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博览会 Incentive Travel & Conventions, Meetings

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Issue

1

## Air seat boost from Indonesia to China

By Mimi Hudoyo

Anticipating potential growth in traffic between Indonesia and China, Garuda Indonesia is adding some 150,000 seats on the route linking both destinations this year.

The addition in seat capacity will be deployed through scheduled charters, which will include destinations beyond the major gateways of Beijing, Shanghai and Guangzhou, where the airline has been serving regular services.

The plan is to connect Bali and Manado in Indonesia with cities like Chengdu, Chongqing, Ningbo, Kunming, Jinan, Harbin, Xi'an, Shenyang and Chengzhou.

Arief Wibowo, president and CEO, Garuda, said: "Garuda,

through its regular services, has provided some 950,000 seats on the Indonesia-China routes and with an additional 150,000 seats, we are deploying 1.1 million seats on this route this year."



Saraswati: China is growing further

The move is part of the airline's network-restructuring programmes with route cuts or reduced frequencies to destinations such as Japan and Australia, deploying the aircraft in more promising destinations like China and the Middle East.

The first three months' operation of the first scheduled charter – started in January between Denpasar and Beijing to capture the Chinese New Year holiday market – was considered successful.

"The contract (of chartered

services) is for one year, but we are conducting quarterly reviews. The result (for Q1) was very good and we will continue with the other destinations in China, with a minimum twice-weekly frequency," Arief added.

He expects the move will further expand the China market, in line with the Ministry of Tourism's effort to push for both leisure and MICE arrivals from China to reach a combined two million this year.

While MICE statistics were not yet available in Indonesia at press time, total arrivals from China last year had reached 959,231.

Welcoming Garuda's additional seat capacity, Saraswati Subadia, director of sales for MICE at The Westin Resort Nusa Dua, Bali, said: "We saw the MICE market from China grow 15 to 10 per cent in 2014

compared to 2013, and looking at the forward bookings we have so far, we are expecting 20 to 30 per cent growth this year.

"The additional seat capacity is always welcome. What we need to do now is collaborate among the MICE stakeholders to grab the market."

Last March, the resort had for the first time experienced a hotel buy-out from a company for a total of two weeks, with all 450 participants booking for single occupancy, she added. Next month, the resort will also host a corporate meeting and incentive event for 200 rooms staying four nights.

Apart from the corporate market, there is also a growing number of government meetings from China. Rudiana, director of sales and marketing, WITA Tour, said: "With growing business co-operation between Indonesia and China, there is an increasing number of provincial government visits to Indonesia, giving seminars on how to handle visitors from China or bringing investors from China to meet local developers. This is a big market that we can tap further."

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{ Talking numbers }

**3,000** Total number of MICE professionals at IT&CM China 2015

**1,185** Total number of pre-registered delegates from 48 territories, comprising 680 exhibitors, 435 buyers and 70 media personnel

**13,000** Approximate number of business appointments secured at the show

**70** Approximate number of business, education and networking sessions, with the educational sessions spanning two days

**80** Percentage of Chinese buyers, which is larger than that of the previous year's show. This year also welcomes a larger percentage of new buyers, at 61 per cent

**5,500** Gross exhibition area, in square metres, at the Shanghai Convention & Exhibition Center of International Sourcing



'Hello Shanghai. Here we come!'

International buyers tour the city before business starts at the ninth IT&CM China, jointly organised by TTG Events, CITS International MICE and MP International.

## China, India drive SITE's Asia reboot

By Caroline Boey

SITE will be supporting Asian chapters with "a strong incentive travel training and certification curriculum to capitalise on fresh opportunities to build a strong Asian community", according to Kevin Hinton, chief excellence officer.

With India hosting SITE's Global Conference 2015 and Rajeev Kohli, joint managing director of India's Creative Travel assuming the 2016 SITE presidency, Hinton said the

developments are providing the opportunity to further build a strong Asian community.

"We are very excited about his (Kohli's) leadership, Hinton added.

He also reported that SITE China Chapter is experiencing a strong resurgence with a new board of directors who are bringing a lot of new energy, ideas, members, and value to the incentive market in China.

"Our strategy is to support these local efforts with a strong

incentive travel training and certification curriculum. We see a strong inbound and outbound market for China and are here to support the sustained growth of both," he said.

"In the past, we have had a chapter in Singapore and we are keen to build a strong local community there as part of our regional Asian strategy, which will focus on education, certification events and tradeshow."

Alicia Yao Hong, general manager, IMC Consulting, is

SITE China Chapter vice president and a SITE International board member.

Yao said the new board comprises MICE industry professionals who are young, international-minded, fully aware of SITE's core, and devoted to the chapter's development. The chapter's objective in 2015 is to grow membership.

Yao pointed out: "It is important to educate the market that incentives deliver business results. It is not a luxury and it is not corruption. Incentive travel is a global modern enterprise management tool.

"With China's economic development, there will be huge development of inbound and outbound incentives. Our task is to deliver ROI, promote CSR, and introduce creativity and innovation in company incentive programmes.

It is also important to study and conduct research on international incentive business management and development, Yao said.

Hinton said India, China and Singapore are very attractive incentive destinations, while Europe and America are seeing increased demand from China.



# Minimal impact as GST kicks in

**By S Puvaneswary**  
The devaluation of the Malaysian ringgit against major currencies such as the US dollar and the renminbi is added value for Chinese MICE planners and organisers holding events in Malaysia.

At press time, the ringgit has depreciated 13.4 and 14.2 per cent against the US dollar and renminbi respectively compared with a year ago.

Ahead of IT&CM China 2015, Mint Leong, managing director of major Malaysian operator Sunflower Holidays, shared: “This is a good time to visit Malaysia because of the cost savings, despite the Goods and Services Tax (GST) which came into force nationwide on April 1.

“A four-night programme in Malaysia with full-board, twin-share accommodation and one-day sightseeing tour in the capital city Kuala Lumpur offers savings of US\$50 per person.

“When we visit corporate companies with our agent counterparts in China, we pitch Malaysia as an affordable incentive destination where their top management



Lee: weaker ringgit a plus instead

can save money.”

Leong added the depreciation of the ringgit is partly the reason for the increased number of enquiries the company has received so far this year. The company has also intensified its promotional efforts and will host potential buyers on fam trips to Malaysia.

She said: “We see the ringgit depreciation as an opportunity to attract more MICE groups from China and we are going all out.”

Another inbound tour operator, Ping Anchorage Travel & Tours, is also taking advantage of the weakened ringgit, seeing it as a good opportunity to attract business from competing destinations like Thailand and Indonesia.

The company’s CEO, Alex Lee, said: “The impact of the GST is cushioned by the weakened ringgit and still translates to overall savings for MICE organisers.

“Thus, to draw them to Malaysia and for our company to stand out from the crowd, we have introduced creative itineraries in the East Coast for incentive travellers.

“The Chinese love the water so we offer snorkelling off Terengganu where the corals and marine life are great, followed by barbecues on quiet beaches and activities like tele-matches.

“A very small niche is interested in local culture, so we organise private viewings of Makyung and Menora performances in Kelantan and Terengganu.

“Participants also get to interact with the artists. By being creative, we’ve seen some signs of recovery in the Chinese MICE market.”

Meddy Hor, inbound manager at BMC Travel, is just as upbeat.

He commented: “The depreciation of the ringgit has encouraged organisers to upgrade on hotels and spend more on food. We’ve seen more demand now for international brand five-star properties. With volume on our side, we can also negotiate for better pricing with hotels.

“Depending on their budget and length of stay, some organisers will incorporate a combination of a city and beach experience into their programme, such as the popular twinning of Kuala Lumpur and Langkawi.”

# Addressing aviation safety

Airlines and MICE and corporate travel industry members contacted ahead of Shanghai Business Events Week comment on the impact of recent global and regional developments.

“As evidenced by our safety record, the US airline industry remains the largest and safest aviation system in the world as a result of the ongoing and strong collaboration among airlines, airline employees, manufacturers and government.

Our pilots undergo rigorous evaluations in the hiring process. All pilots have to regularly undergo thorough medical examinations to maintain their licence and all US airlines can and do conduct fitness for duty testing on pilots if warranted. For our members, all flights have two people in the cockpit at all times.

– Airlines for America

There has been no major impact as none of the affected airlines are among our preferred carriers. Garuda Indonesia, for example, is mandated for travel between Singapore and Jakarta.

– Lena Khoo, vice president, corporate real estate and services, global travel, Credit Suisse, Singapore

Having one cabin attendant in the cockpit during the absence of the pilot or co-pilot is already in the SOP manual of Indonesian airlines, although not practised diligently.

The recent audit of airline safety shows that we have achieved grade 62 (fully addressed grade, passing the minimum safety category) and by May this year we are expecting to achieve grade 70 and minister of transportation (Ignasius Jonan) has set a target of reaching grade 90 by 2019.

We also hope FAA, which has put Indonesian airline safety in category two since 2007, will also review and elevate our category.

– Suprasetyo, Indonesia director general of air transportation, Ministry of Transportation

I think what happened with Germanwings is a one-off case. What is important is to make sure that airline crew are in good shape when on duty.

The important thing for Indonesia is to improve its total safety, complying with international safety standard.

– Teuku Burhanuddin, secretary-general, Indonesia National Air Carriers Association

Singapore Airlines (SIA) is in compliance with all regulatory requirements put in place by

the relevant aviation authorities. We have strict procedures in place regarding the security of our cockpits. As a matter of policy we do not comment publicly on security matters.

– Nicholas Ionides, SIA spokesman

With numerous incidents involving Malaysia Airlines, corporate companies are concerned about safety, and have taken precautions of splitting top management into several flights.

This means that our hospitality desk at the airport and hotel(s) have to be open for longer hours.



– Mint Leong, managing director, Sunflower Holidays

In consultation with the local regulators, Jetstar Asia has arranged for two authorised operating crew members in the cockpit at all times inflight since 23:59, March 31, 2015.

– Jetstar Asia spokesman

Based on our client’s corporate travel policy most choose to fly reputable airlines. An option is to split the group into two or more flights, especially if the management team is involved.

– Melvyn Nonis, director, MICE Matters

Civil Aviation Administration of China last month cited that at least two crew members must be in the cockpit of a flying civil aircraft at any given time and it has been in place for a long time. We will strictly execute this rule but will not implement any special arrangement in regard of this incident (Germanwings).

– China Southern Airlines spokesman

Dragonair puts safety first and is committed to providing a safe operational environment for all our passengers and staff. It has been the airline’s policy that two crew members have to be on the flight deck at all times.

– Dragonair spokesman

Reporting by Caroline Boey, Mimi Hudoyo, Paige Lee Pei Qi, Prudence Lui, S Puvaneswary

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## Mobile apps for events yet?

**By Paige Lee Pei Qi**  
With the relentless advent of technology, event planners are urged to leverage the full potential of mobile applications and utilise them for better communication.

In the recent American Express (AMEX) Meetings & Events’ report, *Great Expectations: The Evolving Landscape of Technology in Meetings*, communication and scheduling ranked among the most important features within a meeting app for approximately 80 per cent of meeting planners and attendees.

