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3



More activities as Chinese associations gain independence

By Prudence Lui

Chinese trade associations are expected to generate more events in the near future as a result of greater autonomy granted to them by the government.

The government first started to relax its control over the formation of trade associations three to four years ago, and took a step further in 2015 by announcing a trial programme to grant autonomy to 148 select associations. Associations that have benefited from this move cover a wide range of industries, from publishing and mining to automobile and animal protection.

Zhang Te, deputy secretary-general of the MICE Committee of China Association of Travel Services, told *TTG Show Daily* that the China Tourism Association, once under China National Tourism Administration, was the first to gain independence.

Zhang said her association will follow suit later this year.

"This will mean we will get more control over matters like approving our own events and the use of our funds," she said, but was quick to point out that it would be hard to predict the full impact on Chinese associations since "it is still in a trial stage".

"For now, we can assume that the new independence will mean associations have the freedom to organise more events and these activities will attract more members and in turn grow the association and its operations," Zhang said.

As of late 2014, out of 307,000 associations registered in China, 18,000 are managed or operated by the Chinese government. These associa-

tions held most of their meetings on homeground – 70 per cent of them took place in Eastern, Southern and Northern China.

But this is set to change, due to China's pro-international trade stance, the *One Belt, One Road* policy, and the government's public-private sector partnership programme which



Yao: more trade missions to come

shares a certain percentage of capital investment for private enterprises.

IME Consulting, general manager, Alicia Yao, believes that the conditions are in place to encourage Chinese associations to

meet outside of the country in search of new investment opportunities.

One of the Chinese associations to look beyond national borders for new business opportunities is the World Federation of Chinese Catering Industry (WFCCI), which will organise a forum and cooking competition in Shanghai this June, and again in Barcelona in September.

"These events help draw reputable Chinese chefs and food suppliers together, opening up a new channel for import and export of food items," said WFCCI, Tourism and Hospitality Committee, chairman, Gao Fu.

Gao revealed that WFCCI used to be "pretty secretive" in the past, when it was government linked and run by officials.

"It is changing now and we are here to serve our members and build a platform for international exchange," he said.

Suzhou invites corporates to hold meetings in paradise

Chateauform will be making its debut in Suzhou at the end of 2016 with their Homes of Seminar Shangtang Jiu Fu.

The company promises to host delegates in "a paradise in heaven", or rather, in its seven all-inclusive villas that come complete with a garden, lounge and meeting rooms.

Suited for intimate meeting groups, other event spaces in the property include an auditorium which can seat 40 pax, eight meeting rooms, as well as a boardroom for 14 pax.

Capucine Jacquemain, seminar advi-

sor of Chateauform, said this venue – which is a 30-minute train ride away from Shanghai – will take delegates away from the busy city life and into a serene location.

She said: "This is a unique home dedicated to hosting meetings, (and is different from) traditional hotels. We also have a nanny there who will take care of all the logistics of the stay and event organisation."

Other facilities include an indoor pool, kitchen and karaoke room. Wi-Fi is also available. – **Paige Lee Pei Qi**

Chinese incentives still on, but with some tweaks

Incentive specialists in China are observing a sturdy demand for outbound incentive travel despite the slowdown in the Chinese economy. However programme objectives, destination selections and groups sizes have changed.

Alicia Yao, who sits on SITE Global international board of directors, told *TTG Show Daily* that Chinese firms are increasingly adding revenue generating objectives to their incentive travel programmes and would seek out trade opportunities in the destination.

The meetings component within an incentive programme is also growing, according to CITS Wuhan's vice general manager, Lily Wang, whose clients have maintained the frequency of their incentive trips.

Irene Li, MICE department manager with Shanghai-based Easy Tours International Travel Service, whose clients have maintained their incentive travel budgets for 2016, said choice destinations have shifted away from Europe due to fear of terror threats.

Li said: "Clients now prefer safer des-

tinations in the US, Australia and South Asia such as Sri Lanka."

Also observing a change in preferred destinations is JoJo Zhuang, director with China Travel Service Head Office (Shanghai), Outbound Tourism HQ – Hong Kong & Macau Department.

"Rather than going overseas, some clients this year have chosen to hold their incentive programmes in Sanya or host conferences in Shenzhen, followed by post-show tours in Hong Kong," said Zhuang, adding that clients in the automobile industry are most resilient now, compared to those in direct sales and insurance which have reduced their number of incentive trips.

