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IT&CM China
April 15, 2015 • Shanghai, China



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CTW China

Meet Taiwan intensifies MICE campaign in China

By Prudence Lui

Taiwan's MICE Promotion Program (Meet Taiwan) will intensify efforts in China this year by venturing into cities eligible for its FIT programme.

Two sales missions are scheduled in 2015 with the first covering Urumqi, Shanghai and Suzhou (April 12 to 18), followed by Harbin and Beijing in August.

A Meet Taiwan spokesman said that as there are still some restrictions for Chinese FITs travelling to Taiwan, first- and second-tier cities are being targeted to showcase Taiwan.

"We'll hold roadshows and fam tours in China," the spokesman added.

Patti Tang, director of Willy Event which specialises in meeting and incentive traffic

from China, said: "Chinese MICE is set to grow further this year due to many applications as well as proactive promotional efforts from Taiwan."

"I am a participant of the

"Unlike south China, our land-locked location in north China means there is no access to the sea, which our clients crave for."

Lv Fei

General manager, Peace Tour, Hohhot

sales mission to China this month because many Chinese cities have not yet opened up and Meet Taiwan will connect us with local trade commissions, tourism bureaus and potential buyers.

"Chinese travellers are still not familiar with Taiwan so our

workshops will help raise their awareness.

"Taiwan is also regarded by the Chinese as a once-in-a-lifetime destination. In the past, many of them wanted to

Zhoushan, Huizhou, Weihai, Longyan, Guilin and Xuzhou.

This fifth round of approval brings the total number of eligible Chinese cities to 47. As of end-February, FIT traffic surged 125.8 per cent year-on-year to 2.19 million.

Hohhot-based Peace Tour general manager, Lv Fei, said Taiwan is a popular destination for MICE and added: "Unlike south China, our land-locked location in north China means there is no access to the sea, which our clients crave for."

"It's very easy for us to push Taiwan given positive feedback such as reasonable prices, excellent F&B offerings and clean hotels."

"Our incentive/FIT group size on average is fewer than 20 people."

Apart from this, Meet Taiwan has also rolled out the *Taiwan Value Go* campaign this year featuring nine cultural events spanning across the island as well as one million New Taiwan dollar sponsorship to lure corporate meeting groups and international MICE groups.

Groups consisting of 200 or more foreign visitors (including China) and international MICE groups with 10 or more foreign delegates (including China) that participate in *Taiwan Value Go* are entitled to apply for grants ranging from NT\$10,000 (US\$319) to NT\$100,000.

The events lined up are Taiwan International Orchid Exhibition, Ilan Green Expo, Hakka Tung Blossom Festival, Fulong International Sand Sculpture Art Festival, Taitung International Balloon Fiesta, Sanyi International Woodcarving Festival, Yunlin International Puppet Theater Festival, Nantou Global Tea Expo, and Taichung International Flower Carpet Festival.

Singapore beefs up marketing budget

By Paige Lee Pei Qi

The Singapore Tourism Board (STB) announced last week that it will be enhancing the Lion City's MICE appeal through a 35 per cent increase in marketing investment this year.

STB assistant chief executive, Neeta Lachmandas, was unable to provide the exact amount of the investment but said it will be a "substantial sum" channelled into brand building and marketing campaigns.

Lachmandas told the *Daily*: "Prior to 2013 and 2014, we had a bit of a quiet period which we did not have that much of a destination branding for MICE."



Wang: top choice of Chinese corporates

With the aim of generating greater awareness through PR activities, advertising and increased participation in trade shows, she said: "In the US and Europe markets, we are targeting the association conventions as well as exhibition and conference event organisers; in Asia-Pacific, we see bigger opportunities for corporate meetings and incentives."

Tour East Group senior vice president for sales and marketing, Judy Lum said: "I hope to see an increase in their effort in hosting fam visits as well as more affordable participation costs for STB-led MICE tradeshows."

"Singapore is a destination where you really need to bring the MICE planners over to experience what we have and can do and we need the presence at tradeshows to retain mind share."

Meanwhile, present at IT&CM China this year, Helms-Briscoe's manager of global accounts Annie Wang, said medical and IT Chinese groups are highly attracted to Singapore.

She added: "Singapore is already always one of the top destinations Chinese corporates enjoy meeting in South-east Asia because of how compact the city is."

"It is very easy to get around no matter where you are."

According to STB, Singapore is on track to secure more best-in-class exhibitions and conferences, and has made good progress towards the annual target of securing 10 new association world congresses.

CTW China recognises Chinese corporate might



TTG Asia Media's Darren Ng (right) with Carlson Wagonlit Travel China's Albert Zhong. The TMC is the co-organiser of the inaugural CTW China.

{ Talking numbers }

263 Number of IT&CM China exhibiting companies and organisations contributing 680 exhibitors

223 Number of corporate travel

industry players at CTW China 2015, comprising 10 exhibiting companies, 120 buyers, 30 speakers and 60 conference delegates

8 Number of territories from which the CTW participants hail from: Australia, China, Hong Kong, India, Japan, Malaysia, Singapore and the US

120 Number of corporate buyers at CTW, of which 11 per cent are international (Asia-Pacific and the US) and the rest from China

60 Total number of CTW conference delegates, of which 92 per cent are from China and the rest from Asia-Pacific

Convening in Shanghai

By Eugene Tang



Spring Tour China's Ella Zhou, Eventtown China's Leo Tang, China Star's Liu Ping, China CYTS Bestway Expo Management's Oliver Liu, China Association of Travel Services' Alicia Yao and CDMC Events China's Lawrence Li

Seated: Jinling Grand Hotel Kunshan China's Eason Ni, Everbright Tourism China's Fan Ling, Shaanxi China Travel Service's Ning Jia, CTS Shandong MICE International's Karen Xu and New View (Shenzhen) MICE Service's Amanda Cao. Standing: Yixing Bamboo International Conference Center China's Yao Zheng Ting and Qiao Fei, and Wintech International Group China's Christina Shen



Wintech International Group China's Christina Shen, China CYTS MICE Service's Tegan Shang, Eventtown China's Catherine Wang, CTS MICE Service Shanghai's Chris Zheng and Spring Tour China's Ella Zhou



China Star's Liu Yi, China Anhui Overseas Tourist Corporation's Kai Lijin, China CCT MICE Service's Liu Jin, China Travel Service Guiyang's Jiang Zejun and China Star's Simon



Wyndham Grand Plaza Royale Hainan Longmu Bay's Duke Du and Justin Pan



Lexis Hotel Group Malaysia's Leong Chee Kae



ICCA Global Research Centre Asia Pacific Malaysia's Kavitha Pragalathan



Hua Bang Travel Service China's Mika Cheng and Adam Chuang



Mao Jia Food China's Li Bo and Guo Ge



China buyers staying at Renaissance Shanghai Yangtze Hotel enjoying breakfast



Communication International Travel Service China's James Liu and Suzhou Cultural Int'l Travel Service's Zhu Xiao Jian



Lotte Hotels & Resorts Shanghai's Wayne Zhu

Gloria to add 27 hotels

By Caroline Boey

Gloria Hotels & Resorts is planning to open a sales and reservations office in Chengdu as well as beef up its Hong Kong, Shanghai and Beijing operations to cope with continued expansion in China and Asia.

Explaining the Chengdu move, Willie Ooi, executive vice president, said there is a huge developing market around the south-western region, describing it as an influential market.

Gloria's portfolio comprises 43 hotels in China, Japan and Malaysia, with 27 more due to open over the next 36 months, and another 18 under negotiation.

New brand GtEL, a mid-tier business product, has opened in Qingdao, Ooi said, and will also enter Nyingchi, Tibet, Luotian, Hubei, and Changsha Hunan. Franchising will be part of GtEL's development.

"This mid-tier business hotel concept is appearing to be a very viable product given the challenges in the Chinese mar-

ket today, with the government clamping down on extravagant spending," Ooi noted.

"It is not a budget hotel product and it is also not a first-class product, but sandwiched in-between.

"The growing middle-class have, by and large experienced staying in a budget hotel and would like to upgrade to slightly better-grade hotels.

"This growing trend is real and huge and I intend to grow this product over the next 24 months.

"But it needs a bit of fine-tuning over the next six to 10 months," he commented.

Meanwhile, Gloria took over management of the Swan Garden by Gloria, Melaka, Malaysia in January and will be spreading its management expertise into the Malaysian market over the next 24 months with another three to four hotels.

Ooi said: "I found in my negotiations with owners in Malaysia, they are all keen to

grab a piece of the huge Chinese outbound market."

Ooi cited oversupply as a major challenge for China and the situation is getting more serious in numerous third- and fourth-tier cities resulting in heavy competition and erosion in profit margins for MICE.

On the other hand, corporate travel and meeting demands have increased slightly in specific regions in line with economic strategies laid out by the government last year.

As for inbound market demand, the oversupply of international brand hotels is putting pressure on rates for the market as overseas buyers are booking international brands as their first choice, given their affordability.

Ooi also named the shortage of professional staff, even rank-and-file, as another huge challenge.

"For Gloria, we have continued to place a large portion of our resources towards training, education and talent retention. The 'software' will be the trump card at the end of the day," he said.



Ooi: adds GtEL brand to portfolio

Dedicated KL MICE desk to boost capital's appeal

By S Puvaneswary

Under the 10-year Kuala Lumpur Master Plan 2015-2025 aimed at turning the Malaysian capital into a top-of-mind destination, the tourism unit under Kuala Lumpur City Hall will be upgraded to a tourism bureau headed by a COO and a dedicated Kuala Lumpur MICE desk will be set up in 2H2015.

Noraza Yusof, head of tourism, Kuala Lumpur City, said the MICE desk will report to the tourism bureau's COO, who will in turn report directly to the Mayor of Kuala Lumpur, Ahmad Phesal Talib.

She said the MICE desk will play a key role in providing ground support to the bids of Malaysia Convention & Exhibition Bureau (MyCEB) to attract business events specifically to Kuala Lumpur.

It will not duplicate the role of MyCEB in bidding directly for international business events, Noraza added.

Among the initiatives the MICE desk will be developing are a city MICE strategy including branding and a subvention

programme to attract more MICE events, and fostering industry collaboration among members of The Malaysian Association of Convention and Exhibition Organisers and Suppliers.

DMCs in Malaysia, when informed of the news, welcomed the creation of a MICE desk.