Sharing the findings of the report, Danielle Puceta, director, AMEX meetings and events, said: “Everyone is in the mobile app game now and it is more about what needs to be included in the app and how to make it work, rather than whether you have it or not.”

However, Theresa Lee, head of MICE, FCM Travel Solutions Singapore, said: “These apps are particularly useful for technol-



Lee: not yet widely adopted in Singapore

ogy-related events like mobile launches and IT seminars.

“Event apps are still not yet widely adopted by planners in Singapore due to low demand. There is also a cost-related issue – some clients do not see the business value of using it.”

Puceta concurred that event planners have yet to fully utilise the potential of mobile apps, citing an example: “Let’s just say if there is a sudden change in the conference schedule, it would be so easy for planners to simply shoot a message out via the app, but they are not at that stage yet.”

Furthermore, mobile apps may not be relevant if the event audience are not English proficient, which is the current mainstream language for apps, Lee said.

“Apps will help us to optimise the entire delegate event experience but it is still very much dependent on client’s business structure, size and skills,” she concluded.



# Ahead of everyone else

By Eugene Tang



Cantore Viaggi Italy's Laura Carbone

Ende Holidays Tour & Travel Indonesia's T Feria Aznita, PT Green Deli Holidays Tour & Travel Indonesia's Wyna Damanik and Okdo Tour & Travel Service Indonesia's Christina Pakpahan



Zanda Convention & Fair Tour Thailand's Kanita Watanaphonphan



Nautica Incentive & Adventure Poland's Agnieszka Was

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# Ready for business

By Eugene Tang



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KGS the Netherlands' Elyzaveta Bratanchuk



P2P Travel Exchange Singapore's Donald Quek and Low Sze Hui



Travel Warehouse Philippines' Jaison Yang



Lime Blue Solutions UK's Harriet Davis



Philippine Consulate General Shanghai Philippine Tourism Office's Wenny Dai, Tourism Promotion Board Philippines' Jasmin B Parra and Mayet S Santillan and Philippine Department of Tourism Shanghai's LV Qun



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# Positive is the buzzword



From left: Shanghai cityscape; Hong Kong skyline; Victoria Memorial, Kolkata; Mount Bromo, East Java; The Venetian, Macau

## A more confident China MICE sector



Beijing’s successful hosting of the 2014 Asia-Pacific Economic Cooperation (APEC) meetings and new mega infrastructure projects scheduled to open in Shanghai this year bode well for the country’s top two MICE destinations.

The goal of industry leaders is to leverage these developments and build on the current “positive” outlook for China’s MICE industry, rolling over into 2016 and beyond.

James Zheng, vice director, Shanghai International Conference Management Organization, said Shanghai is targeting the whole spectrum of the MICE business.

Zheng noted: “The 2015 outlook for MICE in Shanghai is positive for both domestic and international arrivals. Shanghai is expecting more tradeshow visitors in 2015 with the opening of the National Exhibition and Convention Center (NECC), and there are already 34 shows on its calendar of events.”

Shanghai welcomed 7.6 million international arrivals in 2013, and there were 5.8 million up to September 2014, a year-on-year increase of 5.5 per cent.

Zheng predicts the soft-opening of NECC last September will benefit all category of hotels, luxury or budget, adding that this year’s opening of Shanghai Disneyland Resort and China’s tallest commercial building, Shanghai Tower, housing J-Hotel, will further add to the city’s MICE allure in 2015 and beyond.

In Beijing, Wu Shaoyuan, chief international conference expert, China MICE Service Co, said the hosting of international events such as APEC is a stepping stone for Beijing to further develop its conventions and exhibitions industry.

Wu said: “Beijing didn’t have an international convention centre in the 1980s. After the 1990 Asian Games, the event press centre was turned into the Beijing International Convention Center, and there is now China National Convention Center (CNCC) after the 2008 Beijing Olympics. Hosting APEC has really given us another chance to develop the industry.”

Liu Haiying, CEO of CNCC, said the Concluding Senior Officials Meeting, the Ministerial Meeting, the APEC

CEO Summit and the APEC Business Advisory Council Dialogue with Leaders were held at CNCC, the first to provide a one-stop service integrating entertainment, hotel and dining facilities for conventions and exhibitions.

CNCC is now one of the busiest convention centres in Beijing. By end-October 2014, it had hosted 3,918 conventions and events, and 376 exhibitions, with occupancy rate surpassing 80 per cent. Among conventions and meetings, about 16 per cent were international, and 12 per cent had more than 1,000 participants.

Unlike commercial events, Liu added high-level events, especially political meetings, tend to see changes all the time, placing a lot of challenges on operating the convention centre.

Having had to deal with many unexpected situations during APEC, CNCC is truly tried and tested, he said.

## Clawing its way back



Despite disruptions by the Occupy Central movement in Hong Kong that ended last December, the industry’s outlook for MICE in 2015 remains optimistic but prudently so. The trade hopes to see more proactive measures from the NTO in regaining meeting planners’ confidence to hold events in the city.

The Hong Kong Tourism Board 2015-16 workplan outlines that the NTO will attract international MICE events and high-spending visitors through tailored strategies for the various segments. Among one of the key strategies is the shift of focus to private enterprises in China, where tightened control has been exerted on government spending on meetings and incentives.

InterContinental Hong Kong aims to grow its overall MICE contribution in 2015. Director of sales and marketing, Linda Hodgson, said MICE remains an important segment for the hotel.

“For our hotel, the MICE segment is of value seven days a week, 12 months of the year in terms of guestroom impact, event space impact and F&B contribution. The US MICE market is a key focus, a source of incoming meetings and incentive programmes. Planners and attendees find Hong Kong a welcoming world city where English is

spoken widely. Other key MICE markets for our hotel include Australia, Singapore, the UK and Europe.

“Additionally, Hong Kong is regarded one of the safest cities in the world, and visitors can stay between seven and 180 days without any visa application hassles. The Hong Kong dollar is also pegged to the USD, making currency exchange and planning easier for PCOs.”

However, The Destination Management Company managing director, Jenny May, has doubts about any increase in MICE business for 2015.

“The negative international media coverage on the Occupy Central protests hasn’t helped. The Hong Kong hotels are hurting too and have come up with some special rates and offers for 2015. We will inform our clients in the main markets of New Zealand, Australia, South Africa and the UK about this and see if it can generate some business with short lead times. This could result in some last-minute smaller groups.”

Meanwhile, the Hong Kong Convention and Exhibition Centre (HKCEC), which completed its second expansion in 2009, has reached the maximum capacity of its purpose-built 66,000m<sup>2</sup> exhibition space, especially during the peak seasons.

Some other key venues in the city are also expected to achieve that scale within the next few years.

HKCEC managing director, Monica Lee-Muller, confirmed: “The use of space is expected to remain high due to recurrent exhibitions and growth in new business.”

She pointed out: “Hong Kong needs more exhibition space downtown, or the development of its convention and exhibition industry will be constrained, losing out to neighbouring cities.”

“Hong Kong should continue to focus on international exhibitions given their recurrent nature and significant economic contribution. The next focus should be international conferences.”

## India expects boom in conferences



With a new government elected in India last year which announced and implemented measures like the launch of the e-visa scheme for nationals of 43

countries, there is a positive mood across the sector.

Said Swadesh Kumar, vice chairman, India Convention and Promotion Bureau (ICPB): “Overall, the outlook of inbound MICE arrivals in India has been getting better over the years. The sector is expected to grow eight to 10 per cent in 2015.

“India’s economy is doing better and the untoward incidents related to the safety of women tourists are way behind us. The new government is also taking proactive steps for the growth of the industry and safety of foreign tourists.”

The conference segment is expected to lead the growth of the MICE market.

“Europe has been one of our key source markets. But with industries there struggling, there are chances that incentive travel may take a back seat. However, the conference market will grow as companies are keen to come to India to explore business opportunities here,” said Kumar.

He added that apart from the traditional markets, MICE movements are expected to grow from Latin America and East European countries like Slovenia, Czech Republic, Hungary and Poland, which have now begun to show interest in India.

After much dilly-dallying, ICPB is expected to organise its convention in April in Delhi NCR region.

“With the general elections taking place in India last year, we were unable to organise the convention. However, this year we are going ahead with the convention where our prime focus would be to convince office bearers of local associations to aggressively bid for the international conference business.

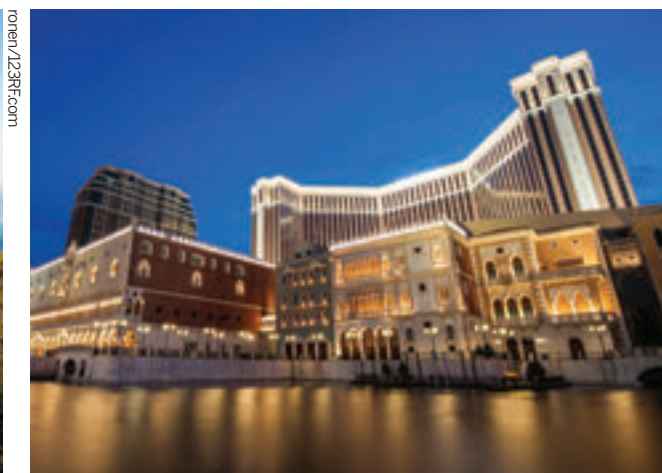
“Considering that 90 per cent of the international conference business come to India due to local associations, it is the need of the hour,” said Kumar.

ICPB is also planning to conduct roadshows in international markets including Munich, Paris and Geneva in 1H2015 to showcase India as a MICE destination. ICPB also expects to launch a report this year that will highlight what steps are needed to grow the inbound MICE market in India.

India at present does not have a mechanism to count MICE arrivals in the country and there is no marketing budget assigned especially for MICE. However, the Ministry of Tourism reimburses companies which travel overseas to bid for a conference.



What will the new year bring for the MICE industry in countries across Asia? The *Daily* peeks into the future and discovers there is much for most of them to look forward to



## Indonesians keep positive stance



**INDONESIA**  
by Mimi Hudoyo

Indonesia's MICE industry can expect a positive business climate this year, thanks to its growing economy and despite the new government's policy to watch costs.

At the Indonesia MICE Outlook seminar in Jakarta in December, Indonesian economist Aviliani said: "The Indonesian economy is projected to grow 5.2 to 5.6 per cent in 2015. This growth rate will propel Indonesia to the top three in the world, after China and India."

The consumption sector will still dominate with 57 per cent of GDP, while the investment sector will contribute 10 per cent and export/import, 15 per cent.

Aviliani also projected the telecommunications, financial, property and infrastructure sectors would continue to grow.

"The government puts a strong emphasis on the development of infrastructure with the national budget doubling to 400 trillion (US\$16.7 billion) from 200 trillion rupiah. This means that businesses related to infrastructure development, like cement and steel, will grow," she said, adding that these sectors provide growth opportunities for the MICE industry.

However, the new Indonesian government has decreed that officials will have to fly economy class for business travel and has banned the public sector from having meetings outside government premises. This will have an impact on MICE-related businesses.

