (IPIM) provides a "one-stop shop service" for MICE bidding and support. The generous Stimulation Programs help MICE planners defray costs in accommodation, food & beverages, speaker travel, local transport, event promotion and other areas.

尽享非凡会议礼遇

NOW ON!

专业先进的会展设施，再配合澳门金光大道最新的非凡会议礼遇，提供活动策划者多重会议选择。

凡于澳门威尼斯人、澳门金沙城中心康莱德酒店或澳门金沙城中心假日酒店，预订会议套票连一晚住宿达25间客房或以上者，可尊享以下礼遇：

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- 免费房内无线上网
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 - 前往或离开酒店专车接送
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 - 订25送1房间住宿优惠
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- 额外礼遇 - 预订指定日子送免费早餐

请于2014年8月31日或之前预订会议，并于2015年12月31日前入住，即可尽享上述礼遇。详情请致电 +853 8118 3388 或电邮至 enquiry@cotaistrip.com。

Meetings More Rewarded

With a superb range of MICE facilities, MICE planners now have an even better reason to choose Cotai Strip Macao with the "Meetings More Rewarded" package.

From now until 31 August, simply book a minimum of 25 rooms with a meeting package for one night at The Venetian Macao; Conrad Macao, Cotai Central or Holiday Inn Macao Cotai Central to enjoy:

- 5% off master bill
- Complimentary in-room Wi-Fi
- A choice of two from the following:
 - One-way Cotai Water Jet ticket from Hong Kong
 - Dedicated coach transfer on arrival or departure
 - Welcome entertainment performance
 - 1 complimentary room for every 25 rooms booked
 - 1 complimentary upgrade for every 25 rooms booked

BONUS: Complimentary breakfast on selected dates

Valid for meetings until 31 December 2015 when contracted by 31 August 2014.

For more information, please call
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Locals see vast potential for association events in China

By Xinyi Liang-Pholsena

Although government meetings are still among the top source markets for the China's MICE industry, the Chinese government's austerity drive has taken a bite out of the meeting sector, with the country's industry players now seeing stronger potential in the corporate and association meetings segment.

Speaking during a two-day industry training session hosted by the MICE Committee China Association of Travel Services at Oriental Riverside Hotel in Shanghai, The Alliance of China Conference Hotels, deputy director, Wu Shaoyuan, said: "The number of corporate meetings are on the rise for the past few years while govern-

ment meetings are seeing declines."

Corporate meetings in China accounted for 59.7 per cent of the MICE market, which still lags "some 20 percentage points" behind the UK's 81 per cent, despite the abundance of enterprises and associations across the country, pointed out Wu.

In particular, Wu drew attention to association meetings as a segment with high potential for development, highlighting the benefits this segment could bring to industry players. "With China's rapidly ageing population, there are more medical and academic congresses addressing such topics as ophthalmology, osteology and odontology," he said.



Wu: Chinese players must think big

"Such meetings also pave for greater mobility to rotate across Chinese destinations, plus the long preparatory period required for such meetings gives ample sales and marketing opportunities from meeting planners to PCOs and ground-handlers, providing higher

revenue and a common winning situation for all players," he added.

In order to improve standards, Wu urged Chinese PCOs and travel agencies to not look upon themselves as mere service providers but also from the perspectives of conference organisers, while at the same time, deploying stronger online and marketing strategies as "weapons" to compete on the global stage.

Dalian Liangyun Hotel deputy director of sales, Xu Zheng, revealed that the property has taken a keen interest in corporate and association meetings. "We suffered a drastic drop in business from the government sector, so we are turning our attention to corporate and as-

sociation meetings due to the segment's high revenue factor."

"The addition of a new MICE centre and the Summer Davos meeting (which alternate between Dalian and Tianjin) in Dalian last year have helped to further promote the city's meeting potential," said Xu, who added that the hotel will also roll out initiatives like property-wide wireless Internet access to meet "expectations of international meeting participants".

Yang Chengfei, deputy general manager of Henan Professional Workers Travel Service, revealed that the Zhengzhou-based firm has just turned its MICE department into a new company - Henan Guangxin Conference & Exhibition Service - to sharpen its focus on developing the meetings segment.

"Beijing and Shanghai are major meeting destinations since many corporate headquarters are usually set up in these two cities, so we still need a lot of support from the government to build up awareness of Zhengzhou," he added.

{ Hot leads }



Dining and shopping venues needed for Indian buyer

Owner of India-based VEDI's International, Rocky Kerney, is looking for advice on incentive ideas involving food and shopping in Beijing for groups of around 40 Indians. As dining experiences are deemed important by his clients, Kerney would like to know how to incorporate the best Indian restaurants in Beijing into his incentive programme. Email rocky@veditours.com.



South African event buyer new to China, keen on ideas

Crystal Events & Incentives South Africa's owner, Tes Proos, is keen to learn more about China with a view to launch events and incentive trips to the destination within the next few years. As a first-time visitor to China, Proos would like advice on related products and destinations, as well as information on forthcoming familiarisation trips. Proos can be reached at tes@crystalevents.co.za.

Associations at a crossroads

By Raini Hamdi

Associations are at a critical crossroads as the baby-boomers for whom they were built are now retiring, leaving a void not just in terms of membership numbers, but the skills set needed to run these societies.

The world over, associations were formed with baby-boomers in mind and were run by committed volunteers from this age group. Now that they are leaving the workforce, "we either face change or death", said Simon Pryor, CEO, The Mathematical Association of Victoria, Australia.

On the other hand, the knowledge of what younger people are looking for, which may draw them to join associations, is still wafer-thin.

Speaking to the *Daily* about this crossroads, Pryor said: "To begin with, there are fewer people who are committed to running associations - people who know how to run the board, how to handle volun-

teers, how to do the trade or represent the trade or profession (as a result of the baby-boomers retiring).

"At the same time, there is a need to understand what the younger people are looking for

"Those associations that stay focused on the baby boomers generation are the ones which are at threat."

Simon Pryor
 CEO, The Mathematical Association of Victoria, Australia

in support of their professions and the way they want to make a career for themselves or make their business. It's a world where the jobs available today probably didn't even exist three years ago, a vast change from my time, when it's one employee, one job, one bank and your

loyalty is rewarded. The world is changing so rapidly and the need to deliver the value and support now is what people need to understand.

"Those associations that stay focused on the baby boomers generation are the ones which are at threat."

Pryor gave an example of how associations needed a mindset change in order to stay relevant. "Today if I want to learn how to fly an aeroplane, I can google, watch a YouTube video, (attend) a webinar. Associations prided themselves in the '80s and the '90s as the repository of all knowledge about their industry and profession. No longer! Our capacity to access knowledge has just grown with the digital age.

"So what the association needs to do is to become the curator, to be able to tell members that, of all these websites which can tell you how to fly an aeroplane, these are the best. And it's not necessarily

the association's website."

Ryan Xia, financial controller of the Tenpin Bowling Association of Queensland, Australia, attests how difficult it is to get the younger generation to embrace bowling, despite membership fee of the association being a paltry A\$20 (US\$19) per year compared with A\$400 upwards annually for sports like basketball.

Xia's at IT&CM China to share knowledge as well as learn from peers like Pryor on how to survive a generational, cultural and

economic gap.

He said: "We have a lack of volunteers, as these people who 'give back' do so because they love bowling. However, we don't find the young people being as enthusiastic about bowling as other sports. Plus, the economy is not doing so well and volunteers are concentrating on running their own lives."

Go to www.itcmchina.com Publicity Videos to view this video daily



Visit our website for more photo coverage of IT&CM China 2014

Talking numbers

12,000 The minimum number of business meetings expected to be conducted at this year's IT&CM China at Shanghai World Expo Exhibition & Convention Center.

3,000 The number of MICE professionals attending the show this year. They hail from sectors including DMCs, PCOs, corporate travel agencies/firms and associations.

1,114 The total number of exhibitors at IT&CM China 2014, coming from 332 exhibiting companies and organisations, and occupying 7,100m² of exhibition space. Destinations new to the show include Sri Lanka, the UAE, the UK and the US.

180 The size, in square metres, of the Macau Government Tourism Office booth – the largest exhibitor pavilion this year.

70 The percentage of Chinese buyers participating in IT&CM China this year. In 2013, this segment made up 50 per cent of the show's total buyer attendance.

65 The percentage of buyers that will converge for the first time at IT&CM China.

Chinese MICE demand dips for Malaysia

By S Puvaneswary

Malaysian inbound MICE operators specialising in the Chinese market have reported many booking cancellations from April onwards, as search for the missing Malaysia Airlines' (MAS) flight MH370 continues, more than a month after the plane lost contact with Subang Air Traffic Control in the early hours of March 8.

The flight, bound for Beijing International Airport, had 239 people on-board including 153 Chinese nationals.

Local and international news media have reported growing frustrations among the Chinese over the Malaysian authorities and airline's handling of the investigations and communications, and a rise in netizens' call to boycott travel to Malaysia and its products.

Winnie Ng, business development manager at Pearl Holiday (M) Travel & Tour told the *Daily* that she has so far received seven cancellations from China for meetings and incentives planned for April to June, with group sizes of 150 to 500 delegates.

Ng added: "Some Chinese MICE organisers who cancelled their events in Malaysia said it was because they did not want to fly on MAS while others did not give a reason. Some bookings have gone to South Korea."

Waning interest from China was also reported by Billy



Soo: recovery action plan in place

Leong, managing director of BMC Travel, who said two pharmaceutical meetings from Beijing this month were cancelled while new bookings were "coming in very slowly."

Mayflower Acme Tours general manager, Andy Soo, said: "We have had quite a number of cancellations from China since March. At this point, we cannot tell for sure if it is because of negative sentiments that resulted from the missing MAS flight. Cancellations are common but this time around, it is about 10 per cent higher than usual. The number of new

enquiries from China have also softened.

"We will send a team to China soon for a sales visit to meet with MICE planners and operators to acquire first-hand knowledge of what is happening, their plans for the coming months and to gauge sentiments on Malaysia."

Malaysia Convention and Exhibition Bureau has declined to comment on the cancellations and slowdown in new enquiries from China and what it intends to do to restore Chinese confidence in Malaysia.