BMC Travel's inbound manager, Meddy Hor, said subvention for dinner or entertainment for example is very important in attracting high-end MICE business to help lower the cost of events, and the savings can be passed on to the organiser to be utilised in other areas.

MICE groups from China are price sensitive, and introducing subventions can help the city compete with Singapore and Bangkok for business from China.

Mint Leong, managing director of Sunflower Holidays, concurred, saying the MICE desk should have Mandarin-speaking staff who also understand the market's needs to attract more MICE business from China.

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{ In brief }

Play & Dine at HK Disneyland

Delegates who have had a busy day of meetings should be rewarded with a great evening taking place in the park's Disney Paint the Night parade and Disney in the Stars fireworks display, before enjoying an exclusive dinner buffet at a designated restaurant. Package prices start from HK\$700 (US\$90) per head plus 10 per cent service charge, and includes one special entry ticket per person to the park after 17.30. The restaurant venue rental fee is HK\$15,000.

Delta aims to make Shanghai international hub

Delta Air Lines this month relocated its passenger operations from T2 to T1 at Shanghai's Pudong airport to co-locate with codeshare partners China Eastern and Shanghai Airlines. In January, the airline announced the launch of daily direct Los Angeles-Shanghai flights starting July 9, 2015. It has launched an official WeChat account for its Chinese customers, providing flight information, marketing promotions, fun facts and travel tips for its destinations in the US, Canada and Latin America. Delta is the first US carrier to offer Alipay payment to enhance online bookings from China.

Pan Pacific seeks more Chinese business

Pan Pacific Hotels Group is an exhibitor at IT&CM China, showcasing some 11,000 rooms across its 30 properties in Asia, Oceania and North America. In the last five years, the group has expanded into major secondary Chinese cities including Tianjin, Ningbo, Xiamen and Suzhou. Learn more about the Pan Pacific and Parkroyal brands at the group's corporate booth.

Berlin means business

By Mimi Hudoyo

Through its participation at IT&CM China 2015, visitBerlin Convention Office is striving to turn growing interest demonstrated by Chinese corporates and MICE players into concrete business.

Heike Mahmoud, director for conventions, visitBerlin Convention Office, told the *Daily*: "While Berlin has been on the map of the China leisure market, we have recently seen growing interest for MICE based on the number of inquiries we have received."

The fact that there are many German companies with offices in China currently also added to the increasing awareness of the destination.

"The number of German companies in China is likely to be much higher than in any other parts of Asia.

"We have been receiv-

ing inquiries from incentive houses and MICE operators for information on incentive programmes, hotels and event organisers in Berlin.

"We decided to join IT&CM China for more information to provide potential clients, and to have meetings with buyers,

"While Berlin has been on the map of the China leisure market, we have recently seen a growing interest for MICE."

Heike Mahmoud

Director, conventions, visitBerlin Convention Office

tailor-making what we have to their goals and expectations."

Apart from participating at tradeshow, visitBerlin also organises fam trips for potential clients. On the type of conferences and incentive programmes the destination of-

fers, Mahmoud highlighted the "scientific world of Berlin".

In fact, statistics show that the number of participants for meetings and conferences related to science and research constituted 15 per cent of the total market last year, a 14 per cent increase over 2013.

She added Berlin is also strong in the IT, bio technology and solar energy sectors. There are over 7,000 start-ups that may bring something new to their respective fields.

While visitBerlin does not give any financial support such as subvention programmes, she said the destination is value for money.

"There are so many hotels of different categories in Berlin to choose from at reasonable prices and new ones are coming up," she explained.

Berlin has more than 600 hotels and this year The Aygun hotel group will open two Titanic Hotels totalling 597 rooms, with sizable meeting facilities and breakout rooms.

The 249-room Amano Grand Central with a conference centre and 357-key The Riu Plaza hotel with six meeting rooms are also expected to launch.



Reporting for duty

The team from TTG Asia Media's Singapore office all set for a successful 2015 IT&CM China show

Tokyo appoints tourism reps

The Tokyo Metropolitan Government has announced the latest appointment of tourism representatives in 12 cities in North America, Europe, Australia and Asia, to be overseen by the Tokyo Convention and Visitors Bureau.

The cities are Los Angeles, San Francisco, New York, Toronto, London, Paris, Munich, Milan, Madrid, Sydney, Beijing and Seoul.

It is the first time the city is appointing representatives in Beijing and Seoul.

Chitose Maeda, director for city sales, tourism division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government, said: "We are excited to work closely with our 12 representatives including the two additional cities, Beijing and Seoul, to promote Tokyo as one of the greatest tourism destinations in the world. All 12 representatives' wealth of knowledge and well-established relationships in the industry make them a great asset to Tokyo."

MD Events expands global network

By Karen Yue

Singapore-based MD Events has opened an office in Singapore and Sacramento, bringing its current global network of operations to six.

The two new offices, joining the existing ones in London, St Petersburg, Philadelphia and Hong Kong, will comprise three divisions to deliver MD Events' specialisations in life sciences, corporate and destination management.

General manager Tarquin Scadding-Hunt said in a press statement that MD Events needs to base its services where clients need them.

Scadding-Hunt said: "Singapore is a hotbed of business for a number of industries, especially pharmaceutical R&D, which was demonstrated recently with companies like Takeda and GSK establishing a presence there.

"There is a lot of activity in the US' West Coast and we

think it is a logical step to expand our footprint in the US."

Jowyn Tan, account director of Asia and Australia, said she expects all three divisions in the Singapore office to flourish.

"Singapore is home to regional headquarters within Asia for the pharmaceutical industry and we are expecting at least a 30 per cent increase in meetings for the life sciences division within the next five years.

"The corporate division is specially tailored for our existing and new clients dealing in non-life sciences meetings. We will be increasing our client base to other industries including IT, electronics, banking & finance, and insurance, etc.

"Meanwhile, our DMC division allows us to demonstrate our knowledge of Asia and Australia. We will expand our client base to event companies that are not based in

this region," Tan said.

Commenting on the company's decision to open a second office in the US, Agnes Canonica, general manager of the Americas, said: "There are many life sciences companies in the San Francisco and San Diego area.

"In addition, we are targeting IT companies on the corporate side of things, so our presence in Sacramento aligns with our growth strategy."

Canonica revealed that most of the demand for the US, specifically the West Coast, is from the north-east corridor where most of its current clients are located.

"In a couple of years, we feel that will be spread evenly throughout the East Coast, Midwest (Chicago area) and West Coast, in addition to Canada, based on our diversifying marketing strategy."

She expects demand from Asian clients to rise five years from now.

{ Hot leads }

Malaysian buyer looking for unique products in China

B P Tan, director of IMR Group, is looking for creative and unique itineraries and products in Chinese cities such as Beijing, Shanghai and Guangzhou for corporate clients and special interest groups. For instance, Shanghai has been very proactive in developing new ideas, such as the revitalisation of old buildings like warehouses. His clients also demand greater attention to detail and safety. Email imrgroup@hotmail.com

Panorama Tours interested in Silk Road, Tibet, Shangri-La

For his first participation at IT&CM China, Endy Wiselly Lu, vice president of international business development, Panorama Tours International, based in Jakarta, hopes to connect with Chinese DMCs and conference organisers. As China is back on the 2015-16 wishlist of Indonesians who always combine longer incentives with shorter meetings, he is seeking new unique destinations with meeting venues. He wants to find out about the Silk Road, Tibet and Shangri-La, among others. Email endy_wl@panorama-tours.com

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Poised for the bounce back

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



From left: Petronas Twin Towers, Kuala Lumpur; Reception hall at Philippine International Convention Center, Metro Manila; Supertree Grove at Gardens by the Bay, Singapore; Bangkok cityscape at night

Leveraging festivals year for MICE



The Malaysia Convention & Exhibition Bureau (MyCEB) aims to make Malaysia one of the top five Asia-Pacific destinations for international conventions, and to attract 2.9 million business event visitors – eight per cent of overall tourist arrivals – by 2020.

In 2013, Malaysia attracted some 1.4 million business events arrivals, equivalent to 5.2 per cent of overall arrivals.

This year, MyCEB will leverage the events held during the year-long tourism campaign, Malaysia Year of Festivals 2015 (MyFEST 2015) to attract more corporate and incentive groups, supporting the national campaign with special value-adds, according to Ho Yoke Ping, general manager – business events at MyCEB.

MyFEST has a line-up of more than 200 events, comprising cultural festivals, arts and music showcases, food promotions, shopping and sports activities.

A worldwide campaign for the corporate and incentive segment was launched in Q1 as planned, at AIME.

“MyCEB will continue to focus on its current market mix – Europe, North America and Asia-Pacific – for the convention business, and mainly Asia-Pacific for corporate meetings and incentives,” she said.

Conventions have always been the bureau’s key focus and constitute 60 per cent of the business mix. Corporate meetings and incentives are also important due to their large numbers and short- to medium-term lead time.

Last year, MyCEB started to target the trade exhibition market and secured three trade exhibitions to be held in Malaysia this year: Café Malaysia 2015; Café Show Malaysia 2015 and Cityscape Malaysia. These three shows combined are expected to attract some 3,720 international visitors.

The bureau expects to organise another Malaysia Business Events Week this August. The event inaugurated in Kuala Lumpur last year for local business events players to discuss ideas that impact the growth and sustainability of the meetings industry.

Ensuring fun works for meetings



While the Philippines’ major MICE market has always been Asia-Pacific, the country is broadening its goal to include Europe and the US this year.

Domingo Ramon Enerio III, COO of the Tourism Promotions Board (TPB), said: “We will definitely be intensifying our campaign in our major European markets” following the lifting of the ban on Philippine carriers in early 2014 by the European Union.

“These European markets include the UK, Germany, France, Italy, Switzerland and Austria. We will also be looking towards expanding our campaign in North America, following the upgrade of the Philippines to Category 1 status by the US Federal Aviation Administration.”

The big-picture goal for the Philippines is to draw 8.2 million foreign tourists to the country in 2015 – or 64 per cent higher than the five million targeted in 2014.

TPB is confident the huge increase is achievable through two banner campaigns – *Visit Philippines 2015* and the MICE branding *Fun Works*.

Just how much of the arrivals target in 2015 is MICE is not known. But undoubtedly, there is also going to be a huge leap in MICE arrivals from the slew of scheduled international MICE events, including the series of over 150 APEC meetings throughout the year.