"Many hotels (in the various regions) have been built to cater for the (growing) demand of government meetings (in line with regional autonomy). If the policy is not revised, these hotels will suffer, putting pressure on the Indonesian economy," she said.

Under President Joko Widodo, who took office last October, the tourism authority has been elevated to a full-fledged Ministry of Tourism. As of December, the structure of the new ministry was still in the making.

Rizki Handayani, the ministry's director of MICE and special interest tourism marketing, said: "We are yet to see where the MICE authority will be positioned, but the existing plan for 2015

will see (the Ministry of Tourism) networking with other government offices like the Ministry of Trade and Ministry of Industrial Affairs to foster events, especially exhibitions."

For the first time, the ministry will focus on exhibition promotions and will work closely with the Indonesia Exhibition Companies Association, revealed Rizki. She said there are now 14 international exhibition players with offices in Indonesia, and the country needs to optimise this to attract B2B exhibitions in Jakarta and other parts of Indonesia.

"We will also try to encourage regional tourism offices, many of which now have tourism promotion bodies, to join the ministry in tradeshow and roadshows to promote their destinations," she said.

## New products bring excitement



**MACAU**  
by Prudence Lui

With new hotels set to open and expansion projects planned for existing integrated resorts like The Parisian and Galaxy Macau, 2015 will be an eventful year for Macau, with much to excite MICE visitors.

MCI Macau's managing director, Peter Hassall, believes the world will take further notice of Macau as the second wave of properties open.

Venetian Macau's vice president of sales and resort marketing, Brendon Elliott, said in 2015 it is "extremely important" for Macau to move towards becoming a final destination with multiple offerings, instead of a stopover for tourists within the region.

MICE is the second most fundamental part of Venetian Macau's operations. The property has enjoyed good growth in international meetings from farther abroad, such as the US, Europe and Australia, he said.

"The strength of these markets in 2015, 2016 and beyond looks positive. In order for us to get ahead in the competitive global MICE industry, we need to first promote Macau as a cultural and heritage destination rather than primarily on our established infrastructure and entertainment," said Elliott.

"We have a significant rise in the number of MICE groups in 2016-2019. Growth in the industry will continue

as new infrastructure projects open, like the Guangzhou-Zhuhai high-speed railway, the redevelopment of the Taipa ferry terminal and the final section of Hong Kong International Airport-Zhuhai-Macao Bridge."

The Macau Government Tourist Office (MGTO) said it intends to continue to leverage the support of its representatives in Asia, Europe and North America – including a new representative office

in India that came on board in January – to promote the city for incentives.

MGTO director, Maria Helena de Sena Fernandes, said: "We will continue to show planners the city's convenience as an incentive destination, given the integrated nature of new tourism complexes and the diversity of our products."

"Our agenda this year for attracting more incentive events includes travel shows in Australia, China, Germany, Thailand and the US, as well as the promotion of our Incentive Travel Stimulation Program."

Overall, the mood is upbeat, with players preparing themselves to harness opportunities. MCI, for example, is embracing a "three Ps" approach – partnering, performance, preparation – in 2015.

Said Hassall: "We aim to build stronger relationships with existing clients and the venues we work closely with; we want to bring new clients to Macau; and we want to form new partnerships with new Macau properties. We aim to ensure every event we produce will inspire and engage our clients' audiences."

*Read about the outlook for Malaysia, Philippines, Singapore and Thailand in tomorrow's Daily*

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## Marco Polo brings new urban brand to Chengdu

Niccolo Chengdu is opening its doors this month, the first Niccolo by Marco Polo hotel and China’s maiden Ultratravel Collection property.

Located within the International Finance Square Shopping Mall in the centre of town, the hotel is 25 minutes away by car from Chengdu Shuangliu International Airport and is easily accessible by subway.

Scheduled to open in stages from March 28, Niccolo Chengdu will offer 230 guestrooms and suites when fully operational.

The hotel is furnished with a gym, pool and sauna, while F&B options at the hotel include the Tea Lounge, Niccolo Kitchen, Yue Hin Chinese restaurant and The Bar.

For event planners, there is the Niccolo Ballroom on the seventh floor and the Conservatory on the eighth floor, as well as a host of medium and small



function venues.

Marco Polo Hotels Group first announced plans for the luxury Niccolo by Marco Polo brand last year.

Niccolo Chengdu is China’s first property under the Ultratravel Collection, which will see it share in benefits such as an integrated global platform for guest recognition and loyalty rewards, the Discovery programme from partner Global Hotels Alliance as well as other founding partners Travel Leaders Group and Ultratravel.

{ Zhejiang }

## The Azure Qiantang raises Hangzhou’s luxe factor

The Azure Qiantang has in September started to welcome guests as a member of Starwood Hotels & Resorts’ The Luxury Collection.

Designed by renowned architect Pierre-Yves Rochon, the property in Hangzhou, capital of Zhejiang Province, boasts a blue glass structure with design elements paying tribute to the Qiantang River, along the bank of which The Azure Qiantang is located. It takes its name from Memories of the South, written by Tang Dynasty poet Bai Juyi.

The hotel offers 205 guest-rooms and suites, all with river views. Notable amenities include the hotel’s swimming pool, spa with seven treatment rooms and three massage rooms, and the 24-hour fitness centre.

Culinary offerings at The Azure Qiantang include: Lan Ting Chinese Restaurant and its 14 private dining suites and main dining hall, serving Hangzhou

cuisine; Panorama Restaurant & Fare dishing up favourite local snacks; the Riverview Terrace on the 22nd floor for cocktails; and the Lobby Bar where guests can have local afternoon tea.

In terms of meeting spaces, the hotel provides a 650m<sup>2</sup> Grand Ballroom with a 312m<sup>2</sup> foyer and seven function rooms. The Grand Ballroom can accommodate 430 guests in a banquet setup or 360 in a classroom setting.

All venues are fitted with floor-to-ceiling glass windows to let in natural light.

The Azure Qiantang has introduced an opening package valid from now until December 31. Deluxe rooms are priced at RMB1,300 (US\$212) a night. Guests who book consecutive nights will receive free breakfast for two. Prices are subject to a 15 per cent service charge.

{ Liaoning }

## Starwood takes over palatial hotel

The Castle Hotel, A Luxury Collection Hotel, Dalian, a property of Starwood Hotels & Resorts Worldwide, has opened its doors to guests.

Set amid lush foliage on Lotus Mountain in Dalian, Liao-ning Province, and overlooking Xinghai Square, Xinghai Bay and the Yellow Sea, The Castle Hotel offers 292 luxurious guestrooms and suites as well as 67 residences. It boasts an opulent, contemporary design where each detail – from the wall decorations and furniture to the ornaments and art collections – tell a story.

The exterior of the hotel bears a European-inspired architecture with hand-selected stones gracing the

façade.

“We are delighted to open the doors of The Castle Hotel as the first Luxury Collection hotel in Dalian,” said general manager Eddie Tang.

“It has been our pleasure and honour to transform this enduring icon into a unique and enchanting luxury hotel unlike any other in China. We look forward to providing global explorers with authentic travel experiences and exceptional service as they visit the multifaceted city of Dalian.”

The Castle Hotel features three restaurants with creative and authentic cuisine options unique to Dalian. Zhen Bao restaurant offers authentic gourmet Cantonese fare; Collections

is an all-day dining restaurant with an international menu; and the Royal Cellar features home-brewed German beer and northern European specialties. Guests can choose from two lounge areas – The Lobby Lounge for classic high tea and the Aristocrat Lounge for wines and cigars.

The Castle Hotel caters well to event planners too, with its spacious grand ballroom, seven function rooms and a 4,000m<sup>2</sup> rooftop garden which provides an elegant space for memorable gatherings.

Recreational facilities at the hotel include a spacious indoor swimming pool, a state-of-the-art fitness center and the luxurious Kaiser Spa.



The Castle Hotel, a Luxury Collection Hotel, Dalian

{ Yunnan }

## InterContinental opens rebranded Lijiang property

The former Crowne Plaza Lijiang Ancient Town has reopened this February as InterContinental Lijiang Ancient Town Resort.

Newly rebranded and renovated, InterContinental Lijiang Ancient Town Resort offers 274 luxurious rooms and suites spread across a 51,000m<sup>2</sup> subtropical garden. Executive rooms have been modernised with new technology and furniture while the lobby area now includes a Club Lounge for Executive room guests.

F&B options include the Basil Leaf Restaurant, which serves international cuisine; the Seven Colors Chinese Restaurant, which has Sichuan, Yunnan and Guangdong specialties; and the Green Tea Lounge.

For event planners, the hotel offers seven meeting rooms. The Grand Ballroom is able to accommodate 350 pax,

boardroom style, or 560 pax in a theatre setting.

The InterContinental Lijiang Ancient Town Resort is located next to Lijiang Ancient Town, a World Cultural Heritage site.



{ Wuhan }

## China’s fifth Modena property opens in Wuhan

Serviced apartment and hotel residence specialist, Frasers Hospitality, has planted its fifth Modena flag in China in the technology and education hub of Wuhan.

The 172-unit Modena Zhuankou Wuhan serviced residence sits in the city’s commercial centre, placing it within easy reach of offices of global enterprises such as Peugeot and Citroen, as well as world-class educational institutions Wuhan Yangtze International School and Jiangnan University.

Guests can choose from a range of apartments, from studios to three-bedroom units, with each featuring larger-than-average rooms, a well-equipped kitchen, modern workspace, living room and a complete home entertainment system.

Modena Zhuankou Wuhan also offers various facilities and services to guests, including complimentary high-speed

Wi-Fi, a 24-hour gym, an outdoor pool, a games room, meeting facilities and a café where complimentary breakfast is served.

The opening of Modena Zhuankou Wuhan brings Frasers’ Modena property count in China to five, including Modena Heping Tianjin, Modena Putuo Shanghai, Modena Jinjihu Suzhou and Modena New District Wuxi.

Choe Peng Sum, Frasers CEO, said: “Establishing a presence in China’s fastest growing province (Hubei) will enable us to further strengthen our foothold in China as demand for our serviced residences remain strong in key cities as well as high-growth second- and third-tier ones. China will continue to be pivotal in our growth as we work towards doubling our global inventory to 30,000 serviced apartments over the next five years.”





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行程 Itinerary		
<div><div>1 于下午5:30后进入乐园自由享受游乐设施及娱乐体验</div><div>2 观赏「星梦奇缘」烟花表演</div><div>3 于乐园三间指定主题餐厅尊享自助晚宴</div></div> <div><div>1 Enter the park after 5:30pm to enjoy the attractions</div><div>2 Enjoy the “Disney in the Stars” Fireworks</div><div>3 Exclusive dinner buffet at one of the designated restaurants in the Park</div></div>		
套餐价目及详情 Package Price and Privileges		
<div><div>♥ 每位港币\$700起（另加10%服务费）</div><div>♥ 餐厅场地费用港币\$15,000</div><div>♥ 于乐园内其中一间指定主题餐厅享用自助晚宴</div><div>♥ 香港迪士尼乐园专用门票，每位一张（可于活动当日下午5:30后进入乐园）</div></div>		<div><div>♥ Starting from HK\$700 per person (plus 10% service charge)</div><div>♥ Restaurant venue rental fee of HK\$15,000</div><div>♥ Dinner buffet at one of the designated restaurant in the Park</div><div>♥ One Special Ticket to Hong Kong Disneyland per event participant (admission after 5:30pm on the day of event)</div></div>
宴会场地选择 Choices of Venue		
<div>探险世界 - 河景餐厅 River View Café at Adventureland 容纳人数 Capacity：80-140人 persons</div>	<div>迷离庄园 - 大冒险家餐厅 Explorer's Club Restaurant at Mystic Point 容纳人数 Capacity：150-300人 persons</div>	<div>皇室宴会厅 - 幻想世界 Royal Banquet Hall at Fantasyland 容纳人数 Capacity：200-650人 persons</div>
以上套餐之最少参与人数由80人起。有效期至2015年9月30日，并受有关条款及细则约束。Minimum charge applies to the above Package, starting from 80 persons. The above Package is valid until September 30, 2015 and subject to terms and conditions.		