Singapore, which is occasionally featured in a twin destination programme with Malaysia, has also seen changes in the preferences of Chinese incentive groups.

Sharing the observation with the *Daily*, Alicia Seah, marketing communications director of Singapore-based Dynasty Travel, an agency which handles inbound and outbound leisure and corporate events, said some Chinese incentive clients had recently chosen to drop day trips to Malacca from their Singapore-Malaysia itineraries.

Seah, whose company is handling two Chinese incentive groups this month, said: "Our Chinese travellers prefer to stay only in Singapore now, and some have opted to cut short their programme because of the (incident).

For Chinese clients who are interested in extending their programmes from Singapore, Seah said Bintan in Indonesia is getting their attention now.

Other inbound MICE operators in Asian destinations who have witnessed upticks in Chinese bookings this month are, however, not crediting it to a diversion of interest following the MH370 incident.

Raymond, managing director of MG Holiday Indonesia, said: "There has been growth in Chinese MICE bookings to Jakarta for corporate meetings and exhibitions, but I believe that has more to do with growing interest in Indonesia (as a trade market) than (Chinese shifting destination choices from Malaysia to Indonesia following) the aircraft incident."

Additional reporting by Paige Lee and Mimi Hudoyo

TTG family welcomes new title, celebrates 40th anniversary



Say hello to our new publication, *TTGassociations*, which is aimed at arming association secretariats from Asia-Pacific with all the knowledge they need to bid professionally for their next global congress, plan and execute it with finesse.

Published every quarter, with the inaugural issue out now, *TTGassociations* is packed with destination features, guides to aspects of congress bidding and planning, latest statistics and analyses that provide insights to the world of association events, and interesting profiles of association personalities, among many others. Grab your copy now at the TTG Cybercafe, Booth C05.

The launch of *TTGassociations* is just one of many new initiatives TTG Asia Media will roll out throughout 2014 as it celebrates its 40th anniversary.

The company's popular print titles, *TTGmice* and *TTG Asia*, have recently unveiled new looks

and stronger content, while *TTG Asia Luxury* will reach out to luxury travel buyers twice this year instead of just once.

In the following months, a more attractive, engaging and mobile-optimised *ttgasia.com* will make an appearance, while a commemorative *TTG Asia* supplement will be published on August 8.

As with all celebrations, there will be plenty of activities throughout the year for travel trade friends to join in. Watch out for a travel trade fun run in Singapore on July 25.

TTG Asia Media will also extend its reach in the online sphere with Travel Trade e-Space, a virtual B2B travel mart.

Roomonger, a B2B e-commerce portal which offers real-time room bookings with instant confirmation, will also be revived this year. Contact cecilia.teo@ttgasia.com for more information on Roomonger and how you could be part of it.



Peace, MICE business restored in Thailand

Thailand's political crisis has impacted arrivals in the last two quarters, but the country is starting to see revitalised MICE activity from shorthaul destinations as protests in the capital have subsided in recent weeks to bring some relief to the travel industry.

Although the months-long demonstrations resulted in a 15 per cent year-on-year decline in overall MICE traffic during 4Q2013, the "numbers are slowly coming back", according to Vichaya Soonthornsaratoon, director of meetings industry at Thailand Convention and Exhibition Bureau (TCEB).

"The state of emergency on Bangkok was lifted by the government last month (March) and business is back as usual this month," said Vichaya.

TCEB is especially keen to win MICE visitors back from Thailand's top five source markets – China, India, Malaysia, Japan and Singapore in 2013 – with roadshows held in Japan last month (March), and in Singapore and Malaysia this month (April), she shared.

Hailing China as Thailand's best performing market, with MICE traffic doubling from 63,955 in 2012 to 128,437 last year, Vichaya said: "China is a very important market for us so we are planning more activities like roadshows to lure them back."

She cited upcoming "bumper crop events" like a 6,000-pax

incentive trip from Infinitus China in June and the Unicity Global Convention 2014 involving 15,000 delegates in October – both in Bangkok – as positive signs of Chinese MICE activity returning to Thailand.

Managing director of Phuket-based Pheonix Events Thailand, Kanes Bunlaksananusorn, has also observed a pick-up in confidence among Chinese clients. He said: "The European market has not recovered (from the recent Bangkok crisis) but the Asia-Pacific market is starting to come back, including China."

He is generally "positive" about the market, as several Chinese MICE groups have expressed interest in Thailand for events later this year, while budgets have risen by about 10 per cent in recent years.

Pullman Bangkok King Power's assistant director of sales, Phanarat Neawphanasawa, expects Chinese MICE business to pick up towards the end of this year, likely from October and November. The hotel recently established its MICE department in 2Q2013, with China, Singapore and Eastern Europe as target markets.

Meanwhile, Vichaya stresses that other Thai cities are also capable of hosting Chinese MICE groups. "We have cities like Chiang Mai, Krabi and Koh Samui that are all fit for MICE and ready to welcome them."

– Paige Lee Pei Qi and Xinyi Liang-Pholsena

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40tude
Party Years, As Strong As Ever

New learnings, new strengths Photos by Patrick Tan

Members of the MICE Committee of China Association of Travel Services and the Alliance of China Conference Hotels came together on April 13 and 14 for an intensive training course that aims to improve their understanding of the dynamic business events industry and raise their standards to a global level.

The by-invite training course is held twice a year in different Chinese cities. The session in Shanghai is the first to be held alongside IT&CM China.



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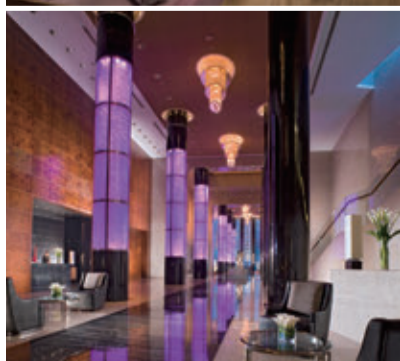
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Good day for meetings By Patrick Tan

Kunming Yunan Conference Resort's Yang Chun Qiong and Zhang Du Juan flank CTS Beijing's Yang Yang



MICE Committee of China Association of Travel Services' Alicia Yao

Jianguo Hotel Yuncheng's Qian Guo and BTG Jianguo Hotels & Resorts China's Nancy Chen



China Youth Travel Service Dalian's Renee Deng and Chui Hao Tong



The Alliance of China Conference Hotels China's Wu Shao Yuan and MICE Committee of China Association of Travel Services' Te Zhang



TUI China's Jenny Zhao



Haiqing Hotel China's Huang Haiming and Dalian Liangyun Hotel China's Xu Zheng



New View (Shenzhen) M.I.C.E. Services' Cathay Kang and Country Garden Phoenix International Hotels Management Company China's Benny Zhang



Yulong International Hotel China's Wang Ya Cun and Wei Na



Henan Professionals Workers Travel Services' Yang Cheng Fei and De Zhao Zhou



C&D Tour China's Vicky Li

International Conference Hotel Nanjing's Wang Ting and Martin Chen

Outlook 2014

While Asia's exhibitions sector is galloping, the outlook for other MICE sectors is generally 'trotting'. Here's our report on what to expect in 2014



MEETINGS & EVENTS

Discipline sets in

Goodbye exuberance, hello control. Meetings spend is flat this year, but firms that provide solutions to manage the expenditure see opportunities.
By **Raini Hamdi**

The outlook for Asia-Pacific's corporate meetings and events is flat this year, thanks to a more cautious overall business sentiment in the region, heightened regulatory scrutiny and increased awareness of safety and security issues.

Following two years of predicted increases, American Express (AMEX) Meetings & Events 2014 Global Meetings Forecast predicts a slight decline (-1.2 per cent) in the number of meetings in the region, but the largest decline among all regions in overall meetings spend per organisation (-3.6 per cent). As well, a 2.4 per cent decline in the number of attendees per meeting.

Meeting planners it surveyed expect to hold more meetings within their region and/or their own facilities. Cost, compliance and travel time are all noted as top drivers. The bottomline is, said AMEX, companies are likely to seek alternative ways to control costs and reduce time away from the office.

The approval process for meetings is also expected to become increasingly complex and more rigorous across all regions as a result of expected approval delays and a likely shift toward more revenue-focused, external meetings. Senior level executives must often approve meeting programmes above a certain budget or attendance number threshold, further delaying the approval process, AMEX added.

Carlson Wagonlit Travel (CWT) Meetings & Events is a tad more optimistic. It expects a modest overall growth in meeting volumes of two to five per cent in the region, mostly driven by increased spending in China, India and Indonesia. For events, it expects clients to continue to hold them, but on a

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smaller scale, and in domestic or short-haul destinations compared with the longhaul favoured in the past. But large corporates may tap into major events in 2014 such as the World Cup in Brazil and Olympics in Russia, it said.

Structural change

But while volume growth of corporate meetings and events is lame, this belies an active structural change which appears to be occurring, reshaping the way meetings and events are approved, processed, planned and conducted.

At least that's what major meeting solution providers want us to believe. Having long waited for the Asian market to manage the meetings and events spend, these providers said they are seeing "a real desire on the part of our clients for a new degree of rigour around meetings", in the words of Kelly Kuhn, president, Asia-Pacific, CWT.

At Hogg Robinson Group (HRG), roughly over 60 per cent of clients in Europe/North America already seek advice and consolidate their meetings, groups and events programmes globally, while another 22 per cent seek to integrate these with their transient corporate travel business, according to Amanda Hanlin, director of global sales.

The trend is now spilling across to Asia-Pacific, said Hanlin. Whereas corporates typically operate without contracts in meetings and events, clients have now signed up to work on a contractual basis for three to five years, she said.

The scope is also increasing, with bids including requests for venue sourcing, meeting registration, small events and payment solutions.

"In some cases we're seeing RFPs for both transient (corporate travel) and meetings/events as companies look to get full leverage from their suppliers," Hanlin added.

"This has resulted in stricter and clearer SLAs (Service Level Agree-

ments), KPIs (Key Performance Indicators) and a more focused approach for risk management, escalation and 24-hour support. A consistent pricing model across multi-markets, where feasible, is also a growing requirement."