“We regret that we don’t have information on Philippine MICE arrivals and spending in general,” said Enerio.

He added the main focus of this year’s MICE campaign, *Fun Works*, is primarily on international association meetings, followed by corporate meetings, then incentive groups.

Fun Works is connected to the destination’s branding, *It’s More Fun in the Philippines*, alluding to being more productive at work when one is happy and having fun.

Enerio said in anticipation of the forthcoming ASEAN integration, “we will be focusing our efforts on areas that would ensure our preparedness and competitiveness in receiving business events as well as leisure visitors”.

These areas include enhanced connectivity, accessibility, airport and seaport infrastructure and quality of the destination’s tourism offerings.

Five-year game plan commences



The Singapore MICE sector continues to remain in a “position of strength”, the Singapore Tourism Board (STB) believes, and the tourism authority aims to further strengthen the leadership position by “pushing new frontiers”, said Neeta Lachmandas, assistant chief executive of STB.

A five-year MICE 2020 plan is being rolled out to ensure that Singapore is better positioned to deal with industry challenges and further elevate its value proposition. The first phase will begin with STB looking at enhancing the MICE industry’s “experience creation capabilities”, and developing Singapore into a hi-tech destination as well as Asia’s MICE resource capital with skilled talent and knowledge.

Lachmandas added: “We will also continue to develop and attract events’ content premised on value-creation, and drive the growth of a vibrant business events landscape.”

To develop Singapore into a “smarter” MICE city under the MICE 2020 plan, STB will, for example, look at incorporating seamless Wi-Fi connectivity in major MICE venues.

Of the 15.6 million visitor arrivals in 2013, 3.5 million were business and MICE visitors, who contributed S\$5.5 billion (US\$4.2 billion) of the S\$23.5 billion in total tourism receipts.

While Asia-Pacific will remain Singapore’s main MICE source market, with all segments of the industry being critical for Singapore, Lachmandas said STB will be looking at attracting more business events from Europe and the US.

Thailand expects growth to return



Thailand’s MICE industry was hit hard by the country’s political crisis last year, but the national convention bureau is confident the market will return to growth in 2015.

Nopparat Maythaveekulcha, president of Thailand Convention & Exhibition Bureau (TCEB), said Thailand is targeting 1,036,300 MICE visitors with total spending of 106.8 billion baht (US\$3.6 billion), up 17 per cent and 22 per cent respectively on last year’s targets.

“TCEB has developed the *Thailand Connects the World: Global Businesses and Local Experts Link to Boost Business Events Success* brand communications campaign, which builds on last year’s campaign.

“It targets top-quality buyers and business events visitors from around the world, and will showcase three fundamental pillars of Thailand’s MICE industry, including Destinations of Thailand, Business in Thailand, and People of Thailand,” he explained.

The bureau’s targets by market segment are: meetings, 255,000 visitors with spending of 32.7 billion baht; incentives 252,800 and 19.2 billion baht; conventions 333,100 and 37.8 billion baht; and exhibitions, 190,400 and 17 billion baht.

To support its goals for meetings, incentives and conventions, TCEB has developed a Win, Promote and Develop strategy. Win focuses on generating demand, bidding for mega events, developing promotions and strengthening sales and marketing by expanding the network of overseas representative. Promote raises Thailand’s profile at key trade events and roadshows; Develop increases the capacity and skills of local MICE businesses and venue operators.

For exhibitions, Nopparat said TCEB will focus on increasing the number of attendees at shows rather than trying to attract more new events. Regional collaboration will also be key.

“TCEB will work closely with strategic counterparts in ASEAN and beyond, in line with the Regional Comprehensive Economic Partnership, which will formalise a free trade agreement among the 10 ASEAN member states plus Japan, South Korea and China,” he said.

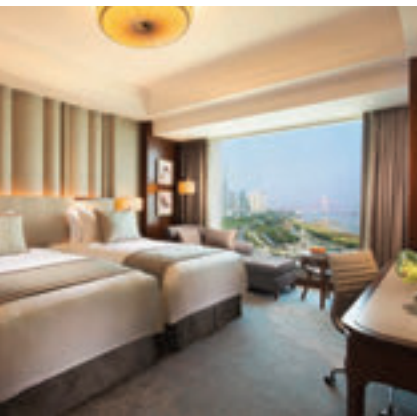
The 2015 outlook for China, Hong Kong, Indonesia and Macau was published in yesterday’s Daily.

{ Jiangxi }

Shangri-La opens doors to new hotel in Nanchang

The north-eastern Chinese city of Nanchang welcomed a new Shangri-La property in February. Located on the west bank of the Ganjiang River in Honggutan, a new central business district, the 473-room Shangri-La Hotel, Nanchang is a five-minute stroll from Qiushui Square and within 30 minutes' drive to the train station and Changbei International Airport. The guestrooms and suites,

ranging from 45m² to 149m², are equipped with in-room entertainment and free Wi-Fi, while the Horizon Club Lounge offers express check-in and check-out, complimentary breakfast buffet and evening cocktails, and full concierge service. The private space on level 32 is designed with commanding 180-degree vistas and an airy outdoor terrace. Some 3,880m² of event space is available and includes a pillarless grand ballroom, a junior ballroom and five other function rooms. F&B outlets include the all-day dining Café Hong, Chinese restaurant Zi Yu Xuan offering eight separate dining rooms for private functions, and the Lobby Lounge featuring sweet and savoury options, as well as live entertainment for informal meetings. Recreational facilities span a multi-purpose gym, a 25m indoor pool, and a spa.



{ Jiangsu }

Hyatt Regency makes its mark in Eastern China

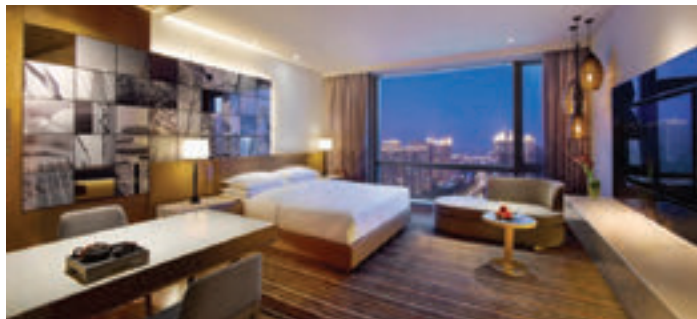
Suzhou is now home to a new Hyatt Regency hotel.

Located in the Suzhou Industrial Park, the hotel is part of mixed-use development Jingho Plaza that also features a luxury shopping mall, entertainment venues, and two Grade-A office buildings.

From Hyatt Regency Suzhou, Shanghai is 25 minutes away by train, Shanghai Hongqiao International Airport is an hour by car, and Suzhou SIP Railway Station is a 10-minute drive away.

The hotel offers 355 guestrooms and suites. Rooms start at 40m² and come with large-screen LED TVs, free Wi-Fi access, oversized tables for working or dining on, and other comforts.

Suites begin at 90m² and feature separate living and dining areas, a free-standing window bathtub. Guests will enjoy access to the Regency Club lounge on the 28th floor where breakfast, all-day refreshments and even-



ing cocktails will be served; while express check-in/out and concierge services are also available.

Five on-property restaurants and lounges are offered, including Hua Chi 88 which serves authentic Suzhou, Huaiyang and Taihu Boat cuisines as well as Peking duck.

Hyatt Regency Suzhou has more than 1,400m² for events. The Residence comprises four multipurpose rooms that can host up to 360 guests, while the dedicated Loft Kitchen is

fully equipped for dining experiences. The 580m² Regency Ballroom can accommodate up to 450 people for cocktail events and 340 for private dining events.

For relaxation, the Yue Spa at Hyatt Regency Suzhou comes with six private spa suites, two reflexology areas, and hydrotherapy facilities including Roman-style baths and a steam room. An indoor swimming pool and 24-hour gym round up the hotel's wellness offerings.

{ Inner Mongolia }

Xilingol gallops to more international tourists

Inner Mongolia's Xilingol League – recognised as the "Chinese Capital of Horses" for its famed Mongolian breed of horses and well-preserved grasslands – is keen to generate greater international awareness of the destination.

Domestic traffic currently comprises an approximate 80 per cent of tourism figures, according to deputy chairman of Xilingol League Tourism Bureau Inner Mongolia of China, Ge Relitu.

"We want to reach out to international markets more aggressively because we are still relatively unknown to them although we have so much to offer as a tourist destination," he said.

"Our international tourists are mostly from South Korea and Japan but hopefully we can enter new markets soon."

To reach out to more international

visitors, Ge said the bureau is participating in more tradeshows to boost awareness of Xilingol and rolling out new itineraries to include more adventurous activities.

Xilingol, celebrated as China's best preserved grassland area covering 202,580km², offers key attractions such as horse riding, cow milking, goat shearing and hiking.

Ge said: "Tourists to Xilingol can even experience authentic culture by staying with a real Mongolian family."

As the home ground for the Mongolian horse, one of the most important breeds found among the indigenous horses of China, Xilingol has held various equine events in recent years, which have become a big lure for horse lovers, Ge added.

{ Jiangsu }

Marco Polo debuts in Changzhou

Marco Polo welcomed a new addition to its China portfolio late last year with the opening of Marco Polo Changzhou.

The hotel sits in Xinbei District, close to China Dinosaur Land, Dino-Valley Hot Spring and the Zaojiang River. It is accessible from Shanghai by an hour-long high-speed train ride.

Boasting 7.7ha of lush gardens, the hotel offers 271 rooms and suites in the main hotel building and a further 31 rooms and suites in The Mansion, including its Presidential Suite.

Almost 2,000m² of indoor meeting facilities comprising a pillarless Marco Polo

Ballroom and 17 multifunction rooms – three of which are in The Mansion – are available for hire. The Marco Polo Ballroom can host 600 pax in a theatre setting or 500 guests for banquets.

Amenities offered include The Continental Club for guests staying on designated floors, an indoor swimming pool, a fitness centre, a spa, an outdoor tennis court and a chess room.

Dining choices include the all-day dining Garden Café, Jiulong Ya Yuan Chinese restaurant serving Cantonese and Huaiyang cuisines, and Spanish-themed Tapas Y Vino.