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Expo Bridge in lesser-known Daejeon, which is being promoted by the Korea MICE Bureau

# More to discover

Niche industries and booming infrastructure are giving South Korean destinations a chance to welcome MICE business, writes **Hannah Koh**

Young, vibrant and sleek, South Korea’s industries, much like its popstars, are going from strength to strength. The country has been quick to leverage this, along with a boom in infrastructure, to promote MICE beyond the regular destinations. South Korea hosted 635 international conventions and meetings in 2013, according to UIA. ICCA also found the country to have welcomed 260 meetings in 2013, the 12<sup>th</sup> largest number in a single country that year. Minhong Min, executive director of the Korea MICE Bureau, said the “number one” factor setting South Korea apart from other meeting destinations is the Korean pop culture wave sweeping across Asia, Europe and the Middle East. He continued: “Second, we have many new infrastructure. Ten years ago we only had four convention centres. Now

we have 14. Regional cities compete with each other for international events, resulting in a higher level of service. We spent US\$20 million in the MICE industry last year. All our industries are seeing upward growth, especially the medical sectors and medical association congresses. There’s been a big increase in incentives from China and Asia. “Our policy is to focus (on promoting destinations) outside Seoul, so we provide incentives for other destinations. Seoul is an Asian hub, but to extend stays in (South) Korea, we are promoting other destinations like Jeju and Busan, both also popular for MICE.” The bureau also thrust lesser-known destinations Daejeon, Gunsan and Incheon’s Songdo City in the spotlight during a media fam trip last year. All three destinations are beneficiaries of a determination to add more space, facilities and hotels for MICE.

Daejeon, besides being a major transport hub for its location in the heart of South Korea, is a kind of brain bank for the country with the host of research institutions, high-tech firms and universities that have found a home there. The major focus of the Daejeon Convention Center (DCC), opened in 2008, is thus on conferences. Angeline Park, manager, convention marketing team, Convention & Visitors Bureau Daejeon, Daejeon International Marketing Enterprise, which runs the convention centre, said over 600 conferences and exhibitions are held at the venue a year. Some events scheduled for 2015 include Pacific and Asian Society of Minimally Invasive Spinal Surgery, and International Comic Artist Conference. “We are building an entertainment and F&B complex, to be opened in 2018/2019,” revealed Park. The complex will replace the existing DIME Exhibition Hall adjacent to DCC. More conferences could also come from neighbouring Sejong, a new town that was constructed to be South Korea’s other administrative capital. From Daejeon, the mega government complex in the new town is only 20 minutes away, said Park. On the other hand, Gunsan in North Jeolla was a big port city 50-60 years ago, and now has the largest industrial complexes in South Korea, with car pro-

duction and sustainable energy being two key industries. The Gunsan Saemangeum Convention Center (GSCO) was launched in July 2014, and has since hosted tradeshow and fairs related mostly to heavy machinery and cars. It is the latest addition to the exhibition hall – large enough for 160 booths – that opened in 2004, and an annex building that began operations in 2007. Renovations of the annex building will start in August to add nine rooms for up to 250 pax each. Rental rates for exhibition hall and meeting rooms are 30 and 50 per cent lower than other cities, respectively, said Trudy Baek, MICE business team assistant manager, GSCO.

The city also saw the 181-room Best Western Gunsan open last year. Meanwhile, a bright spark on Incheon’s horizon is Songdo, home to some 450 MNCs, and the G-Tower where the UN has several offices. Maureen Kim, director of Incheon Convention Visitors Bureau, said: “Songdo is good for international businesses and organisations as it is near Japan and China, and we have a team to host such events. Our plan is to attract organisations to set up (HQ) in the city and then have them extend invitations to counterparts to hold meetings here. Since 2008, we have targetted more UN meetings. By end-2013, we had hosted the Green Climate Fund organisation HQ meeting, the Association of World Election Bodies, and World Bank events.”

Kim said having such large-scale events is an advantage when attracting association business, and the presence of UN organisations and meetings in Incheon is a key differentiation point. Plans are underway for Songdo Convensia Convention Center to double its space within the next three years. Some events confirmed in 2015 are the UN Development Cooperation Forum and World Education Forum. Min opined: “Meetings on their own are not attractive anymore and we need to offer something new and different. For instance, during the 95<sup>th</sup> Lions International Convention in Busan in 2012, (South) Korea provided health check-ups, and over 300 delegates signed up even though they had to pay for it. We combined Industry A and Industry B to provide a different service.”



Need to know

**Design hub rises in Seoul**  
Dongdaemun Design Plaza is an otherworldly monolith that rises up sleek and silver in the heart of Seoul’s commercial shopping district. It is the world’s largest 3D asymmetrical architectural structure and conceptualised as Seoul’s epicentre for the design and arts industries. Launched on March 21 last year with the 28<sup>th</sup> Seoul Fashion Week, the plaza is open 24 hours a day. Event spaces include the 4,852m<sup>2</sup> Art Hall comprising Art Hall 1 and 2, and the International Conference Hall; the 7,928.5m<sup>2</sup> Learning Center; and 8,206.1m<sup>2</sup> Design Lab. There is also the Dongdaemun History and Culture Park, and the Design Market public space.

**Getting to know your feathered friends**  
The first of its kind in South Korea, the Geumgang Migratory Bird Observatory in Gunsan rotates 360° to provide visitors with views of the Geumgang Estuary, where migratory birds rest in winter. There is also a bird park, museum and incubation experience centre. It is also one of the venues of the annual autumn Gunsan International Migratory Bird Festival, which offers a popular birdwatching tour until end-February. Call (82) 63-1330 for details in Korean, English, Japanese and Mandarin.

**Meetings hotel joins Songdo’s MICE offerings**  
Songdo Central Park Hotel, Incheon is a five-star hotel that opened last September across the street from Songdo Central Park. It offers 300 rooms, free Wi-Fi throughout the hotel, a swimming pool and a fitness centre. Event spaces include the Ruby Hall and Emerald Hall for combined capacity of 300 pax, and the Sapphire and Diamond Halls to seat a total of 730 guests. The hotel is 15 minutes’ drive from Songdo Convensia and 35 minutes’ from Incheon International Airport.

**Songdo welcomes a traditional hotel**  
Situated in Songdo Central Park, Gyeong Won Jae Ambassador Hotel, Incheon is a Korean-style traditional hotel that will allow guests to enjoy the tranquility of its surroundings while contemplating the beauty of ancient Korea. The hotel takes its name, Gyeong Won Jae, from Incheon’s former name during the Goryeo Dynasty. Opening this May, it will offer two Presidential Suites, 12 Deluxe Suites, 16 Standard Rooms and a Gyeong Won Roo banquet hall for up to 250 pax.

**A smarter, more affordable way to explore South Korea**  
Launched in September last year, the Incheon City Pass is a stored value card that can be used not just in Incheon but also Seoul, Gyeonggi-do, and Busan. Besides offering discounts on dining, attractions, concerts, accommodation and shopping, the card can be used to pay transport fares. Cash refunds for remaining value can be obtained before leaving South Korea. For more information on the pass, visit [www.k-pass.co.kr](http://www.k-pass.co.kr) or email [kpas@tothepp.com](mailto:kpas@tothepp.com).



Beautiful winter landscape at Geumgang Migratory Bird Observatory



# Hoping for the turn back

Chinese return may get a boost with the visa fee waiver, among other draws, writes **S Puvaneswary**



Putrajaya International Convention Centre is gaining popularity with its competitive rates and a friendly management

The Malaysian government is set to recover lost business from China with visa fee waiver granted to Chinese nationals from February 15 up to December 31, 2015.

KL Tan, general manager of Borneo Trails Tours & Travel in Kota Kinabalu, said the waiver would motivate Chinese corporates and organisers to choose Malaysia as a friendly tourism destination, and that the introduction is timely due to the nationwide *Malaysia Year of Festivals* campaign this year.

“Organisers can time their programmes to coincide with some of the festivals,” he added.

Chinese arrivals had dived ifollowing the disappearance of Malaysia Airlines’ (MAS) Beijing-bound MH370 flight on March 8, with 153 Chinese nationals on board. Minister of Tourism & Culture Malaysia, Mohamed Nazri Abdul Aziz, said last year the country lost 540,000 Chinese tourists due to MAS’ two aircraft tragedies.

Tourism Malaysia and the travel trade are concerned as China had been the largest medium-haul market and third-largest market for Malaysia after Singapore and Indonesia.

Average spend per Chinese tourist in 2013 was RM3,092 (US\$973), higher than Singapore (RM2,330), Brunei (RM2,291) and the rest of South-east Asia. It also topped other North Asian markets, followed closely by Japan (RM2,895).

Signs of a rebound in the Chinese business events segment was first noticed in Q42014 when Perfect China, a health and wellness company ranked the 10<sup>th</sup> direct sales company globally, sent 4,000 delegates to Malaysia for an incentive cum conference from August 2 to 10.

The event at Kuala Lumpur Convention Centre (KLCC) attracted the most number of delegates, compared with the previous two conventions held there in 2011 and 2012, which attracted 3,200 and 2,200 distributors respectively.

Terry Lee, executive director, Sunflower Holidays and logistics coordinator for the gathering, said: “KLCC’s efforts to engage with its China clients with Mandarin-speaking staff, a Mandarin corporate video and business presentation, and an in-house Chinese kitchen contributed to making the client confident in the venue. And having had two excellent outings here previ-

ously, Perfect China was happy to return a third time.”

Lee believes Malaysia’s positioning as one of the most value-for-money destinations for the industry also played a part.

Mint Leong, managing director, Sunflower Holidays, said it is still not easy to convince Chinese MICE organisers to choose Malaysia as other countries are also wooing this market with attractive offers. Due to safety concerns after the two MAS tragedies last year, Leong said some organisers from China avoided taking MAS flights.

Leong added this poses a barrier to attracting high-end MICE business due to limited choices of two foreign full-fledged airlines, China Eastern and Cathay Pacific with direct services.

She said: “High-end corporate clients we target will not consider low-cost airlines, even though there are direct flights.”

However, the good news for the travel trade is that Air China may resume flights from Beijing to Kuala Lumpur in Q4 after it suspended Beijing-Kuala Lumpur flights in 2014. “They have given us strong indications they may return,” said a Malaysia Airports Holdings source.