Danielle Puceta, director, AMEX Meetings & Events, Asia-Pacific, said: "This region is following a similar path in relation to how meetings and events activity has evolved in the US and Europe. In particular, we are still seeing significant opportunities to further formalise and clarify meeting policies, particularly around payment procedures."

Senior managers are recognising that complacency in the planning process can have serious financial, legal and reputation consequences, Puceta added.

Providing more

As companies pay serious attention to meeting programmes, demanding better outcomes and lower prices, providers will have to improve their offering or be forced out of the market entirely, predicted CWT's Kuhn.

Typically, providers start a strategic meetings management programme for clients by giving them "clarity" and "visibility" over their overall spend. Using their back office technology system, they then consolidate the client activity, destination analysis, budget breakdown and hotel spend, in an attempt to give clients a holistic view of their spend.

"If you ask a travel manager about their company's annual travel spend, they will know it to the nearest dollar, but ask them the same about their meetings spend and you will usually draw a blank," said Kuhn. "Without that level of visibility and understanding, it is impossible for companies to make smart decisions about the future of their meetings programmes."

AMEX's Puceta said adjustments are made for different regions. "For multinational companies, it is important to be realistic about the local environment

in each country. For example, the entire supply chain in some of the more remote areas within Asia might not be as advanced as in the US. In these areas, adjustments may need to be considered in keeping with the local business environment and technological capabilities, while still be mindful of the organisation's overall goals and regulations."

Payment solutions, service and technology – to automate bookings, consolidate pre/post-trip meetings data, etc – are key areas these companies focus on to come up tops in the competition.

"If you ask a travel manager (about his meetings spend) ... you will usually draw a blank."

Kelly Kuhn

President Asia-Pacific
Carlson Wagonlit Travel



HRG, for instance, recently integrated its global meeting services with a Citi Virtual Card to help clients manage meeting-related costs more effectively.

Like Puceta, Kuhn also identifies the need to work with clients to manage and improve the legal and regulatory compliance of their meeting programmes as a focus for 2014.

"The recent scandals in the industry relating to non-compliant behaviours have brought this issue to the forefront for meetings and events agencies, and our focus in 2014 is to work with our customers to develop meeting programmes that achieve the highest levels of compliance," she said.

With the increasing role of corporate procurement departments in the decision-making process, the onus is being placed more firmly than before on agencies that can offer a higher standard of accountability, responsibility and transparency over meeting programmes,

said Puceta.

Kuhn predicted a consolidation of agencies as a result. But as bigger agencies emerge, they will need to retain their creativity and agility in order to compete with niche players, although the greater buying power and wider networks will be a boon for clients.

Corporate planner's role

What then is the role of the corporate meeting planner vis-a-vis agencies that provide meeting management solutions?

Said Puceta: "Meeting planners must

focus on collecting information for reporting purposes at an enterprise level. They need a holistic view of where M&E activity is occurring for internal and external reporting, and to ensure the safety of meeting attendees in times of disruption or crisis, for example. To get a sufficient view of where M&E activity is occurring, there will also be a greater focus this year on more sophisticated data collection."

"The meeting planner will still have a role," added Hanlin. "The majority of the time, they own the relationship between the venue and their company. (We) take away the admin function of the venue sourcing – for example, the T&Cs and the negotiation of the venue. This means that the client/company is better protected, as the risk of an employee agreeing to T&Cs that maybe they don't understand is minimised while he/she still gets to keep the relationship with the venue."

INCENTIVES

Pockets of opportunities

Incentive travel is gaining wider acceptance in Asia, but it is not without key challenges. TTG reporters dish their market report

Singapore

Motivating news

With more companies in Singapore recognising the power of incentive travel to goad staff to be super-achievers, organisers are expecting another buoyant performance this year.

Dynasty Travel reported a 20 per cent year-on-year growth in 2013 and is forecasting a 30 per cent increase for the first half of 2014.

Safe2Travel reported a 10 per cent increase last year. CEO Steve Fung said: "Companies know the importance of keeping their staff motivated and I believe 2014 will do even better because the economy is better now."

Agreeing, Dynasty's CEO Clifford Neo said: "The benefits of an incentive trip

is becoming evident to many companies today, and we are already getting more enquiries for their retreats in 2014."

Steven Smith, senior director of CWT Meetings & Events Asia/Pacific, noted that even SMEs are using incentive travel. He said: "Many of the corporate companies that reward their top sales performers are from the banking and financial institutions but last year we observed an increase in incentive requests from SMEs, which are also starting to recognise and reward their staff."

Singapore companies typically opt for shorter trips of three to four days. As such, the popular incentive destinations are Thailand, South Korea, Hong Kong, Taiwan and Australia.

The short timeframe poses a challenge for Smith. He said: "Often, the challenge is offering an itinerary that

can showcase a destination within a limited time while maximising the client experience."

European destinations like Switzerland, Paris and Spain are always a hit with the big corporates like insurance firms, which can bring as many as 2,000 staff members. Last year saw a steady demand for Europe, thanks to the weak euro which made Europe "easily 20 to 25 per cent cheaper than a few years back", said Fung. "Generally the big companies will prefer to bring their staff to Europe because the destination is more exotic compared with Asia, which their staff can easily visit on their own. We foresee the same type of demand for Europe in 2014," he added.

Melvyn Nonis, director, MICE Matters, expects greater demand for Switzerland in 2014, thanks to SWISS' direct Singapore-Zurich flights and the greater presence of Switzerland Tourism, which has a South-east Asia office in the city. Said Nonis: "Eastern Europe is also gaining popularity because it is a place less travelled. We see growing interest in cities such as Prague, Budapest and Vienna. We expect a 30 per cent growth there in 2014."

Although these destinations are more expensive, Nonis said companies in the insurance and the multi-level marketing industries are doing well. "With the upcoming World Cup in Brazil in 2014, we are also receiving greater demand for Brazil," he said. – **Paige Lee Pei Qi**

Hong Kong

Planners cautious

Hong Kong planners are cautious about 2014's business outlook, saying the world economy has not picked up, while China government's tough cuts on official spending affects bookings.

Lotus Tours MICE, Pilgrimage, Cruise Planner's senior manager, Arthur Choy, suggests that 2014 won't be a better year. "The last quarter dropped drastically due to the stringent government policy," he said. "The subsequent crisis with two pharmaceutical companies in Shanghai (which also have offices in Hong Kong) exerted a negative impact and resulted in stricter checking on tenders by their procurement teams."

Few agencies expect the going to be easy this year, what with increased competition from other retail agents for the incentive traffic; greater transparency that enables clients to compare quotes; and shorter lead times of less than four months, which makes it hard to secure air seats and rooms for big groups.

"We also see airfares of mainstream carriers getting more expensive for MICE groups than normal groups and FITs, whereas clients will not really accept low-cost carriers for MICE travel. In some extreme cases, the quoted MICE airfare may be over HK\$2,000 (US\$258) more than the airline's special promotion airfare," lamented Towa Tours/



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MICE World's head of project and business development, Rosanna Leung.

Lotus' Choy said he will keep looking for opportunities and push destinations such as Vietnam, Bali and Taiwan, which have improved air connections and growing interest among clients.

"Our biggest incentive clients are from insurance and direct sales. They tend to use fewer luxury elements and require standard offers. Still, the budget of reward trips for stellar sales performers will be retained because of the drive for better sales records.

"For longhaul destinations, new air connections and easier visa processing may also provide opportunities. We already have two to three groups to New York from direct sales and insurance companies with a group size over 300 pax," he said. – **Prudence Lui**

Indonesia Wait and see

A weakened rupiah and the imminent general and presidential elections in April are casting a shadow on the Indonesian outbound incentive market.

"Many companies have reconsidered their incentive programmes, either postponing or seeking alternative destinations. Some are even taking a wait-and-see stand," said WITA Tour director of sales and marketing, Rudiana.

Although the election itself is only a day, companies will be paying attention to the political agenda months before the date. "Following the general election, people's concentration will then be on who the next President will be. Again, there will be a wait-and-see period," he sighed.

Tara Tour incentive & MICE supervisor Elny Rosita said: "With the rupiah at 12,000 per USD (at end-November), only the financial and automotive industries had moved (ahead with incentive programmes) for 2014, but the groups were smaller."

Even though some companies have raised their MICE budget, the increase does not offset the rupiah's devaluation, she said.

As such, Tara tries to create memorable experiences within the budget by changing destinations, for example, from Europe or Australia to Asia, reducing the trip's duration and revising

itineraries. "For example, the original full-board programme now has one free evening or an additional shopping programme. Indonesians love shopping, so they welcome it," she said.

Panorama Tours, which saw a 30 per cent growth in Indonesian incentives in 2013, expects a moderate if not flat performance this year.

Vidya Hermanto, managing director-Corporate Travel Management, Panorama Tours, said: "A number of companies has postponed programmes since the currency dropped (around September last year). If and when they eventually decide to go ahead, they need to change the programme to fit the budget.

"We don't need to change destinations, only downgrade the class of hotels or remove some activities, although there are cases where 'to fit the budget' means changing destinations entirely."

Panorama Tours has been breaking records in handling the biggest incentive groups from a major insurance company for several years. Alas, Vidya said this year groups would be smaller. "The outbound incentive market is still there, but it is not as buoyant as it has been in the last couple of years," she said. – **Mimi Hudoyo**

Malaysia Firms look east

Specialists expect the Malaysian outbound incentive travel market in 2014 to be even better than 2013, which turned out to be a good year despite the national general election in May and the ringgit's depreciation.

Agency CEOs predict that, as with last year, neighbouring destinations will do better over longhaul destinations this year. Last year, some of them saw a 30 per cent drop in longhaul demand.

Countries within six hours' flight time from Kuala Lumpur especially will gain a greater share, as this is a radius of plentiful seat capacity, said Richard Vuilleumier, managing director of Panorama Tours Malaysia. "Bookings for 2014 started coming in in 4Q2013, and the demand was for Thailand, South Korea and Indonesia," he said.