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MICE in Shanghai poised to boom

Industry players predict a good 2015 and even better prospects next year, reports **Caroline Boey**

Shanghai’s appeal as a world MICE destination continues to grow and according to local industry players the outlook for 2015 is “bright and positive” with 2016 forecast to be even better.

The upbeat sentiment is being buoyed by the mega National Exhibition & Convention Center (NECC) in Hongqiao, which soft opened in September 2014, and the whole complex is scheduled to open officially in June 2015.

The Shanghai Disneyland Resort in Pudong, scheduled for completion by the end of this year or early-2016, is the other feather in Shanghai’s cap.

ICCA’s 2014 International Association Meetings Market Rankings for Cities and Countries will only be released in May, but based on the 2013 results, Shanghai’s performance improved over the previous year. Ranked second in China after Beijing, Shanghai hosted 72 meetings in 2013 compared to 64 the previous year.

Commenting on Shanghai’s performance, Patrick Chen, deputy director, Shanghai Municipal Tourism Administration (SMTA), International Tourism Promotion Department, said: It’s not only international association meetings that come to Shanghai. The biggest and strongest segment is corporate meetings,

and Shanghai will become even more vibrant because of the China (Shanghai) Pilot Free-Trade Zone, and more investments coming into the city.”

NECC will have a huge impact on the city according to MICE practitioners the *Daily* spoke to.

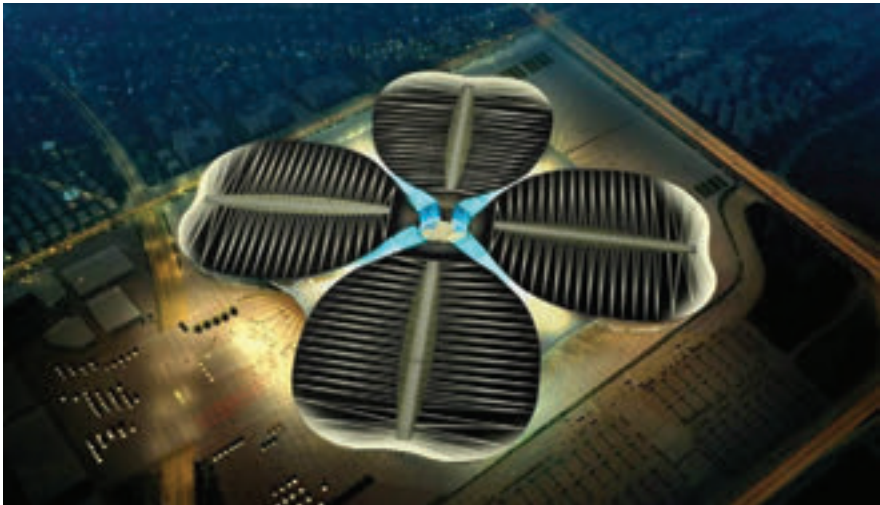
James Zheng, vice director, Shanghai International Conference Management Organization (SICMO), added: “The complete opening of NECC will have a huge impact on Shanghai’s MICE industry. The outlook for Shanghai is bright and positive, and there will be an even bigger impact when the Shanghai Disneyland Resort opens.”

SICMO is Shanghai’s tourism and convention promotion centre under SMTA and Zheng said the city has been receiving more RFPs than ever before since the beginning of 2013.

Shanghai’s hoteliers are equally optimistic.

Daniel Aylmer, general manager, Le Royal Méridien Shanghai and area managing director, East China, Starwood Hotels and Resorts, said: “Our hotel’s MICE business will be positively affected by NECC. The massive and high-end scale of NECC will certainly bring more business to Shanghai from all over world.

“NECC will help to promote Shanghai and China’s economic restructuring, expedite the transformation of economic growth patterns, and contribute to stable and healthy development of China’s economy and society. Said to be the world’s largest single building in terms



The new National Exhibition & Convention Center will raise Shanghai’s appeal as a MICE destination

of size and a global-leading exhibition complex, it is set to be a major driver for Shanghai’s growth into an international trade centre.”

Among hotels close to NECC, Grand Millennium Shanghai HongQiao is between a 30- and 40-minute drive away, depending on traffic.

Rene Teuscher, general manager, said: “Grand Millennium Shanghai HongQiao, and all hotels in the Hongqiao area, will benefit from the 23 exhibitions already announced at NECC, including Auto Shanghai 2015 and medical equipment fair CMEF 2015.

“As we are one of the nearest hotels to NECC, some of the organisers have already signed contracts with us, (as have) some exhibiting companies (for) the auto show period.”

Hotels further away are also expecting a positive knock-on effect.

Babita Kanwar, director of sales and marketing, Shanghai Marriott Hotel City Centre, said: “Whenever a city makes infrastructure improvements, there is an inevitable ripple effect to complementary businesses. We’re looking forward to more large-scale conventions being attracted to the city which will (benefit)

our MICE business.

“Meeting planners that were choosing a domestic MICE destination will definitely give Shanghai greater consideration because of the facility, and having the NECC on the table may be the factor that tips the scales in Shanghai’s favour for many international meeting planners selecting Asia or China as a destination.

SICMO’s Zheng commented that as a result of Shanghai hosting the 52nd ICCA Annual Congress in November 2013, many foreign international conference organisers are now looking at Shanghai for their future events.

International conferences which have selected Shanghai include the 11th World Design & Health Assembly, the 2016 Urban Future Convention, the 2016 Jeunesse Convention, and 2020 Global Endometriosis Conference.

To capitalise on the momentum, SICMO will launch a Shanghai Venues app to provide information on venues and available promotion packages.

Meanwhile, SMTA will make full use of the resources of the 98 Shanghai Conference Ambassadors to bid for more international and domestic conferences and meetings in Shanghai, Zheng added.



“Shanghai is already an international MICE destination. With the opening of NECC, the city will get more worldwide attention and become a more sophisticated MICE destination.”

Daniel Aylmer
General manager, Le Royal Méridien Shanghai

Need to know



Eat, drink and be merry at Grappa’s

Italian restaurant chain from Hong Kong, Grappa’s, has opened in Shanghai, setting up in the city’s new Jing An Kerry Centre and offering access to Jing An Shangri-La and the rest of the high-end development on Nanjing West Road.

Priding itself on authentic home-style Italian recipes, signature mains include the veal shank in Barolo red wine sauce with risotto, and roasted lamb chops with fennel parmesan gratin and rosemary Port sauce. Round off your meal with desserts such as a tiramisu or classic Italian cheesecake.

Axis reinvented

The former Expo Axis, the main entrance to the 2010 Shanghai World Expo site, reopened in 2014 as a four-storey shopping mall housing retail outlets, restaurants and a Polymax theatre.

The mall is close to nearby Expo pavilions, including the China Art Museum, and the Mercedes-Benz Arena.

The 50,000m² mall has two floors above ground and two underground. Metro Line 8, which goes to the China Art Museum Station, connects visitors to the River Mall.

Lifestyle enclave in Shanghai

Once the address of cultural celebrities, the newly restored neighbourhood includes 11 garden houses and two rows of the alleyway houses that have been converted into boutique retail shops, art galleries, creative office spaces as well as restaurants.

Largely typical of early-20th-century Shanghai residential developments, Hengshan Fang blends both Western and Eastern architecture. Located near Xujiahui business district, shopping aficionados can also easily pop by its malls and department stores for more retail therapy.

Green appeal at K11

K11 is more than just about art exhibitions. Featuring areas like Urban Farming, the 300m² horticultural section showcases breakthroughs in urban planting where an outdoor growing environment for vegetables is simulated.

The central courtyard is an Urban Forest with a large vertical green wall that can lower temperature and reduce energy consumption. Featuring a 33m tall artificial waterfall, realistic sounds of rushing water, birds chirping and a refreshing fragrance, visitors will feel as if they are immersed in nature.

There is also some high-end shopping – although not all have opened – and a number of interesting dining options.





Magdy Anis
Managing director, Sheraton Shanghai Pudong Hotel Complex

See

My picks are the Shanghai Science and Technology Museum in Pudong, Oriental Pearl TV Tower, Shanghai Ocean Aquarium located in Lujiazui Finance and Trade Zone of Pudong New District, Yu Garden, Xintiandi, and People's Square, and the Bund.



Eat

Local specialties and signature dishes every visitor must try include pan fried bun stuffed with pork, steamed bun with pork and crab meat, boiled wonton with minced pork in a clear soup, fried pork rib with rice cake, noodles mixed with scallions, oil, dried shrimp and soya sauce, a crispy sesame encrusted pastry with either a sweet or salty stuffing.

Do

Shanghai is a fascinating blend of a sophisticated international city and ancient tradition, and visitors should take time to explore the amazing markets, fascinating curio shops, huge shopping complexes, and designer culture outlets. There is never be a dull moment in this high-energy city with endless hours of shopping pleasure, vibrant nightlife, and cultural highlights.

Another is to cruise on the Huangpu River for a close-up view of the mighty skyscrapers, the Monument Tower to the People's Heroes, the famous Waibaidu Bridge and Huangpu Park on one bank, and the Orient Pearl TV Tower, International Convention Center, Jin Mao Building, and the rising Pudong New Area.

The Yangpu and Nanpu bridges span the river and visitors can also view the ruins of ancient cannon emplacements and fortifications at Wusong and the magnificent view of the Yangtze River as it empties into the sea.



Andy Wang
Events Management manager, Business Development Department, Shanghai Expo Company



Ivan Li
Director of sales and marketing, Millennium Shanghai HongQiao

See

Chongming Island, the third largest island in China, about an hour's drive from the city centre, is a different side of Shanghai. It houses a Confucian academy, a national forest park, migratory bird protection area, and ancient Buddhist temples.

Eat

Visitors may not know that Shanghai is the biggest city in China and there are many different types of delicious food and cuisines they can try. For something local, I recommend small steamed buns, fried dumplings, spring rolls, and hairy crabs when they are in season.

Do

If business visitors are travelling with their families the Shanghai Disney Resort – when it opens at the end of this year or early next year – is a must. Meanwhile, Chen Shan Botanical Garden and Happy Valley Amusement Park in Songjiang, about an hour's drive from the city, are suitable for family travellers. Many golf courses are also located in the area.