According to Nanjing-based Comfort MICE Service, general manager, Fiona Jing, shorthaul destinations are in favour now due budget constraints.

"One corporate client cut its annual incentive trip from three times to once this year, and we've seen more demand for Asia. Phuket and South Korea are very hot."

Wang has also observed fewer incentive participants. – **Prudence Lui**

Xiamen names MICE one of key industry pillars

Xiamen has made MICE one of the 10 key industry sectors the city will enhance in order to generate a combined trade revenue of RMB 170 billion (US\$26.3 billion).

This target, among other goals, is spelt out in the *MICE Xiamen* guidebook which also explains the new development strategy the city is taking by integrating MICE, tourism, logistics, commerce and trade.

For instance, the Xiamen Municipal Bureau of Convention & Exhibition Affairs is targeting to host large exhibitions every month and smaller ones every week by 2020. Other goals include an exhibition area of three million square metres sold annually, and drawing an international attendance of 1.5 million.

Amy Liao, representative of the Liaison Development Division of Xiamen Municipal Bureau of Convention & Exhibition Affairs, said: "Xiamen is known for its history of foreign traders that can be traced back to Marco Polo's days. Today, Xiamen is China's top four cities (in terms of economic growth)."

Liao added that the city's economy has been growing, where the average annual GDP growth rate has been more than 10 per cent in the last 30 years.

Moreover, Xiamen is home to one of the country's top 10 seaports, and also boasts the fourth busiest airport in China. The airport serves 30 regional



and international air routes, and more than 100 domestic air routes that connect with another 100 cities worldwide.

Accessibility will improve further with "new routes coming up this year to New York, Vancouver, Seattle and Melbourne", said Liao.

"Los Angeles (will happen) next year," she added.

Currently, there are over 2,000 hotels in Xiamen and by the end of 2016, another 10 international brands will be launched. – **Mimi Hudoyo**

Security issues put corporates off sharing economy suppliers

By Paige Lee Pei Qi
EVEN as sharing economy accommodation suppliers continue to thrive, corporate travel managers attending CTW China 2016 say they are still reluctant to take this option due to security challenges.

Winnie Liew, regional travel manager of Applied Materials Inc, Singapore, said her company has recently “said no to Airbnb” in their company policy last year.

Liew explained that the decision was made because her company was not able to track travellers who booked with Airbnb, compromising travellers’ safety and security.

She added: “Moreover, different countries have different regulations with regards to Airbnb. For example, in Singapore not all houses can be rented out so if the company does not know the ground situation well, they will get into trouble.”

Unilever Industries is also

“thinking twice” about this option, revealed Geetha Arekal, regional travel head, APAC.

She said: “People are saying that this space is cheaper (by) up to 40 per cent so there is an opportunity to spend less. However, we may have to (spend time to screen) the rental place first for security. We are still thinking how we can do that.”

Benson Tang, regional director of Association of Corporate Travel Executives, opined that small- and medium-sized enterprises might welcome such accommodation options “as their top priority could be to save on costs instead of (ensuring travellers’) security”.

Besides the risk posed to physical security, data privacy may also be compromised when sharing economy platforms are not secure.

A survey of 113 Chinese travel managers conducted by Carlson Wagonlit Travel in

February and March found that data security was ranked a top concern, followed by the management of big data and the impact of mobile technology on business travel.

Akshay Kapoor, head of CWT Solutions Group, Asia Pacific, said: “The evolution of technology and the rapid adoption of smart technology has impacted the way we store and manage our data.”

Kapoor cited a 2015 study by the Ponemon Institute, which estimated that the average cost incurred for each lost or stolen record containing sensitive and confidential information is US\$154, and the average total cost of a data breach for the 350 companies participating in the study was estimated at US\$3.79 million.

“New, unknown threats are constantly emerging and this is what we see as one of the key drivers for data privacy and security risks being consistently ranked among the top concerns of travel managers and travellers,” he added.



Kapoor: financial loss from data breach



Naoi: thirst for more incentive groups

Japan wants to say konnichiwa to more incentive groups

Japan Convention Bureau is sharpening its pitch to incentive buyers this year, and has several new initiatives to achieve its goal of making Japan the destination of choice for rewarding top achievers.