Last year, favourite destinations were China (Guangzhou and Shenzhen), Hong Kong and Indonesia (Bandung and Bali), Vuilleumier compared.



An Asian group on a cruise incentive doing a teambuilding exercise

Raaj Navaratnaa, general manager of New Asia Holidays Tours & Travel in Johor, said: "As the ringgit has softened, I foresee demand for this year will mainly be to ASEAN destinations. I already have incentive bookings to Bali and Jakarta."

But Desmond Lee, group managing director of Apple Vacations & Conventions, disagreed, saying there is still plenty of longhaul opportunities. He pointed out the weakened ringgit in 2013 had resulted in more SMEs incentivising their dealers and sales staff to meet targets. Apple had seen a 100 t and 50 per cent rise in demand for trips to Japan and the US, respectively, in 2H2013.

He said Japan's move to lift visas for Malaysians, coupled with a weakened yen, had spurred demand to Tokyo, Osaka and Mt Fuji; likewise, easier visa processing to the US turned on the tap for incentive trips to Los Angeles, San Francisco and Las Vegas. Lee predicts demand for Japan will continue to grow, but a challenge is insufficient seat capacity, especially to Tokyo and Osaka.

Another challenge facing companies is strong competition, which has led to price wars and lower profit margins. – **S Puvanewary**

Thailand Tighter budgets

Thailand's political turmoil will not roil the market, said outbound incentive planners, who explained that incentive travel has become the norm in such sectors as insurance, direct sales and banking sectors.

But many are expecting corporate

purchase strings to remain tight. Said Incentive Design's production manager Anukul Phuttanan: "Budget control has become more evident among our clients in the past few years, through means such as cutting out unnecessary sites, special requirements or even free gifts. But they still expect highlights during each trip, such as cocktails following a tram ride in Prague or a river cruise in Budapest, so it is a challenge for us to craft an itinerary that wows and yet fits their budget."

Bonus Travel is anticipating a "similar or better performance" and has set a five per cent growth target for the segment this year, said the firm's sales manager, Arthit Kiatbenchaphong.

For Image Holiday, the incentive outbound business has been recording an average 30 per cent growth annually, according to operations executive, Mona Visitwattanakul.

Japan's visa waiver for Thai travellers since mid-2013 propelled the country to become the top incentive destination for Thais last year, a common thread observed among the incentive planners the *Daily* spoke to.

"With Thai Airways International (THAI)'s new Sendai service, I expect Japan to stay popular this year," Mona commented.

Non-traditional, far-flung destinations are also making inroads with some Thai incentive groups. Said Arthit: "Several companies have shown interest in organising incentive trips to Brazil for the FIFA World Cup this year. This is definitely a high-end segment as tickets can easily cost 500,000 baht (US\$15,600) for just two matches, on top of tour expenses of around 300,000 baht." – **Xinyi Liang-Pholsena**

EXHIBITIONS

Exciting days ahead

Asia is the most dynamic exhibitions market worldwide, according to **Mark Cochrane**, UFI regional manager Asia-Pacific. He identifies three key trends to watch for in 2014 and beyond

1 The maturing of the exhibition market in China According to our research, the exhibition market in China grew three per cent in 2012 (latest available data). But growth was not evenly distributed across the entire country.

China is, by a wide margin, the largest exhibition market in Asia. Of around 16.3 million net m² space sold across Asia in 2012, 55 per cent, or nearly nine million m², was sold in mainland China. And in recent years, China's largest city

markets – Shanghai, Shenzhen and Guangzhou – have tended to outperform the rest of the country. Perhaps more importantly, within individual exhibition themes or categories (e.g. furniture, electronics, fashion shows, etc.) the category-leading exhibitions grew much faster than the average.

This could be taken as a sign that the exhibition market in China is headed into a period of consolidation. Higher growth rates should be anticipated at category-leading events, and in the key

geographic exhibition markets.

Lower growth rates can be expected in tier-two and tier-three markets as well as at "me-too" or "also-ran" exhibitions across the country as exhibitors become more discerning with their marketing spend.

2 The impressive growth recorded in South-East Asian exhibition markets For the past three years, exhibition markets including Malaysia, Indonesia, the Philippines and Singapore have been at the top of growth charts. For example, in 2012, Malaysia grew by 8.2 per cent, Singapore by 7.6 per cent and Indonesia by 6.6 per cent. The regional average was considerably lower at 2.7 per cent.

Look for this trend to continue this year and beyond as new capacity comes online in markets such as Indonesia and Malaysia and more international

organisers look to South-east Asia for acquisitions and launch opportunities.

3 Additional venue capacity This will unfold over the next several years, not just in 2014. New venue capacity will be added in some key markets.

Notable additions will include the Hongqiao venue in Shanghai which will add an incredible 400,000m² of indoor space and 100,000m² of outdoor space when it opens in 2015.

Two exhibition centres will open in Jakarta in Indonesia in 2015. BSD Convention Center will have an exhibition space of 100,000m², while Alam Sutera International Exhibition and Convention Center will be 60,000m².

Finally, the New MATRADE venue in Kuala Lumpur will add 100,000m² to Malaysia's capacity when it opens in 2016.

Hainan's secondary destinations step up

More destinations on Hainan Island are stepping up efforts to court business events and corporate groups, pushing nature, culture and well-being to counter Sanya's popular coastal appeal.

Qixianling, for instance, is pushing its scenic mountain settings and health-enhancing hot springs. Meeting and incentive visitors can also choose from its several five-star hotels. The destination was featured in January in a fam trip hosted by Hainan Airlines for major travel consultants from Singapore. Participating consultants said Qixianling is good for leisure and corporate groups.

Sino-America Tours senior operations manager for MICE, Oh Bee Ann, said: "Hiking in the rainforests and mountains is good for teambuilding; if not, the Narada Resort & Spa Qixian Mount should suffice as a destination itself, with its hot springs and array of well-thought out activities like tai chi, yoga, and bamboo rice making."

Pre- and post-meeting activities can take place in Tunchang, which boasts organic farm stays and a street of oil painting shops; Qionghai lures with small clean towns and coffee shops that occupy converted heritage residential buildings. Qionghai also houses the BFA

International Convention Center – the permanent venue for the annual Boa Forum for Asia – and two supporting MICE-friendly hotels, BFA Hotel and Golden Coast Hot Spring Hotel.

Oh believes the food, indigenous population, nature and hot springs at the secondary destinations can attract Singapore's corporate groups, but added her agency's packages will still include Sanya, a must-visit for Singaporeans.

Meanwhile Sanya is not resting on its laurels. Haitang Bay will welcome a new duty-free mall and hospital, among other facilities, while central Sanya saw the opening of a cultural tourism attraction, Sanya Romance Park, in September 2013. Developments are also ongoing in Sanya Bay, Yalong Bay and Dadonghai.

Hainan currently has two international airports in Sanya and Haikou, with another under construction now in Qionghai's Boao. The latter is expected to open in one to two years' time.

Oh said: "Hainan Airlines' direct flights to Haikou have helped to prop up business. I expect the third airport to boost access, and our business, further."

Hainan Airlines currently flies Singapore-Haikou six times weekly; Taipei-Haikou, four times weekly. – **Kathy Neo**

Melia plans Zhengzhou hotels

Spain's biggest hotel group, Meliá Hotels International, has announced it would open an Inside hotel in 2015 and Meliá Zhengzhou in January 2016, both in Zhengzhou, Henan Province's capital.

The hotels involve a three-way tie-up with Meliá's existing partner, Greenland Group, and the Henan Jinniu Group, a national leader in coal mining and manufacturing for the construction industry.

Located in Zhengzhou's commercial district, the hotels will together provide 933 rooms, meeting facilities and a 900-pax main hall.

Coming under the deluxe Meliá

Hotels & Resorts banner, Meliá Zhengzhou will include VIP facilities, known as The Level, with premium rooms and exclusive services.

The announcement brings the total number of China hotels in the pipeline to six. The group's first project with Greenland, Gran Meliá Xián, is due to open in 1H2014, and Meliá Jinan, is scheduled for later this year. Other locations include Tianjin and Chongqing, opening in 2015 and 2016 respectively.

Having doubled the size of its Asian portfolio in the past two years, Meliá said it will be concentrating future growth in China on major cities and holiday destinations. – **David Ing**

On a mission to go green

Mission Hills Resorts (www.missionhillschina.com) has launched green meeting programmes for its properties in Shenzhen, Dongguan, and Haikou, valid for groups with a minimum of 10 people. The half- and full-day *Green Meeting Package* goes for RMB418 (US\$68) and RMB518 respectively, and includes use of a meeting room, audiovisual equipment, stationery, candies, refreshment, healthy lunch/buffet lunch for groups of more than 30 people and Wi-Fi. Half- and full-day *Meeting Business Package* options are also available, and are priced at RMB420 and RMB520 respectively.

Eco-themed activities such nature walks – led by naturalists – that showcase the flora and fauna in and around the resorts are available too.





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Home of more business events

New MICE hardware and improved international air access are growth catalysts, reports **Rohit Kaul**



India has ready hardware for business events, like the India Expo Centre picture here, and more are coming online

Indian business event specialists waved off 2013 on a positive note, with most saying bookings into India had grown by two-digit percentage points year-on-year.

The emergence of many new conference facilities and additional international flights were credited for the encouraging MICE performance, trade players told the *Daily*.

In terms of air access, 2013 saw a number of international airlines expanding their services into India. SilkAir kicked off 2013 with three new weekly services on the Hyderabad-Singapore route, while Cathay Pacific commenced 10 weekly flights between Hong Kong and Mumbai on April 2. In October 27, British Airways increased its London-Hyderabad services from six per week to daily.

India's flag carrier, Air India,

also enhanced the country's connections with the world through a daily service between New Delhi and Sydney and Melbourne on August 29.

In terms of new MICE hardware in India, JW Marriott Hotel New Delhi Aerocity counts as one of the new arrivals in 2013. It has one of the largest meeting and conference facilities in the region, offering 2,302m² in meeting space, including the 1,210m² Grand Crystal Ballroom and eight meeting rooms spread across two levels.