Babita Kanwar
Director of sales and marketing, Shanghai Marriott Hotel City Centre

See

Every visitor must see Xintiandi, Nanjing Road Pedestrian Street, and the Bund, which are not far from each other. Xintiandi is a precinct of luxury, dining, and nightlife where the buildings are a mix of *Shikumen* – old Shanghai dwelling – and modern architecture. To see Shanghai's crowds of people, visitors can head to Nanjing Road Pedestrian Street, while the Bund shows old and new Shanghai.

Eat

Visitors must try xiaolongbao – soup dumplings – from any Shanghaiese restaurant. Nanxiang Mantou restaurant located at 85 Yugyuan Lu near Jiuqu Qiao, for example, is famous for it. It is popular and chances are you will have to wait in line.



Do

Visitors can go on a tailor-made sidecar tour and discover Shanghai's past by exploring areas such as the French Concession, its Art Deco heritage, food culture, etc. Another option is to spend an evening enjoying an excellent performance by the Shanghai Acrobatic Troup at Shanghai Circus World.



Cautious outlook on China

HKTb’s MICE promotions for the China market will focus on private enterprises and associations with chapters in Hong Kong, **Prudence Lui** discovers

Viewpoints

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

Given the city’s shortage of large-scale meeting venues and hotels, it’s hard for us to (attract) MICE traffic (from China) as group sizes are big. Therefore, we would recommend clients to stick to smaller groups for easy handling. Meanwhile, I am also willing to fly into China and meet up with potential clients.

Coral Wu
Manager, Greater China, Vigor Tours



China’s MICE business will be especially crucial with our third hotel, Disney Explorers Lodge, opening in 2017.

The Lodge and our expansion will add further excitement to our diversified portfolio of venues and unique experiences with park charters and *Disney Paint the Night*, making us a compelling MICE destination.

We will continue to partner with the MICE and PCO community and Hong Kong’s MICE and tourism officials to keep China’s event organisers buzzing with excitement, and leverage new opportunities for joint partnerships for in-market business building in mainland cities.

Martin Leung
Business solutions & events director, Hong Kong Disneyland Resort

continue to strive to uphold Hong Kong’s image as the world’s meeting place, and will have a major focus on promoting meetings, incentive travel and conventions.”

HKTb intends to target its meeting and incentive marketing efforts at private enterprises, as there have been tighter controls over events by government and state-owned organisations.

For conventions, the tourism bureau will concentrate on strengthening the connection between Chinese associations and their local chapters in Hong Kong, and organise familiarisation trips for associations headquartered in key Chinese cities like Beijing and Shanghai.



MICE arrivals are up for Hong Kong, but local players remain cautious in their outlook on business from the mainland in 2015

Despite uncertainties in the global economy and the 79-day Occupy Central demonstrations in the later part of 2014, Hong Kong recorded an 11.1 per cent rise in overnight MICE arrivals. While country-specific MICE arrivals are not available, data shows that the mainland Chinese market was among Hong Kong’s best performing source markets, rising 19.6 per cent to hit 890,000 footfalls.

Some of the biggest Chinese business events to sweep into Hong Kong last year included the International New Energy Vehicle Show with 52 exhibitors and more than 1,200 attendees, and 2014 Nu Skin Greater China Convention with around 30,000 attendees.

While Grand Hyatt Hong Kong saw good business in mainland meetings last year, its spokesperson pointed out that the market “remains highly regulated by the government”.

“The majority of business are (from) listed companies and (those related to

events hosted at the) Hong Kong Convention and Exhibition Centre,” said the hotel’s spokesperson.

Christo Diamandopoulos, general manager of Regal Kowloon Hotel, also appears to downplay his hotel’s Chinese business events performance. While he shared that the hotel scored at least one event from China each month last year, he pointed out that growth from the market “is constrained” by external factors.

Diamandopoulos said the hotel will continue to focus its marketing efforts in the mainland market this year.

“MICE is an important segment that Regal Kowloon Hotel values and we have invested in the latest audiovisual equipment and technology for our facilities. For instance, a high-definition LED wall was installed recently, allowing clients to showcase multimedia elements simultaneously on a big screen,” he said.

China Travel Service, however, offered a different story: profit from business travel and MICE dipped 20 per cent in 2014.

The agency’s general manager of business travel and MICE, George Kai, said: “We lost three months (due to the Occupy Central incident) and that was our busiest and most profitable period. Some events in January got cancelled and there weren’t any large events in February due to the Chinese New Year festivities.”

Kai remains worried about business from China. He explained: “The ongoing protests against Chinese travellers will tarnish Hong Kong’s image and discourage the mainland Chinese from visiting. We also face competition from other destinations like Russia (due to a weaker ruble). It’s cheaper to go there than come to Hong Kong.”

Looking forward into 2015, the Hong Kong Tourism Board (HKTb) has offered a cautious projection for the mainland Chinese market.

Said a spokesperson: “The economic growth may decelerate as a result of the slowdown in export and real estate development, and the economic curbing measures in 2015. In 2015/16, HKTb will

Spotlight

Ngong Ping 360 stays fresh with new attractions

Ngong Ping 360 underwent a HK\$30 million (US\$3.9 million) upgrade of services and facilities last year, giving it two new attractions – Stage 360 and Motion 360.

Partnering the Hong Kong Professional Performing Arts Centre, Stage 360 tantalises visitors with live stage performances of kung fu and stunts usually seen in Hong Kong action movies. The audience are invited to participate in the performance and interact with the performers on stage.

Motion 360 next door offers a new 5D movie that takes visitors on a multi-sensory tour of Lantau on a ‘magical spaceship’. They will fly over the Big Buddha before diving underwater to see white dolphins. The journey covers scenic spots from different perspective – sky, land and sea.

Come mid-May 2015 visitors to Ngong Ping 360 will have yet another fun activity to do. The new 360 Buddhism Walk takes visitors on a route across the Ngong Ping Plateau, covering Dong Shan

Fa Mun, the Wisdom Path, Tian Tan Buddha, and the Grand Hall of Ten Thousand Buddhas which opened at the end of 2014. Snacks can later be enjoyed at Po Lin Monastery. The finale of the walking tour, led by professional guides educated in Buddhism, is at the Walking With Buddha thematic attraction at Ngong Ping Village.

The 360 Buddhism Walk lasts two hours and aims to enhance visitors’ understanding of Buddhism.



Ngong Ping Hill and the Big Buddha



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2 观赏「星梦奇缘」烟花表演

3 于乐园三间指定主题餐厅尊享自助晚宴
- 1 Enter the park after 5:30pm to enjoy the attractions

2 Enjoy the “Disney in the Stars” Fireworks

3 Exclusive dinner buffet at one of the designated restaurants in the Park

套餐价目及详情 Package Price and Privileges

- ♥ 每位港币\$700起（另加10%服务费）

♥ 餐厅场地费用港币\$15,000

♥ 于乐园内其中一间指定主题餐厅享用自助晚宴

♥ 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）
- ♥ Starting from HK\$700 per person (plus 10% service charge)

♥ Restaurant venue rental fee of HK\$15,000

♥ Dinner buffet at one of the designated restaurant in the Park

♥ One Special Ticket to Hong Kong Disneyland per event participant (admission after 5:30pm on the day of event)

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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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Need to know



Hong Kong Disneyland to offer new lodging

A new 750-key hotel within Hong Kong Disneyland Resort is set to open in 2017.

Designed to be a respite for explorers, the future Disney Explorers Lodge will feature four distinct gardens inspired by four regions – a South American rainforest, a Polynesian island paradise, Asia's nature and culture, and an African savannah – along with three themed restaurants, a shop and a large outdoor swimming pool.

The Disney Explorers Lodge will be the attraction's third onsite hotel, with the other two being the Victorian-style Hong Kong Disneyland Hotel and the Art Deco Disney's Hollywood Hotel.

Private dining, New York style

Located in Wong Chuk Hang on Hong Kong Island, the 650m² Butchers Club Deli is a New York style eatery that welcomes private event bookings in the evenings.

It specialises in traditional dry-aged beef and features weekly concept dinners such as T-Bone Tuesday, Wellington Wednesday and Roast on Sunday.

Private dinner bookings require a minimum of six guests, and the entire venue can accommodate up to 1,000 people, thanks to a spacious rooftop space. Several catering menus are available to suit different occasions and budgets.

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Savvy new hotel in town

February saw the soft-opening of the 388-room Hotel sáv in Hung Hom. The chic property was converted from a commercial building and features guestrooms and suites of sizes 20-56m².

Facilities include a bar, an all-day dining restaurant, an outdoor terrace, three meetings rooms and a business centre.

Hotel sáv adopts green practices and offers a paperless check-in process while the hotel directory is uploaded onto the TV. Complimentary smartphone and mobile key check-in services are also available.



((chime)) puts complete event control in your hands

The Ritz-Carlton Hong Kong has created a new web-based meeting services app, ((chime)), that allows meeting planners to use their smartphone, tablet or PC to connect in real-time with the hotel's Meetings and Events Concierge.

With ((chime)), meetings management is right at the fingertips of planners. A variety of event services, such as F&B, technology and audiovisual support, can be requested for through the app. Planners can even tweak the room temperature with ((chime)).

To see how the app works, visit this link: www.youtube.com/watch?v=hUhuIOC_KFU

Tasteful food presentation

The 238 Restaurant Group has launched a new catering concept that sees trained beauties preparing a variety of food on a unique 'food belt' right in front of event guests.

Called Ladies With Taste, the innovative food concept can be incorporated into private events held at any location, including hotels. As it is flexible, it can cater to parties with as many as 400 guests.

The service can be enhanced with a corporate branding option, where company logos can be printed onto macarons served to event guests.



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Ginkaku-ji Zen temple in Kyoto

Kyoto gets hotter

Shortage of event venues and accommodation could retard Kyoto's potential growth in MICE business. By **Julian Ryall**

Steeped in history, tradition and culture, Kyoto has successfully married these attributes with an ability to execute impressive, world-class business events. The challenge for the city's MICE bureau now is to communicate that to the Chinese market.

In an interview with the *Daily*, Yoshiaki Matsui, deputy director of MICE business at Kyoto Convention & Visitors Bu-

reau, said: "As Japan's ancient capital for over 1,200 years, Kyoto is the source of Japanese culture and continues to be a spring of innovation in the present day.

"As a destination, Kyoto has a wealth of universities, research institutions and modern corporations, and this modernity harmonises with the city's 17 UNESCO World Heritage Sites and over 2,000 temples and shrines. Many of these cultural-

ly significant sites can be used as (event) venues, and maiko – apprentice geisha unique to Kyoto – can be brought in to dance and produce an elegant atmosphere."