Yet another challenge was the

need for more large convention centres ,especially in the main tourist destinations.

Leong said: “Some organisers want to have their main event and dinner at the same venue; it is difficult to find a convention centre with a meeting hall and a space for dining that can each fit 5,000 or more people.”

Meanwhile, a short drive from the capital, Putrajaya International Convention Centre (PICC) is gaining popularity. Winnie Ng, deputy general manager, Pearl Holiday Travel, said its management is “flexible and friendly”. Rates are also competitive, she added, sharing that a one-day conference for 1,000 people at PICC offers substantial savings of almost 40 per cent compared with having the event in Kuala Lumpur.

PICC is targeting a greater share of business events from China and will work with Chinese incentive players to offer dinners and daily live show *Fantasy Rainforest* from September. CEO Badlishah Ahmad said PICC is participating at IT&CM China and will join a roadshow with Malaysia Convention & Exhibition Bureau in August to Shanghai, Beijing, Guangzhou and Chengdu.

## Viewpoints

### How will you grow MICE business out of China in 2015?



We will work closely with MICE organisers and local in-bound travel consultants

specialising in the China market. We will promote not only our property, but also other Accor properties in Malaysia and the region to show how the properties can be combined for the main event and post-tours.

We will focus on Kuala Lumpur, as it is both a meeting destination and a shopping haven. We have an Accor sales mission to Shanghai and Hong Kong this month.

#### Eric Tan

General manager, Pullman Kuala Lumpur Bangsar



We will suggest to MICE organisers in China how they can incorporate local events

in Sabah, such as Borneo International Marathon, Sabah Fest and Harvest Festival, into their programmes. This will provide Chinese delegates with unique local experiences.

We will also intensify efforts to promote MICE offerings in Malaysia and the state of Sabah in first- and second-tier cities, as well as improving our networking with Chinese MICE specialists.

As a destination management company, we will also work closely with hotels, restaurants, transport companies and other service providers to offer our Chinese clients affordable, quality services.

#### KL Tan

General manager, Borneo Trails Tours & Travel

## Spotlight

### New options await planners at Resorts World Genting

Entering its 50<sup>th</sup> year, Resorts World Genting has rejuvenated its offerings, its newest being the exclusive Elite C-Suite Deal for C-level leaders and executives.

Choices for meeting planners include luxury limousine services, reserved car parks, golf games, dining around the resort, gourmet tea break menus and hotel accommodation.

Stella Sum, assistant vice-president MICE, said: “The Elite C-Suite Deal was conceptualised after listening to meeting

planners who told us that they wanted more than just standard meeting packages of one lunch and two tea breaks.

“It is flexible as it allows meeting planners to pick offerings that suit their needs and pay accordingly.”

The integrated resort has also seen an inventory increase at the First World Hotel of 1,286 rooms, bringing the First World’s inventory total to 7,345 rooms and that of the resort to 9,858 rooms (including budget, four-

star, five-star and two luxury properties, Crockfords and Maxims).

Last December, the Horizon 50 was launched. Located within walking distance from Genting International Convention Centre, the facility offers a journey through time, showcasing the birth and growth of Resorts World Genting, presented through projections, background music and special effects. A fly-through video and visual boards also add to the sensorial

experience.

Meeting planners will also find an option in a special venue called The Black Box inside Horizon 50.

“With capacity of 50 people and equipped with state-of-the-art audio-visual system, this venue can be used for a private cocktail event, product launch or presentation,” said Sum.

Meanwhile, more new offerings scheduled to open in 2016 include 20<sup>th</sup> Century Fox World theme park and nearby Sky Av-

enue, which will comprise 165 retail and F&B outlets as well as a cable car station.

Winnie Ng, deputy general manager, Pearl Holiday Travel, said: “The new offerings has created more interest in the destination (Resorts World Genting) and more options for MICE organisers’ itinerary creation. It helps the destination to compete against other integrated resorts in this region. We have pitched the resort to a MICE organiser from China with a meeting and incentive group of 3,000 in 2016. He has done a recce and we are now waiting for his decision.”



## Need to know



### Three new luxury chalets amid the rainforest

Borneo Rainforest Lodge in Sabah recently opened three new luxury chalets, bringing the total number of chalets to 31. The lodge is nestled in a magnificent setting alongside Danum River that flows through Sabah's largest protected Lowland Rainforest – Danum Valley Conservation Area with 43,800ha of pristine and undisturbed tropical flora and fauna in eastern Sabah. It opens year round.

### MyCEB introduces new campaign and programme

Malaysia Convention & Incentive Bureau (MyCEB) in February launched the *Malaysia Like Never Before* campaign and *Malaysian Twin Deal X* programme for corporate meeting and incentive planners worldwide.

*Malaysia Like Never Before*, tailored to the incentives market, highlights the unique and unheard features of five key Malaysian destinations: Langkawi, George Town, Kuala Lumpur, Mount Kinabalu and Kuching. Though already familiar to regulars of the business events circuit, the campaign has reimagined these destinations, guaranteeing a fresh experience to visitors.

The *Malaysia Twin Deal X* programme comprising Deal 1 and Deal 2 provides value-added support and incentive rewards for international corporate meeting and incentive groups, depending on the group size.

Business event organisers and planners can visit [www.likeneverbefore.my](http://www.likeneverbefore.my) to find out more about these new initiatives. The website also features an event proposal generator to get organisers started on their journey to Malaysia.

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### Traditional shows for inclusion into main events

Putrajaya International Convention Centre offers twice daily 45-minute performances of Malaysia's traditional cultural dances. These can be purchased alone as a standard package or combined with lunch as a deluxe package. Performances start at 11.30 and 14.30. For details, email [enquiry@picc.com.my](mailto:enquiry@picc.com.my)



### New function space at Le Meridien Kuala Lumpur

In February, Le Méridien Kuala Lumpur unveiled its new meeting and function space on Level 8 comprising the Gallery as well as Pool Bar & Grill @ 8, which are great for business meetings, private social gatherings and lifestyle events.

With a seating capacity for up to 140 people, the Gallery provides a chic contemporary space that can be configured for roundtable luncheons, board meetings with conference set-up, classroom-style training sessions, multimedia presentations, cocktail hours, and more. The space can be divided into two smaller meeting rooms and features projector screens, architectural lighting and scanner lights.

The Pool Bar & Grill @ 8 offers a naturally lit and open space where guests can converge for creative exchange, whether it is for dinner parties, product launches or wedding ceremonies.

### Malaysia Year of Festivals 2015

Incorporate special events in conjunction with *Malaysia Year of Festivals 2015 (MyFest 2015)* campaign to further enhance MICE programmes. Themed Endless Celebrations, the year-long calendar of events offers more than 200 events related to cultural festivals, arts and music showcases, food promotions, shopping and sports. Events include Borneo Jazz Festival and World Harvest Festival, both in May; KK Jazz Festival in June; Malaysia Busking Festival in August; Festival of ASEAN Cultural Expressions in October and Malaysia Mask Festival in November. For a full list of events, visit [www.myfest2015.com.my](http://www.myfest2015.com.my)



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# Keeping the destination promotion engine going

China’s market share is down but Philippine MICE players are determined to bring Chinese clients back. By **Rosa Ocampo**



Beautiful beaches in the Philippines, such as those on Coron Island, are being promoted

The Philippines soldiers on, challenged by slowed inbound from China, a potentially huge market marred by frustrating fits and starts caused by strained relations between their governments. Arrivals from China dropped 7.3 per cent to 394,951 last year, from 426,352 in 2013 due to territorial dispute over Scarborough Shoal islands and China’s travel advisory against the Philippines, its second in the past three years. Consequently, while China remains the fourth biggest foreign market for the Philippines, its market share dropped to 8.2 per cent of total arrivals in 2014 from 9.1 per cent in 2013. To grow the numbers, the Philippine Tourism Promotions Board (TPB) deems it priority to have a continued presence in China, including in travel trade shows. As well is the “need for the strong visibility in social media sites where the Chinese MICE market can see actual images and reviews of the destination,” a TPB spokesperson said. As part of the new MICE

brand *Fun Works*, TPB promotes the Philippines as “an exciting, relaxed and fun MICE destination with world-class beaches coupled with the best bargains and quality finds at shops that are primary considerations of Chinese corporate groups,” the spokesperson said. “We would like to focus more on improving incentive tour packages for corporate groups and maximise exposure online and in print focusing on the newly-built casinos, shopping destinations and gastronomical spots,” TPB added. Indeed, while FITs continue to visit the Philippines, MICE is altogether different. “It is a corporate account and companies send their top people and top producers to countries that China has friendly relations with,” according to a travel consultant who is an expert in the China market. She noted however, that “we still get a few who have to come here to attend conventions and other events”. One of these, the China Machinery and Electronic Products Exhibition, an annual event

which attracted over 150 exhibitors and over 20,000 visitors in 2014, will again be staged in Manila in August. Also, several incentive groups from China were diverted to the Philippines when martial law was declared in Thailand last year. Important incentive groups welcomed last year included two automotive companies from Beijing and Shanghai; Sinochem-Manulife Insurance Company in Shanghai; and the Guang Zhou Ji Tai Biological, from Guangzhou and Hong Kong. The Philippines is hopeful that the market will come back, hence the need to continue promoting in China, said Lynn Formon, reservations officer, BC Travel and Tours. Formon also said the company is diversifying into other markets and activities, including inbound from other Asian countries and outbound from the Philippines. Diversification is the key even as 2015 is expected to be a banner year for Philippine MICE, with a plethora of events mainly from Asia including the series of APEC meetings which will help cushion the impact of slowed arrivals from China. Gordon Aeria, general manager of Hotel Jen Manila, part of the Shangri-La Group which has a strong base in China, underscored the need to promote the Philippines as a destination that is affordable, safe and near to China. “Every destination has its challenges and some form of security issues but these are isolated cases in the Philippines. Most big names and companies in the Philippines are Chinese, making it safe for Chinese tourists.”

## Spotlight Manila’s new dream

Manila’s most luxurious playground opened in February, boasting three hotels: 260-key Crown Tower, 365-room Hyatt, and 321-key trendsetting Nobu which is Asia’s first and owned by a group of celebrities led by Hollywood actor Robert de Niro. City of Dreams Manila introduces a celebrity-inspired lifestyle through a high-end casino with a live performance central lounge called CenterPlay, as well as a diverse collection of international entertainment, leisure brands and dining facilities. International king of clubs, Michael Van Clef Ault, has brought his world-renowned nightclub brands, Pangaea and Chaos, to the integrated resort’s golden dome-like structure called Fortune Egg. Pangaea features entertainment at tables encircling a rotating grand piano while Chaos offers live entertainment by acrobats and dance performers alongside world-class DJs either in the Dance Club or the more private KTV rooms. For family entertainment, there is DreamPlay, an education-



based interactive playspace in collaboration with DreamWorks Animation. At press time, kids and adults can interact with Shrek but later on, other characters from DreamWorks Animation movies like *Kung Fu Panda* and *Madagascar* will be introduced. MICE planners are also spoilt for choice with more than 15 dining options, including Nobu Manila, inspired by culinary genius, chef Nobu Matsuhisa. There is also Nobu Tea House. There are 18 luxury retail outlets, from timepieces to designer clothes. City of Dreams Manila is the second of the four integrated resorts to open at the Entertainment City near Manila Bay. The first is Solaire Resort and Casino. It is within the so-called conference and convention hub in the Manila Bay area.