Courtyard by Marriott Pune Chakan is another. Opened in August in the automobile and manufacturing hub of Chakan, the hotel features 1,089m² of indoor and outdoor event space.

"Many new properties with good event facilities had opened last year. One example is Hyatt Regency Gurgaon. And because

MICE agencies have been very active, there is greater awareness of India's MICE infrastructure," said Chander Mansharamani, managing director of Alpcord Network Travel & Conferences, who reported a business growth of 18-20 per cent year-on-year.

Some trade players have also attributed business growth in 2013 to the weak rupee.

Surinder Singh Sodhi, senior vice president & head, leisure travel (inbound) of Thomas Cook India, said: "A positive outcome of the depreciating rupee was the renewed focus on destination India. That helped to draw attention to the various MICE opportunities available in the country. In 2013, Thomas Cook India witnessed an impressive growth of 30 per cent in our MICE segment. The growth is remarkable considering the economic slowdown and (tighter)

corporate budgets."

Sodhi added that Delhi, Bangalore, Hyderabad, Chennai, Agra, Patna, Bodhgaya and Jaipur have emerged as popular MICE favourites.

Sources also revealed that the UK, the Middle East, Latin America, China, Russia and Indonesia were strong MICE markets last year.

E M Najeeb, chairman of ATE Group of Companies, said: "The biggest advantage India has as a conference destination is that it (can) combine exotic holidays with business activities. There are world-class convention centres and suitable accommodation facilities at different locations across India. The country's elaborate surface transport network is also very supportive."

However, some trade players feel that India has yet to realise its full MICE potential.

"Almost a quarter of our business comes from MICE but most of this is generated domestically. The international segment is less than five per cent of overall business," said Rajeev Menon, area vice president – South Asia for Marriott International.

Although Najeeb sees a 15-20 per cent growth in inbound MICE business annually, he said India could do better with a "comprehensive promotion

plan, with a focus on providing necessary infrastructure and identifying target markets".

Despite these concerns, stakeholders are confident of an even brighter future, a result of the government's move to simplify the country's visa regulations.

Sodhi said: "With the government looking to offer visa on arrival to as many as 180 countries, we are expecting growth through new source markets."

Countries including France, Italy, Belgium, Russia and the Czech Republic feature on the list of visa on arrival recipients.

Marriott's Menon welcomes the news, saying: "The Indian government's rigid visa regime had posed a serious challenge to the growth of international MICE arrivals. I expect a robust performance in the second half of this year once the new visa regulation is in place."

Meanwhile, India's MICE hardware will continue to evolve. New Delhi's Pragati Maidan, venue of PATA Travel Mart 2011, is being turned into an integrated exhibition and convention complex. India Trade Promotion Organisation, which runs the venue, plans to give it a state-of-the-art exhibition space of some 50,000m² and two new convention halls. Work is slated to complete by 2016.

25 The position India took on ICCA's ranking of top cities for international association meetings in 2012, based on 150 qualified meetings hosted in the country. In 2011, India ranked 33rd on the chart, with 105 meetings.

Spotlight

India's new funhouse

Hailed as India's first and only theme park of international standards, Adlabs Imagica boasts 26 attractions and five themed restaurants, making it a suitable highlight for incentive programmes.

Located 75km from Mumbai, the 121-hectare attraction is divided into six zones – Viva Europa, Arabia, Asiana, Americana, India and Zambo Africa, with each featuring its own attractions and restaurants.

Highlights include the Rajasaurus River Adventure which will see fun-seekers travel back in time to the land of the dinosaurs, and the haunted fortress of Salimgarh.

Visitors with nerves of steel can take a plunge with Dare to Drop, or face the fury of ancient Indian deities in Wrath of the

Gods, an attraction packed with special effects.

Adlabs Imagica can make a good place to spend the day for accompanying family members of event delegates, as the attraction is also designed with children in mind.

Event organisers looking to host a group dining function onsite are spoilt for choice. Some interesting dining destinations at Adlabs Imagica include Zeze Bar and Grill which is styled with a tribal flavour, complete with masks, artefacts and exotic tribal paintings; and Red Bonnet American Diner which flaunts a number of vintage cars as part of its 60s inspired decor.

For free and easy buffet feasts, corporate groups can choose to dine at The Imagica Capital. – **Rohit Kaul**



Need to know

Luxuriate in serenity

Unwind after days of meetings at luxury spa destination, Ananda in the Himalayas, which sits at the foothills of the Himalayas in India. It offers a complete wellness experience with 24 treatment rooms and an extensive spa menu of more than 80 treatments. Focused programmes are overseen by ayurvedic consultants, nutritionists and experienced therapists. Visit www.anandaspa.com for more information.

Chase the blues away

Located at The Taj West End Bangalore, Blue Bar is a stylish open-air bar that plays a blend of Buddha Bar, Lounge, House and Retro.

Set in a garden and surrounded by water, this venue is perfect for post-meeting drinks and intimate sized corporate networking sessions. Guests can choose to relax in a quieter corner in the garden or jive to the spins of the DJ indoors.

Email westend.bangalore@tajhotels.com for more details.



Bollywood magic

Organisers of incentives and pre/post-meeting tours can offer their delegates some fun unique to India with new tour options that are built around the vibrant Bollywood industry.

Launched by the Maharashtra Tourism Development Corporation, the Bollywood Tourism tour series include Hit, an economy-level, three-hour tour of Film-city film studio; and midrange Super Hit and high-end Blockbuster which take participants to Bollywood gully, Bollywood Museum and the homes of movie stars, among others.

The tours are available only through Travelmartindia.com for the medium- and high-end packages, and MOS Utility for the Hit tour.

Business as usual from China

China MICE holds steady for Macau despite new tourism laws, government travel cuts.

By Prudence Lui



Macau continues to attract Chinese corporate groups

Despite China's stringent new tourism laws and restrictions on government travel and event expenditure, Macau – sitting across the border and recipient of a large number of Chinese arrivals – reported growth in its business events sector.

Macau welcomed 1,030 business events in 2013, up eight per cent year-on-year, and attracted more than two million participants to its shores.

Macau Economic Services director, Sou Tim Peng, said this was possible because the new laws and restrictions did not target business travellers.

Sou added that the Mainland and Macao Closer Economic Partnership Arrangement, introduced in 2011, had a part to play in the destination's sturdy MICE performance, as it facilitated the participation of Chinese delegates in conventions and exhibitions held in Macau.

The *Convention and Exhibition Stimulation Program* was also credited for lifting business events performance.

In 2013, the programme supported 14 events from China, more than it had in 2012. These 14 events drew 15,683 Chinese participants, up 10.5 per cent from the year before.

MGTO director Maria Helena de Senna Fernandes, said the *Convention and Exhibition Stimulation Program* had attracted several repeat businesses from the mainland.

"These events see a year-on-year increase in participant numbers. We are also seeing more incentive groups coming from pharmaceutical, IT, transportation and electronics industries," she said.

Stakeholders in Macau's MICE sector have also reported upbeat business from across the border.

SmallWORLD Experience CEO, Bruno Simões, has seen more bookings from China, although the market represents a small 15 per cent share in his company's revenue.

Simões shared an optimistic observa-

tion: "The Chinese market is becoming more demanding and spending a bit more. A few years ago, the opportunity to travel is in itself an incentive. Today, many companies must offer unique experiences that their (winners) cannot access on their own."

MGM Macau enjoyed sustained Chinese MICE performance in 2013 and expects a "small increment in 2014 from the Chinese MICE segment", said executive director of sales and guest services, Irene Wong.

The Westin Resort Macau reported significant growth from China, especially from Guangdong and Shanghai markets. Director of sales and marketing, Antony E Box, told the *Daily*: "We forecast that the Chinese market will continue to generate growth. To ensure this, proactive face-to-face sales development is key to positioning our unique offerings, such as outdoor venues, lush landscaped gardens and opportunities for a variety of teambuilding activities in and around Colane and Macau."

Galaxy Macau's assistant vice president of hotel and event sales, Samson Woo, also noted a 20 per cent rise in Chinese MICE spend last year, due to greater demand for activities and entertainment.

Meanwhile, MGTO launched an additional MICE support scheme at the start of 2014. The *International Meeting and Trade Fair Support Program* provides assistance and financial support to event organisers.

1,030 The number of MICE events hosted in Macau in 2013, up from 1,022 the year before but down from 1,045 in 2011.

2 The figure, in millions, of delegates who attended MICE events in Macau in 2013. The destination welcomed 1.6 million attendees in 2012 and 1.3 million in 2011.



Need to know

Wynn Tower's winning new look

Wynn Tower at Wynn Macau has been given a facelift. Guestrooms now feature a fresh, light-colour palette as well as wall fabrics, carpets and lamps that were created exclusively for the property. In-room entertainment systems have also been upgraded.

A new experience also awaits guests at the hotel's spa, which now sports refurbished treatment rooms.

Visit www.wynnmacau.com for more information.

Make movie magic

Galaxy Macau has developed a treasure hunt-style teambuilding activity called Movie Maker, which will see teams roaming the integrated resort with iPads and other tools in hand to help them complete various tasks in their mission and film their activity at the same time. Films made by the different teams will then be edited into a clip that serves as a memory of the group's stay at Galaxy Macau. Contact (853) 2888-0888 for details.

Macau to get a touch of old Hollywood glamour

The 373-room Hollywood Roosevelt Macau will open in 2015, close to Macau's Cotai Strip. Operated by GCP Hospitality, the hotel will be a modern reincarnation of the iconic Hollywood Roosevelt Los Angeles.

Room types will range from superior to suites, all with balconies and a decor that reflects the glamour of the 1950s.

Other facilities at the hotel include restaurants and bars, a private club just for hotel guests and members, an outdoor pool, a screening room and other modern recreational facilities.



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Macau Tower



Bold steps for advancement

The private sector is charting its own moves to grow business and promote the Philippines. By **Rosa Ocampo**



International Beauty, Health and Wellness Expo 2013 was one signature event held in the Philippines

The year 2013 saw significant milestones in Philippine MICE, testament to the resiliency and growing confidence of this small yet fast-growing sector of tourism.