The bureau is able to provide event planners with all the support needed to stage an event, from venue and accommodation sourcing to arrangements of cultural programmes and excursions.

While these attributes alone

are insufficient to attract Chinese MICE groups to Kyoto, the bureau said business events held in the destination are already welcoming Chinese participants. The third annual Kyoto International Manga Anime Fair, for instance, featured two Chinese firms among its exhibitors. The two-day event in Miyako Messe drew around 35,000 local and overseas attendees.

Dai Kusaki, head of New Industry Promotion Office, Kyoto Industry and Tourism Bureau, said the exhibition was covered by television crews from Hong Kong and Shanghai.

According to local MICE operators, the incentive sector in Kyoto is performing well, although they are reluctant to discuss details due to clients' need for privacy.

An industry player commented: "Venues here could certainly attract more Chinese MICE clients by meeting up with Chinese travel companies and incentive firms at trade shows, particularly those held in China. We have a good product so we hope more Chinese (MICE groups) would come in the year ahead."

Meanwhile, MICE interest from markets beyond China has been strong.

Shiho Ikeuchi, director of overseas marketing for The Granvia Hotel Kyoto, a property that boasts one of the largest banquet spaces in the city, said Kyoto's leisure tourism and MICE sectors have benefitted

from being voted the top destination by readers of *Travel + Leisure* magazine.

"We are seeing a dramatic increase in both tourist numbers and MICE clients from all over the world," said Ikeuchi.

"The city has gone from ninth place in the readers' survey three years ago to first last year, and that raised our profile."

Itsumi Yamamoto of Kyoto-based travel agency WAK Japan, said the weakening yen has also made the destination more attractive.

But popularity has its drawbacks, Ikeuchi admitted.

"We are having problems providing all the space that is required. We often have to turn away clients looking for a venue two years in advance," she revealed.

There is also a severe shortage of tourist accommodation in the city, so much so the city government had in February asked a real estate developer to reconsider its plan to construct an apartment block near Nijo Castle, and to build a hotel instead.

Meanwhile, the opening of The Ritz-Carlton, Kyoto in February last year helped alleviate some pressure on accommodation. Further relief came in the form of Suiran, a Luxury Collection Hotel by Starwood Hotels and Resorts Worldwide, which debuted in late-March. Work has also begun on a Four Seasons hotel, which is scheduled to open next year.

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



(Our campaign to attract Chinese business includes) exhibiting at IT&CM China with our co-exhibitors. We will be promoting hotels, destination management companies and convention centres across Japan.

Etsuko Kawasaki

Director of Japan Convention Bureau, Japan National Tourism Association

Spotlight

Regal charms for business events

Nijo Castle, which served as the Kyoto residence of the Tokugawa Shoguns since the early 1600s and is today a UNESCO World Heritage Site, is now open for MICE events through the city government.

Spread over more than 275,000m² in the heart of the city, Nijo Castle features extensive gardens that are famous for groves of plum and cherry trees, as well as two traditional tea houses within the inner and outer courtyards, and its system of defensive moats.

Shinya Okuda, a spokesman for the castle management, said: "We believe its prestige and historical value make it an optimal



venue for MICE events."

The castle is equipped to host corporate meetings, training sessions, exhibitions, receptions and other tailored events.

In recent months, the Ni-

nomaru palace kitchen has staged a movie premiere and a kimono exhibition, while the Tang Temple has served as a venue for a corporate reception.



Need to know

Starwood brings luxury hotel to Arashiyama

The newest addition to Kyoto's accommodation options is also one of the most luxurious. Suiran, a Luxury Collection Hotel by Starwood Hotels and Resorts Worldwide, opens in the Arashiyama district on March 23. Suiran offers 39 spacious and elegant rooms, and a 100m² meeting room that is suitable for small-scale meetings and special occasions.

Under the sea

Kyoto Aquarium in Umekoji Park has recently started to offer its spaces for private event hire. It is suitable for meetings and makes an attractive option for receptions and dinner events. It has hosted product launches and gala dinners. For more information on using this attraction, approach Kyoto Convention Bureau via its website www.hellokcb.or.jp/eng/.

Active meetings

BizDo specialises in bringing the teachings of Japanese martial arts into the business world. It organises seminars and executive training sessions that translate the philosophy of Japanese martial arts into ways to help businesses achieve success, and include basic Aikido workouts. For more information, visit www.bizdo.co.jp.

Live a day in the life of a samurai

In feudal times, samurais conducted *kembu* exercises to instil courage and achieve mental concentration. Today, the Samurai Kembu Theatre in Kyoto brings that practice to life through demonstrations and performances of traditional swordplay and dances.

Visitors can dress up as samurais and take lessons on samurai etiquette, basic *kembu* and ways of wielding a sword.

For larger groups, programmes can be tailored at special group rates. For information, contact info@samurai-kembu.jp.



Favouring quantity over quality?

The influx of Chinese MICE visitors has vaulted China into the top spot as Thailand’s MICE market source, but trade players caution against an over-reliance on numbers and mass-market strategies, writes **Greg Lowe**



Thailand, often marketed as a low-cost destination, needs to sharpen its approach to pursue quality MICE groups from China

China maintained its position as Thailand’s largest in-bound MICE market last year, bringing in more than 120,000 visitors despite domestic political unrest spurring a six per cent decline in arrivals. Performance started to recover by end-2014 as the domestic crisis eased with arrivals further buoyed by a visa fee waiver for holders of Chinese and Taiwanese passports from August through October. This saw Thailand comfortably hold its grounds as the second largest outbound MICE market for

China, after Hong Kong, according to Renub Research. Building sustainable MICE business with China will require improvements in Thailand’s hardware while DMCs and hoteliers need to find more effective representation in the mainland as well as better Chinese-language skills. Furthermore, specialists say such developments must be backed up by the government and relevant authorities making more concerted efforts to attract higher-quality groups from China. Zhang Yulin, China market manager at Asian Trails, said while the influx of Chinese

MICE visitors has been a boon for business, increased competition has caused service quality to deteriorate in some cases, tarnishing the reputation of the entire trade. “This is a key challenge (for the industry),” she said. “Many (consultants) are not doing correct business and are not respecting market rules and prices.” More focus is needed on attracting groups with bigger budgets, rather than embarking on a price-led race to the bottom, she said. “The Thai government needs to do more to market Thailand as a high-end destination, instead of a low-

cost destination, so that people are ready to pay more for good services and facilities, such as high-end resorts.” Despite these problems, China is expected to continue as Thailand’s key source market for both MICE and travellers. Of the 919,614 MICE visitors who generated 80.8 billion baht (US\$2.5 billion) in revenue last fiscal year, 120,684 came from China, down from 128,437 the previous fiscal year, contributing 10.5 billion baht in revenue, Thailand Convention & Exhibition Bureau (TCEB) data shows. TCEB’s president, Nopparat Maythaveekulchai, said the bureau has taken a number of steps to strengthen ties with China, including the recent signing of an agreement with the Exhibition Department at the China Council for the Promotion of International Trade and its Yunnan sub-council, to facilitate Thai exhibition organisers wanting to connect with potential customers in China. Another success has been the addition of a China pavilion at an increasing number of exhibitions in Thailand, he said. “Recently the bureau led Thai exhibition organisers to tap the Chinese MICE market, targeting high-quality trade visitors and exhibition industry partners,” said Nopparat. “Thailand will benefit from an upward trend of quality international visitors. This year, we are leveraging a regional collective effort towards China (via the Asean MICE Collaboration framework).” While the bureau says it is focusing on attracting quality groups from China, its two major wins for 2015 are still mass-market direct sales companies: Infinitus China (10,000 delegates) and Perfect China

(5,000 delegates). Some specialists, such as Events Travel Asia, are now only focusing on higher-value meetings and incentives groups. This strategy, however, has not been without its challenges, said Max Jantasuan, the company’s managing director. “The 2014 performance (from China) was not as good as we had hoped for,” he said. “However, we now have our own in-house Chinese native project manager and will work harder this year (to build business with higher-end groups).” “To grow the market you have to learn about the Chinese and their culture. The shortcut is to have your own Chinese staff who can communicate with clients and work with you to provide the right service for Chinese clients.” David Barrett, executive director events at Amari Watgate Bangkok and Amari Pattaya, said while the trade remains confident the visa fee waiver would be reintroduced this year, other challenges remain in building business with China, even though Onyx is predicting steady growth from the market. “One of the challenges we have faced is finding the right representation at the local level in China,” he said. “At the property level, it can be tricky to find Chinese-speaking staff to meet the needs of all our Chinese MICE guests. Striking the right balance in our menu selection to suit the Chinese taste can sometime present a challenge for the catering team. “And of course budgets (are an issue), as the current MICE groups tend to be price-driven, getting clients to see the value in upgrading their programmes can be intricate.”

Spotlight

Pattaya’s MICE hotels band together

While there were few key additions to Thailand’s MICE infrastructure last year, the official launch of the North Pattaya Alliance (NPA) marked a significant development for which companies working with MICE groups from China should take note. Pattaya remains one of the most popular destinations for Chinese visitors. The seaside town, just a short 1.5-hour drive from Bangkok, is surrounded by more than 20 golf courses and is home to ample attractions. Nevertheless, the city has for years been struggling to shake off its

reputation for having the country’s largest red-light district. NPA seeks to change the city’s less savoury image with its *North Pattaya: More Than You Think* campaign. Comprising a cluster of seven hotels with meeting spaces – Amari Pattaya, Cape Dara, Dusit Thani Pattaya, Holiday Inn Pattaya, Pullman Pattaya Hotel G, The Zign Hotel and Centara Grand Mirage Beach Resort – with support from the Thailand Convention and Exhibition Bureau, Tourism Authority of Thailand and City Hall, the

alliance focuses on promoting the destination as a family-friendly MICE destination. Each alliance member also work collaboratively to provide clients access to all facilities across the cluster, enabling NPA to handle anything from small meetings to mega groups with up to 3,000 delegates. The location is also ideal for delegates wanting a more relaxed stay while attending events in the city – Pattaya has more than 100 meetings rooms across its hotels, with the largest facilities being PEACH

(23,500m²), Eastern National Sports Training Centre (5,000m²) and Ambassador City Jomtien Hotel & Convention Centre (4,500m²). Additional new attractions in the destination include Cartoon

Network Amazone, a waterpark which opened last year. It will be joined later this year by Ramayana Water Park, which will feature 14 zones over 160,000m², making it one of the top 10 such facilities in the world.