China, South Korea, Taiwan, Singapore, Malaysia, Indonesia, Australia and the US have been identified by the bureau as key incentive markets.

According to Tatsunori Naoi, a representative from the Destination Management Section with the Japan Convention Bureau, more is being done to promote unique venues in Japan to international buyers and a new subvention programme out this month will encourage incentive planners to utilise such spaces.

A new incentive award is also being planned by the Japan National Tourism Organization (JNTO) to recognise incentive planners who have used Japanese venues in a creative way, encourage local incentive specialists to raise their stand-

ards, and introduce the concept of incentive travel to Japanese companies.

“The idea of incentive travel is still not widely accepted in the Japanese society, so we hope to educate local companies on the business benefits of such programmes,” Naoi explained.

More details on the award will be out after July.

The bureau is also determined to drive more business events traffic – not just incentives – deeper into Japan. The updated *Japan Convention Cities Guidebook* (available on www.japanmeetings.org) introduces the meeting facilities of 52 cities and regions across the country has been launched ahead of IT&CM China 2016 to achieve this.

“We may have identified 12 MICE cities in Japan, determined by their event facilities, accommodation options, unique venues and special culture, but there are far more destinations that can support business events,” he said. – Karen Yue

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Davao next on the map for Chinese MICE

{ Hot leads }

By Paige Lee Pei Qi

The Philippines Department of Tourism (DoT) is determined to raise the appeal and awareness of Davao as a premier MICE destination among the Chinese market, and is working towards that goal with the new *Let's Meet in Davao: MICE Davao Program* launched in February.

According to Roberto Alabado, DoT regional director of tourism, domestic travellers account for 95 per cent of overall arrivals in Davao. Hence, there is a "huge untapped potential" to grow its international market.

Alabado said: "We know that travellers from China enjoy beach destinations very much and they have been to places like Cebu and Boracay. In Davao, besides the beaches we also have eco-tourism attractions."

He elaborated that Davao intends to package some of the small islands and promote them as a private island package for small-sized corporate groups seeking unique experiences. These islands can accommodate up to 50 pax.

Alabado added that Davao

tourism authorities are also conducting roadshows and closing deals with MICE specialists and service providers such as airlines in order to offer greater support for conference and event organisers.

Currently, Cebu Pacific and AirAsia Philippines have agreed to co-brand with the MICE programme by offering special fares for MICE participants. The two carriers will also participate alongside Davao's MICE executive committee in destination promotion roadshows.

4-star hotels wanted in Guangdong

Sunflower Holidays' managing director Mint Leong has a group of 200 delegates from Malaysia Kwangtung Association who will visit three cities in China – Guangzhou, Zhongshan and Foshan – for 11 days in November. Leong needs four-star hotels to accommodate the group as well as a ground handler. Email her at mintleong@yahoo.com.

Conference planner keen on SEA

Jason Li of AHCTYS International Business Conference wants to build his contacts with hotels, tourism bureaus and travel agents in the South-east Asia region. Contact Li at ahctyslsm@163.com.

United Airlines expands reach deeper into China

As United Airlines celebrates 30 years of operating in China this year, it establishes yet another milestone with the launch of its first direct service from the US to a second-tier Chinese destination.

Walter Diaz, managing director Greater China and Korea at United Airlines, shared that direct flights from San Francisco to Chengdu will commence this May.

"It will be our first direct flight to a non-first-tier Chi-

nese city," he remarked.

With that, United Airlines will operate 96 flights weekly between the US and China.

The airline will commence San Francisco-Xi'an services in July.

Diaz said: "We have a rich history in China and are focused on building new markets here."

"And as we celebrate our 90th birthday this year – we are one of the oldest airlines in the world that is still in

operation – we are keeping up our investments on improving our flights (and products)."

Offering examples, Diaz said United Airlines is growing its fleet of aircraft with new Boeing 787s and 777ERs, retrofitting existing airplanes with new features, and renovating older airport terminals in the US to give them new facilities such as restaurants and passenger lounges.

– Karen Yue

Italians wants luxe Shanghai hotel

Maria Puppi, the CEO of OGS – a public relations and exhibition

design company based in Milan – is bringing a group of 40 architects from Italy to Shanghai this October for three days. Puppi is looking for a five-star hotel to house the group. Email marilena.puppi@ogs.it.