First is the initiative of local PCOs to not just chase after, but organise their own, international events. A pioneer is Ex-Link Management and Marketing Services Corp which organised two international exhibitions in 2013 and another this year in Manila.

The International Beauty, Health and Wellness Expo last

September, Europe Asia Travel Trade and Cultural Expo last December and the Global Small and Medium Enterprises Expo to be held in July this year are meant to “address the Philippines’ lack of signature events”, said Ex-Link Events CEO, Mitch Ballesteros.

“It’s a high-risk business but it can be done,” said Ballesteros, echoing the newfound confidence of the private sector to venture outside its comfort zone.

And rather than merely wait for the Tourism Promotions Board (TPB) – the marketing arm of the Department of

Tourism – to take the initiative, industry players are becoming bolder in bidding for international events on their own.

An example is the 17th Asia Pacific Retailers Convention and Exhibition which will be held in Manila next year – it was won by the Philippine Retailers Association. Another example is Cebu Pacific’s own initiative to go on sales blitz to Japan when it launched flights from Manila to Tokyo and Nagoya.

“The private sector is taking on more responsibility,” said Domingo Enerio III, TPB chief operating officer.

“We want local associations...in international events. They are highly regarded in the international community so why not take advantage of that? Philippine associations and their executives can be the magnet to (attract) MICE events here,” Enerio added.

The Philippines is also able to sustain its own MICE conference and mart, MICECON, hosted by Davao City last year. Now on its third year, MICECON will be hosted in Clark this June.

Another sign of Philippine MICE’s advancement is the formation of the Philippine Council for the Advancement of Association Executives (PCAA) late last year.

President Emy Chavez said prior to PCAA, there was no umbrella organisation of all associations. Standing together as a single entity gives members a louder voice in the industry, she said, adding that plans are afoot to form chapters in Visayas and Mindanao and eventually a

regional group in Asia-Pacific.

Meanwhile, a milestone was achieved on the aviation front, with the European Union’s lifting of the ban against Philippine Airlines, enabling the carrier to mount a direct flight from Manila to London last November while eyeing a return to Paris, Amsterdam, Rome and Frankfurt within the year.

While MICE business for the Philippines comes mainly from Asia, PAL’s direct flights will boost ongoing efforts to tap the European market.

Leny Ardiente, director for inbound tours, Travelexperts, expects better MICE business in 2014 due to the aggressive marketing and sales blitzes of TPB, several of which she attended, and the growing interest that the destination garnered last year.

Likewise, TPB expects the Philippines to exceed the 48 international meetings it hosted in 2012, which was 45 per cent more than the 33 in 2011, pending the 2013 report from ICCA.

Spotlight

Davao’s new MICE star



SMX Convention Centre Davao has filled the dearth of big event venues in the city and placed the destination on the radar of MICE planners and organisers.

Said Mary Ann Montemayor, chair of Davao Region Tourism Council: “SMX Convention Centre Davao has completed the package of Davao City as a vibrant MICE destination in southern Philippines. Since it opened its doors in late 2012, many major national conventions, conferences and exhibitions have been held (here).”

Indeed, the convention centre is the biggest outside Metro Manila, and can accommodate up to 5,320 guests or 380 exhibition modules.

The opening of SMX Convention Centre Davao has also enabled Ovation Productions to bring foreign performers to the city, unlike in the past where its

concerts were held mainly in Manila where the big venues are. Foreign performers that Ovation had brought to Davao include Engelbert Humperdinck, Patti Austin, Abba Mania, David Pomeranz and Dionne Warwick.

Another pleasing aspect, said Montemayor, is that “SMX actively markets not only the convention centre, but the city as a whole. Many have responded to its marketing and promotions as evidenced by the many bookings lined up for the year”.

Earlier, SMX Convention Centre Davao partnered with the Department of Tourism regional office in launching *Let’s Meet in Davao* programme to make the city a major MICE destination.

It has also drawn several conventions to the city including MICECON 2013, the premier MICE conference in the country attended by local and foreign buyers and industry players.

Another plus for SMX Davao is its location. Just minutes away from Davao’s international airport, it is on the upper level of SM Premier Lanang shopping mall and surrounded by several hotels, including Park Inn by Radisson. – **Rosa Ocampo**



Need to know

Marco Polo treks to Manila

Manila’s newest hotel, the five-star Marco Polo Ortigas Manila, beckons meeting and event planners with 316 rooms and suites, ballroom and meeting rooms for up to 1,300 guests, its signature Continental Club, four specialty restaurants, and spa facilities.

Designed by Japanese firm Mohri Architect & Associates, the hotel which opened in March this year is located in the business and commercial district of Ortigas.

Visit www.marcolohotels.com for details.

Get active and do some good

GK Enchanted Farm, a sustainable community in Angat, Bulacan, offers group activity packages that are perfect for companies looking to bond team members or contribute to the society. Suitable for groups of up to 40 participants, these packages include walking tour, healthy farm-to-table lunch, activities like digging, planting and watering, and volunteering in the community’s various livelihood and social enterprises.

Accommodations are also available.

Write to info@gkenchantedfarm.com for details.

Explore the world’s oldest Chinatown

Get to know Binondo in Manila, the oldest Chinatown in the world dating back to the 16th century, with an off-the-beaten-track tour, culinary tour or cultural walking tour with Ivan Man Dy of Old Manila Walks. Private tours for a group of at least six participants can be arranged. Private rates apply.

Visit www.oldmanilawalks.com or email fun@oldmanilawalks.com for details.

Airport lounge gets facelift

The renovated Club Manila Lounge at terminal one of Ninoy Aquino International Airport now sports art deco interiors, a Wi-Fi bar where travellers can work on their laptops, a buffet counter, dining areas and smoking areas. Lounge entry costs 650 pesos (US\$14.60) per person and the price includes a light buffet, hot and cold drinks, wines, and use of the restroom outfitted with a shower.

Fresh lifestyle charms in Laguna

The new Seda Nuvali at Nuvali eco-city development in Santa Rosa, Laguna south of Manila is a lifestyle hotel offering 150 contemporary rooms in a resort-like environment. Other facilities include an e-lounge, meeting venues for up to 100 guests, a spa, a gym and signature dining outlets Misto restaurant and Straight Up roof deck bar.

Visit www.sedahotels.com/nuvali for more details.



Shanghai

自贸试验区促全球企业聚焦上海

■刘欣怡=采访报道

根据2014国际会展业CEO上海专题研讨会上所发布的调研报告指出,由于中国(上海)自贸试验区设立,以及位于上海虹桥商务区的中国博览会综合体今年9月开始试运营所带来的机遇,全球会展业纷纷视上海为未来拓展业务的重点城市。

据了解,上海市会展业促进中心历时近1个月,对全球近80位会展业界CEO进行问卷调查。结果显示,接受访问的境外CEO中,75%选择上海作为未来拓展业务的城市。在被问到发展业务中最关心哪个问题时,有83%的受访者选择知识产权保护,其次是会展人才。



↑中国(上海)自由贸易试验区是中国大陆政府批准设立的首个自由贸易园区。

而同期接受访问的中国境内CEO中,高达九成的企业将上海作为重点市场,与境外CEO不同,他们认为制约公司业务发展的最大问题是会展市场秩序,其次是行业

景气度。

总体来看,69.6%的境内企业家和72%的境外企业家认为,目前上海会展业发展的整体环境非常好。

业内专家普遍认为自贸试验区对上海国际会展业发展将有一定影响力。多位业者表示,上海不断尝试开放国际会展的便利性,并且已于2013年起,对45个国家公民实施72小时过境免签政策,此举大大便利境外人士办理出入境手续,进一步促进国际会展业在上海落地。

此外,国外参展商品的入境通关手续也将大大提高便利性,以前曾发生过由于通关手续繁琐费时,当国际展会展出已结

束,部分参展的外国公司的商品还在中国海关的通关过程中。而自贸试验区推进实施一线放开,即允许企业凭进口舱单将货物直接入区,再凭进境货物备案清单向主管海关办理申报手续,并且简化国际中转、集拼和分拨等业务的进出境手续。

上海市商务委亦表示,上海正在修订出台《上海市展览业管理办法》,将进一步完善上海会展产业发展环境。同时,亦充分发挥上海会展业政府主管部门、行业协会、会展促进机构和会展企业四位一体的作用,抓紧建设会展业公共服务平台,构筑更加开放、便利的会展管理环境,以规范会展行业市场秩序。

Beijing

北京接待国际会议数量领跑中国

■刘欣怡=采访报道

根据国际会议与协会大会(ICCA)发布的数据,2012年,中国接待的国际会议数量为311个,在全球排第10位,其中三分之一以上的国际会议在北京举办;且北京以年举办109个国际会议数,排名全国第一,位列全球城市第13位、亚太地区第二位,仅次于新加坡。

据了解,包括2013年第11届世界畜产大会、2013国际物理与康复医学学会第七届世界大会、2013IEEE北京国际无线会议及展览等国际会议在京举办,都为北京会展产业不断注入活力。此外,北京刚取得2019年第19届液化天然气大会举办城市,届时将吸引来自80多个国家的约5,000名代表参会。

北京市旅游发展委员会表示,北京会展业的优势,主要得益于会展旅游资源和会议奖励旅游产业体系。北京拥有长城、故宫、颐和园等闻名世界的历史文化资源,

也有鸟巢、水立方、中国大剧院等代表现代中国气息的标志性建筑;并有什刹海、小汤山温泉以及798艺术区等休闲文艺地区。

目前,北京有近2,200家会议组织者的总部和国际协会在华机构常驻北京,北京拥有大小会议室近6,000个,以及可同时接待近50万人的国际化标准会议场地,年均接待会议量约30万个,接待人数约为2,000万人次。此外,北京拥有一批专业会议服务供应商,位居全国主要交通枢纽、国际航空港也是其会展业发达的重要因素。

为促进与世界旅游城市的交流合作,2012年9月北京并联合世界主要旅游城市与机构共同发起国际首个以城市为主体的国际旅游组织—世界旅游城市联合会(WTC),为一非营利性的国际组织,总部落户北京,目前已有108个知名旅游城市和机构会员。