## Viewpoints How will you grow your MICE business out of China in 2015?

Continue promoting our islands, which we are doing. We should develop MICE facilities not just in the city but also in places like Cebu, Boracay and Bohol. It is something that they can look forward to. Likewise, develop the entry point - the airports - to make travel easy for tourists from the airport to hotel, to move around and to go to other places. Make it always easy not just for the Chinese but for all tourists.

**Mary Ann Ong**  
General manager, Luxus Pacific Travel and Tours



We will continue to maintain our presence in China through our Hong Kong headquarters. We are expanding the Marco Polo Grand Ballroom so that by August it will double its size to 1,000 pax capacity. We will maintain our Mandarin-speaking staff because communication is (crucial).

**Jude Pangan**  
Reservations and revenue, manager, Marco Polo Plaza



## Need to know

**Experience the world’s oldest Chinatown**  
Unravel the sights and sounds of Binondo, established at the turn of the 16<sup>th</sup> century, through a walking tour. A medley of Chinese, Spanish, Filipino and American influence, Binondo was already the centre of trade, commerce and culture before the Spanish colonial period up until businesses relocated to Makati after the Second World War. The tour can be combined with nearby Escolta, Walled City of Intramuros, Quiapo and other areas of the Old Manila.

**Solaire fields a new space**  
Solaire Resort and Casino in Manila has opened its meeting facility, The Forum, last December. It’s a 2,000m<sup>2</sup> space that includes a column-free ballroom, eight meeting rooms, two boardrooms and a flexible pre-function area. The ballroom can accommodate 1,000 pax for table seating or 1,300 for a reception or conference. It can be divided into five rooms for more intimate events. All rooms are equipped with the latest presentation equipment and are supported by full banquet and catering facilities.

**Country MICE**  
For an extraordinary meeting or incentive venue away from the madding crowd, book the entire newly renovated Discovery Country Suites Tagaytay. It consists of seven themed suites, multi-awarded Verberna restaurant, and the meeting salon. Just a 90-minute drive from Manila, the luxury property is tucked in a secluded area in the highlands, with a picturesque view of Taal lake and volcano.

**Shop for fun**  
Everybody loves a bargain. The annual Visit Davao Fun Sale, which falls on April 3 to May 17 this year, is a treasure trove of discounts on hotels and resorts, food, shopping and tours from all tourism stakeholders, including MICE Organisers Ventures Davao. The city is very flexible in giving incentives and arranging MICE events to coincide with the biggest tourism sale in the region.

**Bohol debuts its first convention centre**  
Bohol can now host bigger MICE events with the opening of the 400-key Henann Resort Alona Beach Bohol and the adjacent three storey convention centre, the first-ever in the province. The luxe resort, Bohol’s biggest, will also have 12 villas, several F&B outlets, Kai Spa, gym and fitness facilities, and three swimming pools. The convention centre, which can host up to 1,500 pax for cocktails, will also have a vast open air and long beachfront for theme parties and marine activities.



# Cultivating interest for Bali

Better infrastructure has enhanced the destination’s bid for more Chinese MICE visitors, writes **Mimi Hudoyo**



Bali has seen a surge in Chinese MICE traffic with rising destination awareness

Bali has reaped the benefits of growing MICE traffic from China, thanks to the island’s expanding infrastructure. According to data from Bali Tourism Office, total arrivals from China reached 586,300 in 2014, surging 51.3 per cent from 387,533 in 2013. China is fast catching up with Australia, currently Bali’s top source market, to clinch a market share of 15.6 per cent

of all arrivals to the destination. Bambang Sugiono, director of Gajah Bali Tour, said: “The growing popularity of Bali and the Chinese awareness of the new convention and hotel facilities have attracted big MICE groups to the island,” Bambang said. MICE groups from China were previously dominated by clan meetings and gatherings, but are now typically corporate incentives whose numbers range

from 1,000 to 3,000 pax per group. While the provincial NTO does not track the number of MICE arrivals, Bambang, as an industry player, has observed significant growth of MICE groups, especially incentives from pharmaceutical companies and multi-level marketing groups. “In September last year we handled a group of 1,200 pax and in October and November, we catered for two groups with 3,000 members each.” Bali Nusa Dua Convention Center (BNDCC) has also seen “good growth last year” from China, according to general manager, Yasinta Hartawan. “Initially, we received business through (Balinese) operators but we have seen increasing awareness following the (ASITA Bali) road show we participated in (Beijing, Shanghai and Shenyang) last year,” she said. Similarly, The Stones Hotel – Legian Bali, Autograph Collection also saw a thriving MICE market from China in tandem with stronger Chinese demand. Said the hotel’s director of sales and marketing, Pamela Ong: “The Stones receives at least 29 per cent of its business from the group segment; from that percentage, 30 per cent are from China, of which incentives contributed around 10 per cent.” Ong attributed the growth to factors such as the development of international chain hotels in Bali, availability of bigger meeting facilities, improved accessibility and more Mandarin-speaking staff at tourism-related facilities. “The Stones are supported by Mandarin-speaking employees at the front line as well as in sales and marketing, (plus) Chinese-language menu, information and promotional collaterals when applicable.

We also have the support of Marriott global sales offices based in the key Chinese cities of Beijing, Shanghai and Guangzhou. “The continuous establishment of large conference facilities (in Bali), strengthened with experiences in hosting world-class events and meetings, have also been recognised in China.” The Chinese MICE market usually spends for five-days/four-nights in Bali staying in three- to five-star properties. Groups typically spend a day on meetings followed by an award dinner, with the rest of their stay spent exploring Bali, according to trade players. The itinerary will include water sports and activities, a visit to Uluwatu and Tanah Lot, and experiential tours in Ubud. “Teambuilding activities for the Chinese market are unlike other markets where outdoor activities like treasure hunt are the (norm). Instead, they prefer cooking competitions and Balinese handicraft sessions like fruit carving,” Bambang said. Going forward, industry players in Bali expect to see more airlines serving the destination, especially as the Indonesian government intends to roll out visa-free facilitation for travellers from China. However, talks between both governments are still underway as the Indonesian law stipulates the visa-free facility to be given on a reciprocal basis. “There has been growing air seat capacity from China to Bali in the last couple of years,” said Bambang. “Garuda Indonesia started direct Bali-Beijing service last January, although it was still a seasonal flight. “However, with MICE groups from China usually coming in big numbers, we still need more seat capacity.”

## Viewpoints How will you grow your MICE business out of China in 2015?



We have seen a growing incentive market from China last year. This year, we are introducing a helicopter tour of Bali and its surroundings soon, in addition to the other tour programmes we have, like elephant rides, white-water rafting and mountain cycling tours. Our target is the upmarket incentive travellers.

**Arifin Tirta Wijata**  
Director of sales and marketing, Bali Adventure Tours



We have noted the potential of the market, therefore we will increase our marketing activities in the market through our participation at trade shows and sales missions. We are also working together with local operators to grab the market.

**Yasinta Hartawan**  
General manager of operations, Bali Nusa Dua Convention Center

## Spotlight

### New venue in Greater Jakarta breaks ground

When Indonesia Convention Exhibition (ICE) opens in Tangerang, near Jakarta, in early June, the capital city and the surrounding area will gain a sizable MICE venue. The US\$318 million project is built on a 22ha land area in Tangerang’s Bumi Serpong Damai City. The 200,000m<sup>2</sup> facility comprises 10 exhibition halls with an indoor area of 50,000m<sup>2</sup> and outdoor exhibition space of 50,000m<sup>2</sup>. ICE’s meeting facilities include a

3,600m<sup>2</sup> convention hall and 33 meeting rooms capable of accommodating up to 10,000 people. It will also be equipped with supporting facilities like in-house food production, F&B outlets, parking space for 3,000 cars and a four-star hotel with 300 rooms. Danny Budiharto, president director of Indonesia International Expo, the owning company, said: “(The new venue) will mark the beginning of a new era of exhibition history in

Indonesia and a significant movement to the growth of MICE industry, especially the convention and exhibition business. “With this we will be able to compete with other venues in the ASEAN countries.” Managed by Deutsche Mess, the venue can accommodate MICE events of all sizes, be it big conventions or small meetings, international B2B exhibitions or domestic consumer shows,

music concerts or weddings. Mark Schloesser, president director of Deutsche Messe Venue Operation, said: “Deutsche Messe is committed...to leverage the MICE industry in Indonesia by making ICE the preferred destination for conventions and exhibitions in the region.” Apart from courting domestic conferences and exhibitions, a huge market for Jakarta, Deutsche Messe is targeting to bring in international events, having successfully hosted Michael Bubl  ’s concert in January with more than 9,000 attendees.





Need to know

The Trans Resort Bali

The Trans Resort Bali, which opened its doors in December 2014, has boosted the island's luxury hospitality scene in the trendy Seminyak area.

The resort features 184 guest rooms and suites, plus 16 palatial villas with private pools.

F&B outlets include The Restaurant serving Indonesian, Chinese and Western dishes, and The Lounge Bar featuring afternoon tea, canapés and cocktails.

Meeting facilities consist of The Grand Ballroom with a maximum capacity of 1,100 pax and seven boardrooms. Other facilities include a spa, fitness centre and the Mozaic Beach Club.

Hello Kitty Adventure

As part of its efforts to draw repeat visitors, The Ancol Dream Land, Jakarta has recently launched the Hello Kitty Time Travel, marking the first Hello Kitty attraction in Indonesia.

Covering an area of 1,150m<sup>2</sup> with a total capacity of 1,000 visitors per hour, the Hello Kitty Adventure features 14 interactive games such as Mechanical Toggle, Wheel Bubble Up, Hole View, amongst others. Take the Magic Apple time capsule and travel around the world, including Jakarta, Bali, Japan, the US, the UK, Egypt, Greece and the North Pole.

In cooperation with 20th Century Fox, the Jakarta theme park last year introduced the Ice Age Arctic Adventure to spotlight Sid's Arctic Tour, an eight-minute dark ride that takes visitors across the jungle, mountains and melting icebergs depicted in the *Ice Age* films.

Party on wheels

A new luxury party bus, the Royale VIP Bus, has been launched in Jakarta, offering a new way to enjoy the capital's nightlife.

The custom-made bus seats up to 20 people, and is fitted with surround sound system, disco lights, karaoke, plus a bar fridge and a toilet on board.

Planners can charter the service to enable corporate clients or groups enjoy a party on Jakarta's roads while traversing the city's infamous traffic congestion.

The service includes a chauffeur, an assistant and a butler, with supplies including bus fuel, ice cubes, plastic cups and mineral water. Prices start from three million rupiah (US\$238).

There is currently one bus in operation, with a couple more vehicles in the pipeline.