Viewpoints

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



You have to build your capacity by having a team that understands the Chinese market and what they need like (Chinese-language) guides and great Chinese restaurants. Strategically, I am doing the same as when I entered the Russian market for the first time seven to eight years ago.

Max Jantasuan
Managing director, Events Travel Asia



You can build the market (by focusing on the basics) – doing more sales calls and getting to know more MICE venue and facilities (to offer clients).

Zhang Yulin
China market manager, Asian Trails

Need to know



Le Méridien Suvarnabhumi Bangkok Golf Resort & Spa

Groups interested in offering golf as an incentive should check out the recently opened Le Méridien Suvarnabhumi Bangkok Golf Resort & Spa. Located a 15-minute drive from Suvarnabhumi International Airport, the 223-room property features 740m² of combined meetings and functions space and access to Summit Windmill Golf Club, which includes an 18-hole Nick Faldo-designed course and night golf.

Hilton Phuket Arcadia Resort

Hilton Phuket Arcadia Resort last year increased its total events space with the addition of the 180m² Andaman Room, which seats up to 130 people and can be divided into two rooms. The space is complemented by an adjoining 66m² sheltered outdoor area. The property already boasts one of the island's largest single events spaces with the 850m² Grand Ballroom.

Anantara Siam Bangkok Hotel

Four Season Bangkok has been re-branded Anantara Siam Bangkok Hotel by the property's owner, Minor Hotel Group. The hotelier is investing US\$20 million to refurbish guest rooms and public spaces at the 354-room flagship property, which features a spa and meetings spaces, including the 1,000-pax Grand Ballroom.

Yodpiman River Walk

Yodpiman River Walk brings a boutique lifestyle and retail experience to the eastern banks of Bangkok's Chao Phraya River. Located near the famous Pak Khlong Talat flower market, the new riverfront development provides easy access to the key historic sites around Rattanakosin Island mall and can be reached by road or boat. The 300m-long development features a number of restaurants, including the three-storey Mango Tree which makes an ideal stop-off point for incentive groups with its views of Wat Arun across the river.

Muay Thai: The Legend Lives

Muay Thai: The Legend Lives is a theatrical performance which with acrobatic flair tells the 300-year history of Thailand's world-renowned martial art. There are enough kicks, flips and fights to satisfy even the most hardcore fans of Hong Kong's kung fu movies. English and Chinese subtitles accompany the main hour-long show, which is followed by two exhibition fights.



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Zuhai

产业链条不断完善 珠海会展持续升温

■张广文=采访报道

珠海会展业持续升温，自2013年正式组建市会议展览局、成立市会展旅游业协会、举办会展业发展论证会、出台实施《珠海市会展业发展规划(2011~2020年)》和专项扶持政策，到2014年位于金湾三灶的航展中心新馆建设落成、珠海国际会展中心建成完工、长隆横琴湾、喜来登、万豪等一系列高档酒店相继落成，珠海会展经济的元素不断丰富，会展产业链条不断完善。

根据《珠海会展业发展规划(2011—2020年)》，珠海将用十年时间打造国际会展中心城市，「一核一辅一备」和东西互补的空间布局是其关键支撑。其中，「一个核心区」正是指适合技术密集专业性展会的国际会展中心，「一个辅助区」即是适合举办对场地、空间要求高大型博览会

的航展中心，「一个后备区」则是横琴岛。

珠海市会展局局长周乐伟表示，2015年珠海会展业将迎来收获期，2016年将迎来高峰期。珠海已推出一系列扶持和服务会展业发展的配套措施，现也在拟定《珠海市会展活动管理办法》、《珠海市重点展会和成长型展会认定办法》等相关政策法规，这标志着珠海会展业向系统化、规模化、规范化方向发展。在珠海「生态文明新特区、科学发展示范市」的发展定位和实施「蓝色珠海、科学崛起」发展战略中，会展业作为现代服务业的核心和引擎，被寄望为珠海经济发展的「新一极」。

除继续办好中国(珠海)国际列印耗材展览会、中国国际航空航天博览会、中国国际马戏节，珠海市会议展览局正在挖掘通用航

空、绿色能源、智慧电网、生物医药、海洋文化、国际游艇、国际汽车、国际海洋高新科技等方面的题材，重点引进、培育一批展会：

一是与珠海特色产业相关的专业类展会，包括船舶、游艇、装备制造、生物医药、智慧电网等专业展会；二是与城市特点相吻合的相关消费类展会，包括休闲宜居、婚博、珠宝、汽车等展会。

一名珠海旅行社业者表示，生物医药、空调制冷、海工装备、智慧电网等产业是珠海正在形成的支柱产业，会展业的发展既可以是目前珠海优势产业的推进剂，也可能是未来将发展的产业的探路者。他认为，大型会展活动政府必须占主导地位。早在2010年，广州便每年拿出900万元会展专项资金，东莞在2011年也设立了每年1,500万元的会展专项资金，而深圳的会展扶持专项资金

高达每年5,000万元，成都则对会展业更是拨出高达8,000万元的扶持资金。日前珠海市会展局局长周乐伟已经宣布对重大会展项目的资金扶持「没有上限」，珠海的会展业有望迎来新爆发。

国家会议中心副总经理、珠海国际会展中心总经理唐雪指出，珠海国际会展中心是全国唯一一家集展览、会议、自营餐饮、酒店、歌剧院为一体的大型综合体，同时也是广东省唯一一个可以接待万人以上，并集会议、酒店、餐饮为一体的大规模会展设施。截至目前，第三届两岸四地非物质文化遗产博览会、2014珠海先进制造业机械装备展览会、2014中国(珠海)国际游艇展、2014珠海国际汽车展览会、2015中国(珠海)国际海洋高新科技展览会、2015亚太智慧电网大会、粤港澳会展业合作交流研讨会、国

际规划设计大师研讨会、全国主流媒体国际宜居城市论坛等专业及国际性会展项目均已在国际会展中心落地。而在西部的航展中心，首届亚洲通航展在2015年启幕，今后航展中心将形成「双年办航展，单年办通航展」的崭新格局。另外，世界经典歌剧《图兰朵》已于剧院开幕演出。未来，大剧院还将陆续迎来布拉格爱乐乐团音乐会、爱尔兰舞剧《大河之舞》等视听盛宴。

另一名珠海旅行社业者指出，珠海的区位优势得天独厚，水连香港，地接澳门，背倚人口密集、经济发达的珠江三角洲腹地。随着江珠高速公路、粤西沿海高速公路等的建设，珠海正迈向区域交通枢纽。2016年港澳珠大桥建成后，珠海将成为唯一与香港、澳门陆路相连的城市。因此，珠海会展业应抓住机会。

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Theme Attraction

香港迪士尼乐园度假区推广全新企业活动体验

■张广文=采访报道

香港迪士尼乐园度假区借着中国(上海)国际会议奖励旅游博览会的平台,积极向中国内地商务活动策划伙伴,展示度假区全新的企业活动体验,及崭新的活动方案。

香港迪士尼乐园度假区发言人表示,香港迪士尼乐园度假区一直重视中国内地商务活动市场,并积极与业界伙伴合作,以及针对内地的商务市场格局设计不同的活动体验和会议奖励旅游产品。有别于一般活动场地,香港迪士尼乐园内独一无二的活动场地,为企业提供一个愉快和轻松的环境举办商务活动。

随着三个全新主题园区的圆满落成,度假区推出了更灵活的园区包场活动设计。人数由1,000

至5,000人不等的企业,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。此外,度假区致力拓展与别不同的活动场地,例如在「迷离庄园」大冒险家餐厅拥有五间特色主题房间,适合举办不同形式和规模的主题晚宴或小组派对。崭新的概念为商务客户度身设计专属的主题活动,度假区可根据参加人数,配合各个园区的特色及客户需要,为商务宾客缔造独一无二的体验。

其实,香港迪士尼乐园度假区多年来更从不停步,不断推出丰富创新的娱乐项目及游乐设施,持续为商务活动注入惊喜元素。全新夜间巡游「迪士尼光影汇」已在去年10月1日登场,让乐园展现一个前所未有的迪士尼炫目新



世界,把迪士尼奇妙体验提升至全新境界,开拓商务活动的全新领域。同时,度假区今年将展开连串10周年庆祝活动。

此外,第三家酒店—迪士尼探索家度假酒店,甫于今年一月初举行动土仪式,预计于2017年初开幕,提供750间客房。新酒店将设有四个各具独特异国特色的主题庭园,及不同主题的餐厅、商店和大型室外游泳池。从餐饮以至休闲娱乐全部一应俱全,令团体举办任何活动都能得心应手。

再者,全球迪士尼乐园的首个

漫威主题区、以「钢铁侠」为题的游乐设施,将于2016年落户明日世界,带领宾客与托尼·斯塔克一起穿梭香港合力对抗邪恶势力,展开生命中一场英雄冒险之旅。宾客还可以跟「钢铁侠」会面 and 合照,以及在特设的漫威商店购物。

新增的设施及娱乐项目提供更多商务活动场地及游乐设施以供选择,成就各企业独一无二的活动,为活动参与者缔造奇妙难忘的回忆。

商务活动方案

随着不同的新计划推出,度假区亦精心设计一系列崭新声色俱全的商务活动方案,包括「独家乐园体验」(5,000人以上)、「企业同乐之夜」(500人以上)及

「星梦奇缘酒会」(80~140人)。企业宾客不但可体验各项优越礼遇,包括特别为庆祝万圣节举办,专享「迪士尼黑色世界」预演,更可灵活配合不同企业的需要,注入奇妙的活动元素,如于香港迪士尼乐园铁路安排私人酒会,为盛大的企业活动增添光芒等。

此外,香港迪士尼乐园酒店更为商务会议宾客提供一系统趣味游戏,寓欢乐于活动之中。除了「抛鸡蛋」、「米奇大追踪」等经典趣味游戏外,全新推出的「创意烹饪活动」饶富迪士尼特色,参加人数可20至45人的企业宾客以小组形式学习制作造型吸引的迪士尼点心。活动鼓励参与者互相交流及发挥团队精神,令企业宾客留下难忘的回忆之余,亦有助提升团队士气。