北京市旅游委为完善高端旅游促进体

系还推出了一系列重要举措,包括制定了《北京市会奖旅游奖励资金管理暂行办法》,设立专项奖励资金,2013年奖励近2,000万元,鼓励支持北京申办和举办大型商业

性国际会议。此外,还设立了高端会奖服务机构,成立涵盖全市会议产业链企业的北京高端旅游与会议产业联盟,以加快整合北京高端旅游与会议产业资源。

Meeting

■钟韵=采访报道

「反四风」有助导正会议产业发展

会议产业发展过程中,问题逐渐暴露。业内学者认为,中央宣导的「反四风」将有助其朝正确的方向发展。

据了解,目前世界上最大的会议产业国家且同时为世界第一大经济体的美国,其各方面强大的影响力造就了其会议产业的蓬勃发展,而中国作为世界第二大经济体,会议产业理应有相应的水平和发展。然而,会议产业近二十年来虽在我国发展得非常迅速,其国际竞争力如何却仍有待商榷,其品质和会议强国相比也有差距。

专家指出,我国会议市场快速发展的过程中,亦暴露了不少深层次的问题,包括产业结构不尽合理、业者不规范等;部分党政机关组织的会议品质也有待提升。

也因此,2012年底中央提出改进工作作风、出台八项规定、宣导政府高效办会和

节俭办会,以及去年以来开展的一系列群众路线教育活动中反对形式主义、官僚主义、享乐主义和奢靡之风的「四风」,都对财政支持的会议活动造成明显的影响,相应的,会议产业链上的会议中心、酒店、企业等相关单位的运营也受到波及。但是与此同时,会议产业中专业化、市场化的企业会议却仍正常召开,作用甚至日益突出。

专家认为,从长远发展来看,国内会议产业经快速增长之后,仍处于提高品质和效益、调整结构、规范秩序的过程,而「反四风」不仅不会造成会议产业的发展停滞不前,反之,将对解决会议产业现在所面临的问题及对会议产业此后的升级换代、发展壮大起到重要的促进作用,使之健康成长。

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• 酒店 Hotels



日本国家旅游局
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• 会议局 Convention Bureaus



东京会议及旅游局
Tokyo Convention & Visitors Bureau



札幌国际会展局
Sapporo Convention Bureau



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The Prince Sakura Tower Tokyo
Grand Prince Hotel Takanawa /
Grand Prince Hotel New Takanawa
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东急酒店集团
Tokyu Hotels



日本国家旅游局
Japan National Tourism Organization
<http://www.japanmeetings.org/>



Japan. Endless Discovery.
日本, 精彩无限

Singapore

新加坡加大对华MICE推广力度

■李佩纯·刘欣怡=采访报道

新加坡旅游局持续加大对华奖励旅游的推广力度,力促两地业者进行更多的交流,期望能提供中国业者更多设计新加坡奖励旅游产品的想法。未来几年,新加坡旅游局将把奖励旅游、会议及展览作为重点推广板块。

新加坡旅游局去年下半年陆续在北京、广州、上海、成都等地举办「创非凡·展未来」新加坡奖励旅游推介会,这是新旅局首度在中国大陆举办奖励旅游推介活动,旨在推广新加坡成为中国企业奖励旅游及商务旅游目的地。



摄影·李佩纯

新加坡旅游局大中华区首席代表周振兴表示,新加坡拥有作为奖励旅游目的地的诸多优势,首先是便利的交通,目前,每周有550班从中国25个城市直飞新加坡的航班;其次,新加坡休闲旅游产品丰富,并有多元文化背景、美食文化特色,以及国际级的项目活动、景点及酒店等配套设施。新加坡并有众多专业MICE活动组

织公司,能协助中国企业设计各式特色场地活动;更重要的是,新加坡是一个国际性城市,举办很多国际性展览及会议,可以让企业在举办奖励旅游之际,同时安排员工参与培训,或为之安排世界级演讲者,提升员工对相关产业领域的认知及了解。

制订推广策略

资料显示,中国旅客前往新加坡旅游资料不断加速增长,2011年,中国赴新加坡旅游人数约为160万人次,同比2010年增长35%。其中,商务旅客约占20%,即有32万人次左右。新旅局认为这个市场仍将快速增长,中国MICE客源潜力无限。

基于此,周振兴表示,新旅局将依奖励旅游、展览及会议三方面在中国市场进行推广。在奖励旅游上,新旅局开始做路演活动,让双方业者沟通交流、介绍新资源,并邀请企业客户到新加坡考察资源;在未来六到十二个月,还将于MICE媒体上大幅曝光。

展览方面,则着重几个领域,首先是旅游、航空、酒店业的大项目

推介,例如去年六月在上海及北京推广亚洲旅游节(Travel Rave)活动。另外,还将开发城市发展、水资源、垃圾处理、城市规划、新能源、低碳,以及新媒体和设计领域产业,透过媒体曝光或与协会合作形式,带动更多企业到新加坡举办MICE活动。

在会议部分,周振兴指出,会议领域的一个趋势是,越来越多协会年会希望到国外举办,与国际协会做交流。因此,新旅局也透过UIA及ICCA,跟协会合作,为其安排与国际协会交流的机会。

推出优惠及新鲜创意

为更好服务MICE团队,新加坡业者也推出相关优惠,例如新加坡航空就推出「一站式统筹,定制化MICE服务」。据新加坡航空代表介绍,新加坡航空将视不同团队,给予特派预先体验、免费升舱礼遇、获享常旅客计划积分、超量行李额度、优先值机服务、贵宾室休息、机上专属区域、定制广播或机上盛宴及接机服务等,为MICE团队提供完善的定制化服务。

而作为新加坡最新景点,新加坡河川生态园也将联合新加坡野生动物保育集团旗下的新加坡动物园、裕廊飞禽公园及夜间野生动物园,一同打造绝无仅有的MICE体验。

据介绍,四大公园的最大MICE卖点,就是可以安排动物与企业团队互动。包括大象、红毛猩猩、鸟类、蛇类及企鹅都是园内的动物明星,可以安排企业老板骑大象进入活动会场,营造新奇新鲜感;或安排动物明星们与团队合照互动。此外,四大园区内有不少户外及室内活动场地,都可以做野生动物主题活动及宴会,在晚上六点闭园后能开放给团队使用,例如河川生态园里的「亚马逊水下森林」能容纳100多位宾客;动物园里的户外场地最多可以容纳450位宾客。而在场地布置上也毫不马虎,像是桌布等物品都处处展现野生动物风情。

领跑亚洲市场

会展业已成为新加坡旅游业和经济的一个非常重要的组成部分

分,许多全球知名的专业展览组织公司,如励展博览集团、杜塞尔多夫展览机构等都将新加坡作为其亚太地区总部。每年在新加坡举行的国际展会的规模和次数均位居亚洲前列,平均每年有40多万国际游客赴新加坡参加4,000多个国际性会议和展览展销活动,人均消费在2,000美元以上。

据介绍,新加坡已连续两次被国际会议协会(ICCA)评选为最佳国际会议城市,并连续11年荣获国际会议协会颁布的亚洲最佳会议城市称号,被誉为亚洲会展之都,同时自2006年以来在世界会议城市中稳居前五位,在亚洲亦是独一无二的殊荣。

每年新加坡至少有6个展会进入全球性品牌展会,如每两年举办一次的新加坡国际医疗展(Medical Fair Asia 2012)是亚洲最知名的医疗展览会之一,曾吸引62个国家的专业观众参观;每年11月的新加坡亚洲博览会吸引了530家以亚洲为生产基地的优质供应商参与展览。

其他包括新加坡智慧卡和支付展、新加坡亚洲照明展览会、新加坡国际绿色建筑展览会等,在东南亚一带都属于知名度较高的展会。

Theme Park

香港迪士尼推出多款新产品

■张广文=采访报道

时至今日,不少企业都希望跳出框框,发掘酒店宴会厅以外的活动场地,同时,企业对创新活动的需求也不断增加,力求摆脱一贯传统会议的形式。为积极争取不同商务客户、满足企业团队的需求,香港迪士尼乐园度假区积极优化现有服务,并持续推出新的商务活动产品。

香港迪士尼乐园度假区商务活动策划总监梁加明表示,最近,

度假区推出了全新商务会议优惠,2014年4月1日至8月31日,企业凡订满20位,即可享受一位免费。其他优惠还包括参加者将获赠香港迪士尼乐园纪念礼品、于下午时段享用特制企业商标装饰之茶点一款、指定团队活动折扣优惠,及香港迪士尼乐园酒店及迪士尼好莱坞酒店礼品店购物优惠等。

其实,香港迪士尼一直致力于拓展与众不同的活动场地,例如,向企业团队推荐在「迷离庄

园」大冒险家餐厅的五间特色主题房间,举办不同形式和规模的主题晚宴或小组派对。又如,去年「迪士尼黑色世界」举行期间,首度推出联合包场,让更多中型企业能参与其中,享受迪士尼式的万圣节庆典。另外,相继落成的三个全新园区—反斗奇兵大本营、灰熊山谷、迷离庄园等,也启发了一个全新更富弹性的包场概念,1,000至5,000人不等的企业团队,可选择于一个或以上的主题园区

包场举行活动,享受专属的独特体验。

据了解,度假区的商务活动体验别具特色,其业务增长在近年最为显著。过去五年间,在度假区参与商务活动的人次大大跃升近4倍;所举办的商务活动总数上升超过3倍,而所带来的营业额也增加3倍。2013年,参与「迪士尼黑色世界」优先体验的企业数目比2012年上升近3倍。同时,度假区的商务活动体验也深受中国内地

企业欢迎,当中包括来自医疗保健及科技行业的内地企业,均曾在度假区举办会议及团队活动。

展望未来,度假区的新发展将有助进一步扩大商务活动客户群,并且满足世界各地企业的需求。今年,度假区将推出全新「迪士尼光影汇」夜间闪亮巡游,加上园内其他夜间娱乐体验,宾客将感受到超乎想像的商务活动新体验。未来度假区将继续努力为宾客提供更多奇妙和难忘的商务活动,致力巩固度假区成为区内首选顶尖的独一无二商务活动场地。