Hotel Mulia Senayan, Jakarta

Hotel Mulia Senayan, Jakarta has introduced The Suites collection following a complete revamp of the 996-room hotel.

Adopting a "hotel-within-a-hotel" concept, the 200 suites comprise Junior Suite, Royal Suite, The Baron Suite, The Earl Suites, The Marquess Suite and The Duke Suite, with generous room sizes spanning between 57m<sup>2</sup> and 595m<sup>2</sup>.

All suites also provide guests with the comfort of 1,000 thread-count bedding and uniform signature benefits such as priority check-in and check-out lane, priority access to all F&B outlets, a dedicated breakfast area at The Café, butler service, luxury bathrobe and toilet amenities, complimentary refreshments all day, and evening cocktails with hors d'oeuvres at Mulia Executive Lounge.

The Holy Crab opens in Bali

The Holy Crab, a hip seafood restaurant with a Louisiana-style ambiance, has opened in Bali last January following the success of its Jakarta outlet.

Owned by prominent Indonesian chef Albert Wijaya, the 150-seat restaurant is located in Bali's Petitenget (Seminyak) area.

Albert said: "The whole dining experience at The Holy Crab is fun and exciting. Every order arrives at the table in a massive plastic bag doused in the restaurant's signature sauce. There are no plates or utensils, only shellfish crackers and shell openers are provided, so everyone must be prepared to get their hands dirty."

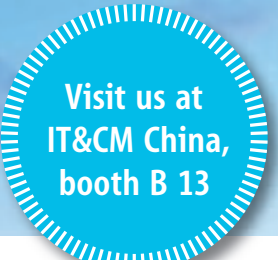

The two-level restaurant can be partly booked or bought out by groups.



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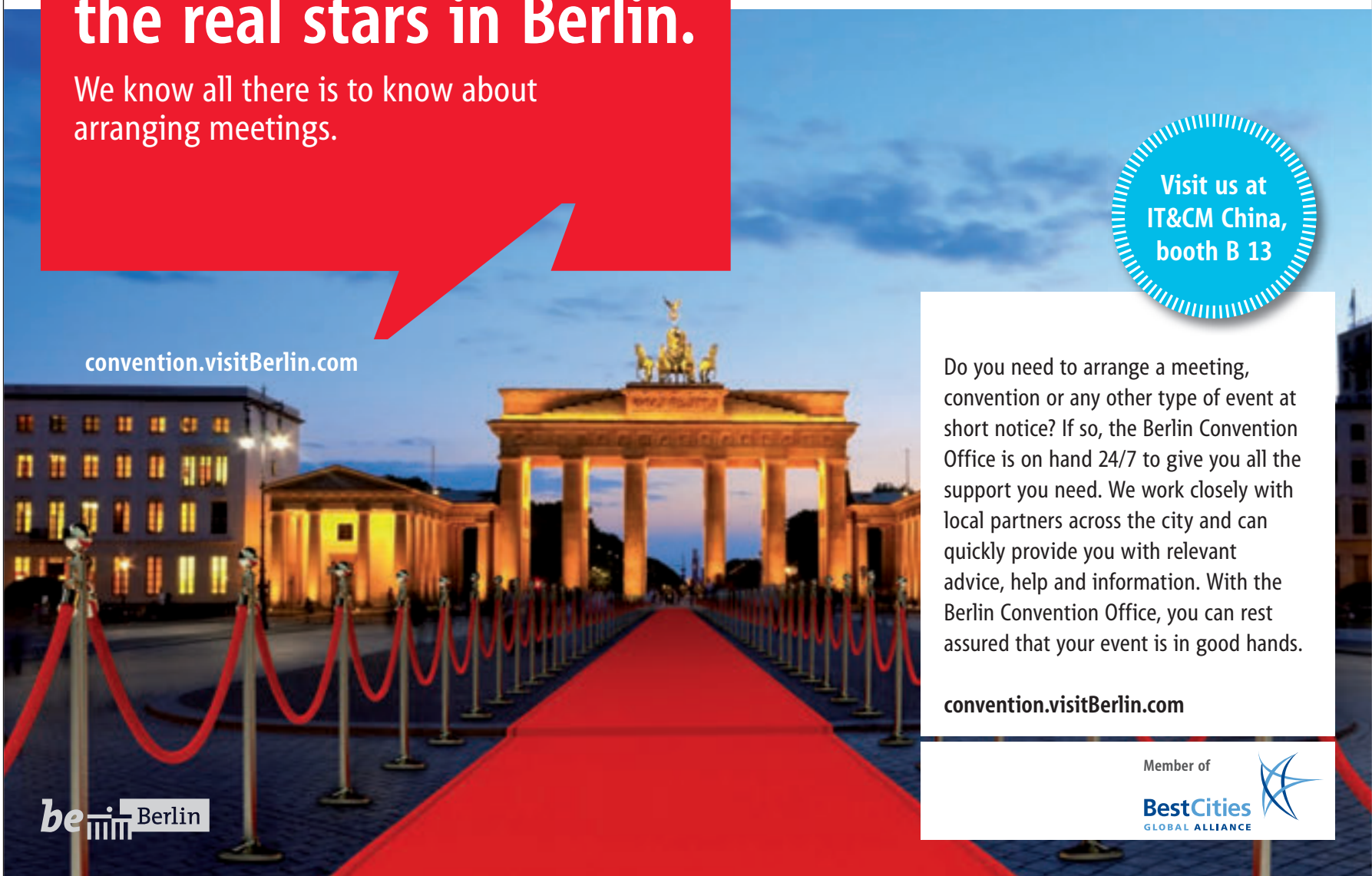
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■刘霏芯=采访报道

国家会展中心已从去年10月下旬首次展开试运营，并于今年1月正式宣布第二阶段完工，试运营期间迎来首次自北京移师至上海举办的中国国际汽车商品交易会。全部建成的虹桥国家会展中心，其展览规模和体量相当于三个浦东上海新国际博览中心，将成为全球最大建筑单体和会展综合体。

国家会展中心是目前全球最大的会展综合体项目，总占地面积86万平方米，建筑面积达到147万平米，可提供40万平米的室内和10万平米的室外展览面积。

日前上海车展组委会亦宣布，2015年上海车展将首次从浦东上海新国际博览中心搬到虹桥国家会展中心。这一风向标事件也意味着，上海的展览重心将往浦西倾斜，西上海虹桥商务区前景乐



观。

尽管刚开始试运营仅不到半年时间，展馆各部分功能尚处在磨合期，国家会展中心（上海）展馆已开始招揽全国和世界级的知名大展，并取得包括七大纺织展中国国际纺织面料及辅料（秋冬）博览会、中国国际服装服饰博览会、中国国际纺织纱线展览会秋季大展、意大利Milano Unica面料展（上海）等知名展会签约。

上海博览会有限责任公司副总裁高文伟表示，国家会展中心（上海）竣工，标志着上海乃至中国的展览业进入一个新的发展阶段。该项目建成后已是目前全

球规模最大、最具竞争力的一流会展综合体，也将成为上海市的又一标志性建筑。

国家会展中心(上海)试运营的首个展览—中国国际汽车商品交易会，最终从北京移师上海，展览面积扩张到前所未有的10.6万平方米，4天展期内达到13万的人流，参展企业近1,500余家，可见国家会展中心未来带动上海会展产业经济的巨大发展潜力。

国家会展中心也将开动整个大虹桥崛起的引擎，只有引擎发动了，整个大机器才能很好地运作，并将带动更多行业在大虹桥积聚，进行新的讯息、潮流、未来行业走向和产业链的交流，更带来可观的商业机会。

国家会展中心未来还将充分依托上海的区位优势 and 辐射能力，立足长三角，服务全中国，面向全世界，为促进上海国际会展中

心城市建设、上海国际贸易中心建设和中国展览业发展做出积极的贡献，具有极强政治、经济及战略意义。

展区规划

国家会展中心（上海）是由国家商务部和上海市政府合作共建，由上海博览会有限责任公司负责投资建设并运营。

中心由展览场馆、配套商业中心、配套办公楼和配套酒店四大部分构成，通过位于8米标高的会展大道联成一体，各类人群可便捷地穿越展览、商业、办公楼、酒店等场所。

国家会展中心的室内空间共分A、B、C、D馆。通过会展大道，从C馆到达对面的A馆，只需10分钟。

除了展览空间，还有其他三栋办公楼和一个五星级酒店位于国

家会展中心四片叶子的端部。其中，办公楼能满足各类会展产业链企业、贸易促进机构、商贸企业、金融机构等办公需求，也可会展活动提供高效便捷的会议服务，配合举办各类产品的常年展示，与例展相辅相成，放大展览的贸易功能。

由于国家会展中心整体项目包含周边配套尚未完全建成，相关综合配套保障功能还不齐备，场馆运营和管理仍有诸多方面正借试运营阶段不断调整；在开展过程中，管理方会根据各方反映并及时采取措施，以提供更完善的接待服务。

多位虹桥区域酒店业者皆乐观表示，国家会展中心一旦开始运作，便会有大规模的人、物、资金导入，引发对商业、办公、酒店乃至住宅的需求，带动整个原来虹桥核心区块，雨露均沾。

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# Taiwan 结合地方特色 台湾会展好康行为活动添亮点

■刘霏芯=采访报道

台湾会展领航计划今年已进入第三年，在政府政策大力支援下，其整合台湾资源、以推动会展产业进一步发展，持续带领会展产业走向国际。2015年也希望除了持续推进台北、高雄两市的会展环境的扩充与完善外，也将进一步协助地方城市共同推展当地特色MICE活动；2015年并将



提供：叶明水

推出台湾会展好康行(Taiwan Value GO)计划。

**中华民国对外贸易发展协会副秘书长、台湾会展领航计划主持人叶明水先生**表示，领航计划最主要的目标就是要让台湾成为亚洲重要会展及奖励旅游目的地。这两年，MEET

TAIWAN代表台湾积极参与国际重要会展活动，包括ICCA年会、IMAX、IAEE、UFI等，并利用展会活动的赞助投入，让来自各国会展行业人士看到「MEET TAIWAN」；同时，重点聚焦于周边邻近城市推广奖励旅游，每年多次组团前往中国大陆各城市、东北亚及东南亚国家交流。

他举例说，MEET TAIWAN去年首次推出大型跨国营销活动—「亚洲超级团队竞赛」(Asia Super Team)，锁定日本、韩国、新加坡、马来西亚及印尼之企业，举行网路与实地等二阶段互动式竞赛。第一阶段网路竞赛，由参赛企业规划在台湾五天四夜的梦想企业会奖行程，通过社群媒体分享进行人气投票竞赛，取得来台竞技的门票；第二阶段则为

在台的实地竞赛，通过不同的团队凝聚活动体验，考验参赛企业代表的「三力(体力、智力及渲染力)」，最终胜利者，可赢得价值美金5万元的来台企业会奖行程大奖。此次成功事件营销，不仅强力促销台湾丰富的企业会议及奖旅资源，也获得很好反响，今年还将增加包括泰国、澳大利亚等目标市场。