Los Angeles

洛杉矶发力开拓中国MICE市场

■钟韵=采访报道

作为拥有强大内需的MICE目的地,洛杉矶过去并未视国际市场为发展重点,不过随着资源优势不断上升、中国市场展现潜力,洛杉矶会议及旅游局今年将加强开拓中国MICE市场。

洛杉矶会议及旅游局中国区首席代表常红介绍,洛杉矶机场升级改造、酒店陆续更新和开业,都为洛杉矶会议及旅游局今年开始加强开拓中国MICE市场提供了有利条件。

1. 机场升级改造: T4航站楼连接站将方便国内、国际到达旅客;自动护照检查机(APC)将加快由布莱德利航站楼、T5航站楼(达美航空公司)抵达、来自38个免签国游客的入关手续办理时间,T5航站楼现代化建设还将通过改进行李提取设施、自动扶梯系统、候机大厅、机场餐厅等提升乘客体验。此外,T6、T2、T1航站楼升级和重建工程预计2016~2018完成;耗资40亿美元的机场公共场所现代化项目也预计在2024年竣工。

2. 酒店更新开业: 陆续完成价值上千万美元的升级改造工程的包括拥有164间水景房的玛丽安得尔湾酒店、485间客房的喜来登洛杉矶城区酒店、贝芙丽·加兰酒店和洛杉矶机场公寓式酒店;位于圣费尔南多大街和圣安妮塔大街汇合处的伯班克万豪春季山丘套房酒店及位于帕萨迪纳老城区的帕萨迪纳市中心公寓酒店则将于今年夏季开业。2016~2017年,将开业的包括活力洛城万丽酒店、酒店及公寓两用的大都会项目、900间客房的洲

际大酒店(市中心)和华尔道夫阿斯多里亚比弗利山庄酒店。

客房数量上升当然意味更多客人有更多住宿选择,但从场地的角度,洛杉矶的一项特点是无局限性—从酒店、博物馆到沙滩私人豪宅,都可用于举行私密、特殊或高端的大型晚宴、主题派对等。

这些硬件更新资讯只是铺垫,洛杉矶进攻MICE市场的条件更多地体现在软体方面。首先,为大型MICE团提前打通机场各环节是洛杉矶会议及旅游局的一项

特殊优势;虽然,不讳言,中国团经常「最后一分钟」提出需求,但去年成功接待7,000人大团已为洛杉矶打下经验基础。

其次,中国市场连续四年保持远超其他客源市场的两位数增长速度,早已引起洛杉矶会议及旅游局总部高度重视,从而推出「备战」中国市场的China Ready项目。十余家当地酒店、旅行社、景点等业者参与的第一季度培训已于去年底告一段落;今年十月份,局长将率获此资质的供应商深入客源市场,与中国业者对接,会议及旅游局并将滚动式持续邀请新业者加入了解中国客人的行列。

Incentive Travel

■钟韵=采访报道

纯奖励旅游? 还是应带商业元素?

通过恰当的会议奖励旅游模式,企业能为投资带来较好的效益。

据了解,会议奖励旅游模型可概括为四种。第一种是为个人或团体提供100%纯放松和娱乐的行程;第二种是欢迎员工携伴侣参加的活动,但基于成本的考量,这种模式的占比近期有了显着的滑落;第三种是包含商务元素的奖励旅游;第四种是规模较小的、以奖券等模式请个体享受邮轮等活动的个人奖励。

其中,包含商务元素的奖励旅游在过去几年间的演化很有意思。一类号称奖励旅游,实际上却有正式的商务议程,会议也是旅游的唯一目的;一类是在行程当中注入半天会议;一类包含颁奖仪式;另一类是邀请产业内的权威人士、专家或意见领袖现场讲演,以提高奖励旅游活动的教育价值;还有一类把重点放在团队建设。

「纯」奖励旅游和带商务性质的奖励旅游、是否准许携带伴侣,每种模式各有利弊。有业内专家举例,某咨询公司为鼓励员工加班,

除提供加班费外,年终也希望借奖励旅游答谢员工的努力。在这种情况下,员工因平时工作占据了与家人相处的时间,若无法携带家人同行,对公司组织的旅游活动只会心生抗拒;但若采「携伴」模式,企业还必须顾及所有人的保险问题,因此权衡需谨慎。

专家也提醒,带商务性质的奖励旅游虽在表面上能产生更多商业效益,实际上,希望好好放松的员工反而会感到不满,为企业带来适得其反的效果。

Risk Management

■钟韵=采访报道

供应商应以风险管理为USP

随着MICE买家对「安全性」的重视日益升高,服务供应商应加强风险管理,并以此作为产品未来的独特卖点(USP)。

不过,客人虽想拥有安全感,却不想感觉到「安保」四处环绕,因此专家认为,MICE产品供应商不仅需做好危机管理,风险管理也应更加重视,而这覆盖服务的所有方面,包括运营、营销和人力资源。去年多个目的地不断发生形象危机就是很好的警钟:目的地营销者是否都考虑过可能发生的危机(也就是风险)

以及面对危机如何处理?网站是否敢标版自己是「安全」的目的地?

事实上,大部分目的地采取的策略是回避这个问题、假装风险不存在,许多MICE经理也认为维持安全标准的同时保护目的地形象是十分困难的事情,但在社交媒体盛行的当代,这么做其实无异于把自己放在弱势地位。从事后诸葛的角度,「危机就是机遇」;帕丽斯·希尔顿把曾经的危机转变成日后庞大事业的基础即是一则成功案例。

Sanya 三亚扩充大型会奖旅游活动资源

■刘霏芯=采访报道

据了解，目前海南政府于海棠湾、清水湾等滨海区域正努力打造近10个特色旅游新城区，在地方特色鲜明的区域正加快建设50个特色旅游风情小镇。同时，其利用独特农业资源，已初步创建100个旅游休闲农业示范基地。旅游发展+城镇化、旅游业+现代农业的融合式发展，不仅为海南省增添了特色鲜明的旅游点，亦使会奖发展有了更具体的支撑，释放出1+1>2的效果。

目前清水湾旅游受开发程度限制，尚未有完整的旅游路线覆盖。来清水湾的大部分是业主和看房客，一些过来的散客因为没有成熟的旅游项目而逗留不久，但是保留自然、原生态的海滩、山峦以及黎苗民族文化、海上吉普赛的疍家渔民文化，也已深深吸引一些热爱深度游的旅行探索客、户外爱好者流连忘返。此外，在陆地交通部分，三亚规划建设东环铁路，适时启动西环铁路扩能改造以及洋浦支线

铁路项目；空中运输方面，统筹研究海南岛西部民用机场布局优化和建设问题，并建设新机场，海南岛第三个国际机场—博鳌机场已正式动工，博鳌机场是海南省十二五规划重点建设项目，建成后，除了保障参加博亚洲论坛海内外政要专机及公务机的使用外，还将开通国内主要城市的航线；未来三亚凤凰机场贵宾楼方位还将扩建小机场，供私人飞机、小飞机停泊；在海上部分，拟加强港口基础设施和集疏运体系

建设，尽快形成功能配套齐全的港口格局，积极推进邮轮、游艇码头建设。酒店业者指出，三亚在完善旅游资源配套部分，还应积极引进国内外有实力的大型旅游企业，大力开发海上游、海底观光、海上垂钓、潜水、海上运动等海洋旅游系列产品。并应积极促进三亚邮轮母港建设和邮轮旅游发展，推动编制三亚市游艇产业发展战略规划以及产业布局规划，培育游艇产业。

按照规划，三亚将持续引进更多国际级酒店，如海棠湾将有38家超五星级国际品牌酒店入驻，这些高端酒店不仅将吸引大量游客慕名前来，更有不少高端会议会选择在此落地，同时也带动当地商业发展。据了解，秉持一站式度假理念来打造湾区旅游，海棠湾将陆续打造全球面积最大、货物品种最全的免税购物中心，世界最长的国际一线品牌酒店长廊，国际顶级的游艇港；其一系列项目将更加凸显海棠湾旅游发展的融合特色，引领酒店业态转型升级。

Shenzhen

■张广文=采访报道

深圳会展推动产业转型

据了解，2014年深圳会展中心全年展会共96个，总展出面积达275万平方米，比上年大幅增长。如果数据包括全市其他非专业场馆，则全年各类展览总面积达350万平方米，在全国会展业一线城市排名第四。其中，科技类、专业类展会占到全部展会的80%，而消费类展会近5年来增长迅速，不但常见于深圳

会展中心，也越来越流行在宝安、龙岗、南山等区域体育、会展场馆举行。同时，所有展会中，有50%扩大规模。目前，高交会、文博会、光博会、安博会、珠宝展、钟表展等属行业大展，不但推动相关产业的发展，也推动深圳产业转型升级、加快经济发展。一名深圳旅行社业者表示，深圳的会展业一向展示着当地走在前沿的产业，从以前的生物、互联网、新能源、新材料、新一代资讯技术，到现在的生命健康、海洋经济、航空航太、军工，2014年更是新添了机器人、可穿戴设备和智慧装备等。不过，2014年深圳会展业最重

大的新闻莫过于：中国国际医疗器械博览会离开深圳。其实，深圳会展场馆面积不足早已不是新闻，不但制约了深圳会展业做大做强，也跟不上展会的飞速发展。深圳应该尽快建设一个超大规模的新国际会展中心，才能继续满足超10万平方米的大展需求。

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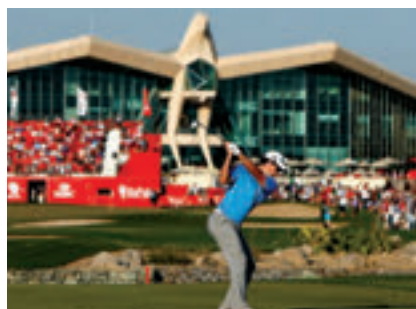
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3月



阿布扎比音乐节
3—4月



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4月



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6—9月



立瓦椰枣节
7月



阿布扎比狩猎马术展
9月



阿布扎比电影节
10—11月



阿提哈德航空F1大奖赛
11月



阿布扎比艺术节
11月



品味阿布扎比
11月



阿布扎比国庆节
12月



谢赫扎耶德遗产节
12月



阿尔达发骆驼节
12月



立瓦国际沙漠节
12—1月