Thailand

Thailand Connect主打三大优势

■钟韵=采访报道

泰国会议展览局(Thailand Convention and Exhibition Bureau, TCEB)最新全球市场营销战略Thailand Connect,重点强调多元目的地、商业机会及高水平的会展专业人士等三大产业优势,预期2014年达到吸引987,000 MICE游客、收益9,690亿泰铢

(约188亿人民币)的目标。

泰国会议展览局表示,TCEB在2014年将通过最新全球市场营销战略“Thailand Connect”推进市场发展及泰国会展品牌的国际能见度。战略重点强调泰国的三大优势:多元目的地、优越的业务机会及高水平会展专业人士。

多元目的地:泰国于亚洲心脏

地区的战略位置连同便利的设施和基础建设,为游客提供多样性的目的地选择。泰国的6个国际机场每天有超过500个航班连接到全球190个目的地;9个专门建造国际会议及展览场馆并提供该地区最高、共222,984平方米的展览空间。泰国的五个官方指定「会展城市」(曼谷、芭堤雅、

普吉岛、清迈和孔敬)为任何类型和规模的会展活动提供多样性选择。

商业机会:随着经济一体化消除贸易壁垒,泰国作为汽车和工业元件、电脑及IT、能源、橡胶和塑胶等重点产业的生产和出口基地及东盟的门户,其战略性及重要性将与日俱增。

高水平的专业人才:除了热情好客及高质服务等众所周知的优势,泰国会展业已率先引进全球标准如能源管理体系(ISO50001),食品安全管理体系(ISO 22000),会展安全管理体系(TIS122300)及最近的活动可持续发展管理体系(ISO20121)等。



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尊贵会议

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Macau 提升旅游体验 延长停留澳门时间

■张广文=采访报道

澳门在2014年的MICE在奖励旅游方面的目标,除了抓紧各大客源市场商机、持续宣传当地旅游资源和政府支持力度之外,将不再追求数字方面突破,转而努力吸引旅客延长停留时间和增加消费,同时,加强发展澳门本地的体验和素质,保证每一位旅客到访都能经历一个好的体验。

奖励旅游是澳门极为关注的发展领域,澳门特别行政区政府旅



游局局长文绮华表示,一方面是因为客源不像休闲旅客集中在节庆假日,

反而主要选择在周间到访,另一方面是因为客源本身即为高消费群体。而现在奖励旅游的重点在于传递「来澳门就是一种奖励」的概念,同时,宣传选择澳门作为奖励旅游目的地的原因,也非常重要。

发展社区旅游项目

为了让奖励旅客想要来,澳门还将挖掘大三巴和妈阁庙等主要核心旅游区之外的多个地区景点,特别是发展社区旅游项目,致力于推广一般旅客没有看过的地方,促使旅客分流,并对澳门有较完整的认识。其中,今年路环市区要开展一个新计划,也就是古早渔民住宅一棚屋,计划虽不能一年之内完成,但是一旦计划出炉,工程工作便将启动。

另外,为了让到访者对澳门印象深刻,澳门也在景点周边举办文化表演,如葡式土风舞、中式舞龙舞狮、年轻人跳舞、粤剧等,让旅客在观赏景点之外还有别的体验,透过参与活动感受惊喜,并对当地留下难忘的回忆。

此外,澳门将持续宣传当地好玩之处,刺激旅客久留,鼓励旅客在酒店之外,还能体验历史城区的内涵。

持续推广奖励旅游激励计划

据了解,澳门将持续推广奖励旅游激励计划,吸引海外奖励旅游团到访澳门,奖励旅游激励计划近期被延长到2014年,符合计划的申请人必须达到相关规定的要求。例如,计划只适用于2014年12月31日前确定的活动,而且需要提交给旅游局一份活动预订证明,如签署文件或合同,以及收取订金的证明。申请人还应当遵守申请及付款手续。

2013年,澳门特别行政区政府旅游局透过奖励旅游激励计划,收到一共64个申请,成功获支持的申请共有35个,涉及旅客人数共22,776位。此外,就推出《海外奖励旅游展积分计划》而言,2013年共有24个共同参展企业实体获得积分和实质性支持。商务旅游方面,澳门共参加了8个海外商务旅游展。

另一方面,中国、印度、韩国、台湾、香港为澳门的前五大奖励旅游客源市场。目前中国内地很多公司陆续到澳门举办奖励旅游,而印尼、香港、台湾近期的增长幅度较大,是澳门在中国大陆市场之外的新兴市场,也是未来一大发展重点。

奖励旅游激励计划的对象及适用范围包括在澳门筹办「奖励旅游」的主办单位及/或策划者、奖励活动、团队建立活动、颁奖晚会及活动涉及之本地交通,而奖励旅游规模须达50名或以上非本地参加者,并在澳门最少连续住宿2晚酒店。

按实际支出计算,每位海外参加者最多可获支持澳门币\$300元于澳门进行奖励旅游活动。计划又包括免费提供旅游资料及欢迎礼物、提供旅游局宣传短片、豁免葡萄酒博物馆和赛车博物馆的入场费以及协调与各政府部门的联系。

未受中国紧缩政策影响

2013年,澳门入境旅客量接近3,000万人次,按年增4%,当中内地旅客占比高达六成四,香港更是澳门第二大的客源市场,有超过670万名旅客到访澳门。

谈到酒店的高价格,文绮华认为,澳门酒店的服务、配套、硬件,以及其所提供的体验都是一等一的高素质,虽然价格略高,但是相比其他旅游城市,澳门仍有优势,而且自由市场下,需求高,难免价格就会高。目前中国的紧缩政策,对澳门没有非常大的影响。

对于旅游线路,文绮华个人推荐离岛线,特别是路环,因为当地幽静,而且除了有历史的底蕴,也有安静的下午茶。她在旅游时较不会选择逛很多个景点,反而喜欢到一各地方坐下来享受一个下午,在海边吃蛋塔,慢慢放松。另外,她认为,澳门的夜景也非常漂亮,很适合拍照。

Hong Kong 香港拟三大策略迎接成长

■张广文=采访报道

香港旅游发展局表示,香港在2014-2015年的MICE策略有三大方向:打造强劲的合作关系,尤其是跟协会、PCO,以及协会的协会,如美国ASAE等;将过去美国、欧洲的重心,转向中国内地,挖掘新市场;利用香港本地资源,发展更多业务商机,如中国与香港之间的医药领域知识交流与会议,以及相关的协会和大会活动。

未来,除了医疗起头的尝试之外,香港也将拓展金融、商业、科技等领域的人才交流,争取相关会议到访举行。

另一方面,香港还将积极参与业界展览,并积极与中国内地寻求合作关系,时时提供中国旅行社最新信息,同时,直接与固定举办活动的中国内地企业客户和全球航空公司进行紧密合作。

而为了迎接2016年和MICE旅客数量的增长,香港将发展近

期和长期目标,其中,近期目标是与香港酒店业者、场地业者和组织方密切联系,并推出B2B计划,加强行业业者之间的交流与互动。长期目标则是致力于新增MICE场地。整体而言,香港将力促在会议和奖励旅游中,维持小幅增长。

据了解,香港的优势有二,亦即在香港举行活动,一方面能够保证出席率,二方面由于邻近中国,参展过后的旅客想接着拜访

中国内地也非常容易。虽然中国大陆的紧缩政策有使成长有所减缓,但是未来在香港积极争取之下,内地市场应该依然会保持增长。

对于市场上每次谈到的MICE场地不足问题,业者认为,大屿山的发展正是解决问题的答案,当地将提供新的设施、酒店、景点,并将提升景点之间的交通配套,非常值得期待。

记者从香港旅游发展局了解

到,商务旅游因受制于环境经济状况,企业紧缩公干外游开支,加上不少国家及地区来往中国内地的直航航班增加,令海外旅客无须经由香港前往中国内地,年内访港过夜商务旅客数字录得轻微跌幅(-0.5%)。

但虽然如此,2013年来香港参与会议、展览及奖励旅游活动的过夜旅客仍有1.8%的增福,当中以中国内地、南韩、印度市场表现较佳。

Taiwan 台湾会展领航计划提升国际竞争力

■钟韵=采访报道

台湾会展领航计划(MEET Taiwan)指出,未来台湾将在国际化、科技化、绿色化及精致化的框架下,力促结构优化与转型,以实现建构台湾在亚洲会展产业之国际竞争力的目标。

根据台湾国际贸易局介绍,该局推动下一阶段4年起的「台湾会展领航计划」已届一年,目前并已取得可观的成果。根据UFI「2012年亚洲展览产业报告」,台湾在2008-2012年展览总销售

面积成长率排名第2,增长率达33.6,显示台湾会展业正快速起飞;2013年,台湾会展产业产值估计突破338亿元新台币(约70亿人民币)。

台湾会展领航计划有4大目标。

1. 打造台湾会展国际化 (Envisioned MICE)

台湾会展领航计划今年以新版主视觉「初见」作为整体形象概念,搭配「相见」(代表展览)、「听见」(代表会议)、「遇见」

(代表企业会议暨奖励旅游)等延伸视觉,强化台湾会展产业品牌的知名度及辨识度,借此提升台湾会展品牌价值。

2. 引领台湾会展绿色化 (Green MICE)

顺应国际潮流,台湾会展领航计划大力推动绿色会展,并于2013年完成会展活动落实绿化最具体可行的参考指引「绿色会展指南」,促成第十四届台湾国际电路板产业展等5项会展活动示



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范导入绿色作法,也协助高雄国际会议中心采用ISO14064国际标准进行碳盘查等。

3. 建立台湾会展科技化 (E-tech MICE)

台湾会展领航计划也致力推

动台湾会展科技化,包括协助会展活动建立活动网站及APP等,2014年将增加「会展活动报名及报导自动化」服务。

4. 促进台湾会展精致化 (Enhanced MICE)

为推动台湾会展精致化,台湾会展领航计划提供会展业者包括展览个案辅导、辅导民间业者取得UFI认证项目、新展辅导及发行会展卡等服务,希望能提升台湾会展的整体服务品质。

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