随着两岸自由行和团队游政策日益开放，此利好政策也进一步提升两岸企业会奖旅游、会议及展览的交流环境。

叶明水先生进一步介绍，2015年MEET TAIWAN将以中国大陆为主要目标市场，亚洲其他国家为辅，进一步推出「台湾会展好康行(Taiwan Value GO)」计划，通过结合地方会展资源，精选出全

台十大特色活动，例如高雄春天艺术季、台东热气球嘉年华会、台南国际芒果节、福隆国际沙雕艺术季、宜兰绿色博览会、花莲夏恋嘉年华、云林国际木偶艺术节、南投世界茶叶博览会、三义国际木雕艺术节、台中新社国际花海节暨泰迪熊嘉年华会等，规划在台湾会奖旅游及参展的特色活动行程，除了让更多国际会展人士了解到台湾除了在北、高两市会展设施参会、参展外，还可往外拓展，台湾地区县市的地方节庆与艺文活动可相结合，增添会展活动亮点。

## 奖励措施

对参加台湾会展好康行特色活动行程者，MEET TAIWAN也会依照不同对象提供奖励措施：

**1. 针对国际大型企业会议团奖励：**对來台团员人数达百人以上的大型企业会议团，凡将Taiwan Value Go特色活动列入来台活动行程内，将可享每团最高10万元的好康补助。

**2. 国际会展团奖励：**以团为单位，鼓励国际MICE会展人士，于赴台期间另筹组旅游团参加Taiwan Value Go特色活动行程，凡超过10人以上的团体，通过审核后即可享受每团最高1万元的好康补助。

台湾会展好康行计划预计今年可吸引上千名国际会展人士参与，亲身体验具台湾特色多采多姿的会展活动，达到体验营之的宏效，也可促使国际会展人士增加在台停留时间，提增会展经济效益。

# Macau 澳门贸易投资促进局欢迎企业前往办展参会

■张广文=采访报道

作为澳门特区政府专责拓展贸易和投资市场的一个部门，澳门贸易投资促进局成立二十年来，持续致力为海内外工商界和投资者在澳门投资经商提供服务，同时，其欢迎企业到访澳门参加和举办会展活动，利用澳门平台，开拓葡语国家等海外市场。

**澳门贸易投资促进局执行委员刘关华**表示，澳门历来是东西方经贸和文化交汇点，近年经济稳步发展，2014年上半年，澳门GDP实质增长率为10.2%；零售业销售额达43亿美元，同比增加9%。2014年1至8月，对外商品贸易

总额达80亿美元、访澳旅客人数达2,100万，分别按年增长10%和8%。截止2014年6月，新成立公司共2,580家，按年上升20.9%。

**当前，澳门正致力建设世界旅游休闲中心和区域商贸服务平台。**与此同时，特区政府从多各方面致力推动会展、文化创意、中医药产业、商贸服务、环保等新兴产业发展，并先后成立了「会展业发展委员会」、「文化产业委员会」和「物流业发展委员会」，推出系列的支持措施和服务，推动经济适度多元化发展。

**另一方面，为努力发挥平台作用，澳门正致力建设「三个中**

**心」，即葡语国家中小企业商贸中心、葡语国家食品集散中心和中葡经贸合作会展中心。**在旅游业的带动下，会展等服务行业发展迅速。根据统计资料显示，在澳门举办的会展活动由2002年的266项，增加至2013年的1,030项，当中包括964项会议及66项展览，共吸引超过200万人次参会参展。

会展业作为澳门建设世界旅游休闲中心和区域商贸服务平台的重要组成部分，在澳门具备了一定的发展优势和拓展潜力。随着多家国际知名品牌酒店和综合渡假村项目相继落户澳门，为各种

会展项目提供了多种不同类型、总面积超过17万平方米的活动场地，以及总数超过2.8万间酒店客房。世界著名酒店集团继续涌入，正在施工的酒店项目达到18个，未来几年将可提供总数约3.8万间客房。

澳门特区政府早在2010年成立了「会展业发展委员会」，负责推动、引导和扶持会展业发展，并从场地租金、交通住宿、宣传推广等多个方面推出了一系列的鼓励措施和服务。其中，澳门贸促局于2013年推出的「会展竞投及支援一站式服务」，为有意在澳门筹办活动的会展组织者提供全方

位支援服务。

随着「更紧密经贸关系的安排(CEPA)」、「泛珠三角区域合作框架协议」以及「粤港合作框架协议」等实施和逐步深化，港珠澳大桥和多个大型基建项目的完成和启动，澳门与珠海横琴、广州南沙、中山翠亨、江门大广海湾等区域合作的展开和推进，澳门与中国内地经贸合作将不断加强。尤其是将于2016年落成的港珠澳大桥，将使香港机场旅客往来澳门仅需约30分钟车程，相信可进一步推广区域内的合作，为投资者带来更多新的商机。

# Sri Lanka 斯里兰卡推出碳中和环保企业之旅

■张广文=采访报道

日前，斯里兰卡推出碳中和之旅，期望吸引企业团体到访。一共14日的碳中和奢华生态之旅，涵盖了生态小屋、帐篷营地和混合动力汽车，同时，旅客也有机会欣赏四个国家公园中的大象、豹、鳄鱼、蓝鲸、鸟类等，并与村民和森林部落居民进行交流。

现在越来越多中国团队在年度出行开会的同时，也希望有所学习。而其中，环保议题越来越

受重视。斯里兰卡旅行者表示，这样的旅程是经过精心计划的，所有的碳排放将通过新西兰政府100%拥有的Enviro-Mark Solutions公司得奖的零碳解决方案计算获得，旅行社随后会购买特定项目的相应碳信用额，以抵消行程中碳排放。其中特定项目如：荣获碳信用额金标准认证的SNV荷兰沼气项目案，实践一系列绿色计划，以减少碳排放和温室气体。

除了各点之间的交通工具都是低排放的混合动力汽车，参加团队的旅客都会入住绿色认证的零碳生态小屋，了解减少、再利用与再回圈的原则如何实现，而且一路上也会种植树木。作为增值项目之一，旅客也可以选择将自己到访斯里兰卡飞行时的探排放进行抵消。

因此，旅客在斯里兰卡除了可以享受丰富的热带野生动物经历，也可以与当地的村落居民进

行有意义的交流，了解当地土地、自然与人类的关系。其实，斯里兰卡早在西元前500年，就已建立了世界上第一个野生动物保护区。岛上受制于气候改变，居住在岛上的人对于环境的重要性非常关注，碳中和之旅和当地居民的价值观谋合。

一名广州旅行社业者表示，斯里兰卡最特别得就是当地的野生动物，而要看斯里兰卡野生动物，最好的地方就是当地四个国

家公园，行程中除了到访国家公园，还让旅客体验零碳活动，非常特别。他认为住宿是此新旅程的最大亮点，当中包括Negombo海滩生态小屋、豪华帐篷营地、基本的树屋、现代化设备齐全的舒适生态小屋等。其中，他最喜欢的就是在以斯里兰卡大象数量出名的Udawalawe国家公园，入住悦榕庄营地生态旅馆，感受砂浆地面和墙壁，体验生物降解材料的住宿环境。



Theme Attraction

长隆集团全新项目持续问世

■张广文=采访报道

广东长隆集团持续于广州和珠海推出全新项目，包括4月1日重新开业的广州长隆水上乐园、2月19日开业的珠海长隆企鹅酒店、2月13日开幕的珠海长隆马戏酒店。未来珠海长隆还将推出长隆5D影院，并在横琴建造2万间客房，同时再砸200亿打造全球最大动物王国。



广州长隆酒店市场销售副总监罗苑华介绍到，广州长隆水上乐园新增

了十大SPA温水池，每个温水池对应相应的水上游乐项目，且具有水力冲击、背推按摩、气泡涌泉等SPA功能。同时，温水池各有特色，因应不同客群而设，如「热浪谷温水池」，邻近更衣室也靠近巨洪峡和巨兽碗，游客可

以换完泳装后在此热身出发，或是从温水设备游玩出来，就近泡暖身体，再继续前往热浪谷其他暖水设施。此外，「火山温水池」特别吸引喜欢狂野的朋友，不但有SPA温水的涌动，还有刺激的巨大蟒蛇盘旋头顶。

另一方面，水上乐园与长隆欢乐世界连为一体的时空通道即将开启。2015年长隆水上乐园还将推出更多元化、更超值的全新水上娱乐游玩模式，而且水上乐园最具人气的造浪池大舞台，将全新升级改造，成为超大的LED屏舞台。

珠海二家新酒店开幕

珠海方面，全球首创企鹅酒店—珠海长隆企鹅酒店，总建筑面积18万平方米，拥有不同形态的2,000间主题客房。企鹅和极地的风情充满了整个酒店，酒店建筑

平面上采用蝴蝶型布局，配以企鹅造型的塔楼、多彩极光色泽的墙身、波浪形的屋顶，大堂还布置了13.8米高的巨型企鹅雕塑。同时，套房内处处都是企鹅形象，连杯子图案、床单图案、门口标识等，都设计成各类憨态可掬的企鹅形象。

此外，珠海长隆马戏酒店客房数达700间，并以马戏特色分为不同主题，包括杂技房、驯兽房、魔术房、奇趣房、马戏家庭房、马戏套房等不同房型，其各具特色，极致魔幻。酒店还设有9间风格各异的马戏元素主题餐厅，提供葡萄牙、泰国、德国、印度等不同国度的特色主题餐饮服务。

整体而言，两家酒店的开幕，加上原有1,888间房的横琴湾酒店，使得珠海长隆国际海洋度假区客房达5,000间。据了解，广东长隆集团不但要在横琴启动多个

新项目，而且要使接待游客的客房数达2万间。

横琴长隆海洋度假区二期

已经启动的珠海横琴长隆国际海洋度假区二期系列项目，预计投资将超过200亿元人民币，包括了占地近300公顷的动物王国、横琴海洋王国室内乐园、国际马戏新馆等；估计投入使用后，横琴长隆年游客量将达到3,000万人次。其中，超大型动物王国，由夜间和日间两个部分组成，全面建成后，将成为全球面积最大、动物物种最多、游玩项目最丰富的全天候野生动物王国。

另一方面，设有约5,000个观众坐席的长隆国际马戏新馆预计今年建成。其由来自法国的全球顶尖马戏场馆设计团队设计，建成后将成为全球同类型马戏场馆

中规模最大的马戏表演场馆，其与现有的马戏剧场隔河相望，形成一个超级马戏广场。

另外，横琴海洋王国在现有基础上，将建立全新扩展区，占地面积超过20公顷，增加大量的全新大型游乐项目。新区还将建设超大型室内乐园，总建筑面积达到4万平方米，游乐项目包括30米高的摩天轮等，以及提供多达6,000个坐席的大型室内梦幻海洋动物表演场地。

而位于清远的长隆国际森林度假区工程，目前进展十分顺利。广清高速建设全速推进，清远段投资过半进入收尾阶段，新银盏收费站目前正处于地面道路铺设，整体工程已完成90%，不久将完工并投入使用。广清高速工程完成后，广州与清远之间的路程将缩短为30分钟，经广清高速可直驳华南快速，对接广州市中心内环路，半小时生活圈即将形成。



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