Thailand CONNECT
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Sustainability Takes Centre-stage In Growth Of Thai Business Events Industry

The Thailand Convention and Exhibition Bureau or TCEB, unveiled a new 'Thailand, Sustainability & Soulful CSR Destination' offering to showcase pre- and post-program activities that can elevate business events in Thailand to the next level by engaging organisers and participants in maintaining and promoting social, cultural and natural diversity.

The offering captures TCEB's passion for promoting knowledge-sharing about sustainability best practice to ensure the long-term success of Thailand's business events industry, without losing any of the deep local cultural identity or natural value that Thailand is renowned for.

Mr Nopparat Maythaveekulchai, TCEB President, stating that TCEB is committed to building on Thailand's reputation as a dream destination for sustainable business events that offer economic, social and environmental benefits to the country, organisers and MICE travellers alike.

Four key areas are highlighted as emerging trends. The first is 'beach destinations for sustainability and CSR' including grassroots ecotourism - where activities are designed in collaboration with the villagers based on the principle of community-based tourism - juvenile fish and turtle release programs, coral cultivation and mangrove planting.

The second highlights Bangkok's role as the 'Capital for sustainability and CSR', where activities include reading for the blind, visiting the city's six key shrines, and supporting the work of the non-profit Khonthai Foundation.

The third emerging trend is 'Wildlife for Sustainability and CSR', where 'Farm to Function' allows participants to link directly with local farmers, or optionally experience the process of making organic products, while those who love being outdoor can help to build salt licks and check dams.

Finally, delegates also have the chance to contribute to a range of Royal Project Initiatives, founded by His Majesty, King Bhumibol Adulyadej of Thailand. Founded in 1969, Thailand's 'Royal Projects' were initiated to solve the problems of deforestation, poverty and opium production by promoting alternative crops, and were the first of their kind in the world. From the natural northern oases of Chiang Mai and Chiang Rai to Phetchaburi, a charming province in easy reach of Bangkok, visitors can appreciate a range of community-development activities.

The 'Thailand, Sustainability & Soulful CSR Destination' offering Thailand is not only a unique destination at the HEART of ASEAN, but also a thriving hub, where passionate people offer seamless service from the HEART, and with an unforgettable smile.

For more information, visit the friendly TCEB's team at Thailand Pavillion (number B8)

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Chinese buyers still wary of flying with MAS

By S Puvaneswary

Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysia Airlines (MAS) have joined forces to attract more business tourism and major events through a strategic partnership agreement inked on Monday.

The agreement will see MyCEB and MAS collaborate for a year in the area of cooperative sales and marketing to harness mutually beneficial business opportunities.

MyCEB CEO, Zulkefli Sharif, told *TTG Show Daily*: “MAS will provide complimentary tickets to (potential buyers coming over) for site inspections in Malaysia, overseas speakers (attending events here) and overseas MICE op-

erators on fam trips.

“Special discounted rates will also be given to MyCEB industry partners to travel to international trade events overseas.”

While Chinese buyers at IT&CM China welcome the initiative, most felt that efforts to rebuild Chinese travellers’ confidence in the Malaysian national carrier was lacking.

The mysterious disappearance of MAS flight MH370 in 2014 en route to Beijing is not yet a distant memory among the Chinese.

Wuxi-based Nexus Holidays general manager, David Hou Wei, said: “Since it is still

unknown what happened to MH370, MAS and the government should stress to the Chinese on the safety standards of the airlines and what new precautionary measures have been taken since (the incident). The Chinese are still afraid to fly on MAS.”

Another buyer, Michael Ma, MICE manager at Suzhou Cultural International Travel Group, said: The partnership is a good start and it will help promote secondary destinations in Malaysia that have the hardware for meetings and incentives. However, more can be done to rebuild our confidence in the airline.”

Ma suggested offering serious Chinese MICE buyers a site visit to MAS facilities to see for themselves the safety features in the aircraft. These activities could be part of MICE fam trips to Malaysia.



Hour focus on MAS air safety needed



{ In brief }

NZ wins big with business events

Business events are generating high value for New Zealand’s visitor industry, and it can only get better, said Conventions and Incentives New Zealand (CINZ).

Figures released by the Ministry of Business, Innovation and Employment for the year ending December 2015 show the average delegate spend per night is up 15 per cent from 2014 while the total spend by international convention visitors was up 11 per cent, driven by the growth in per pax spend and an increase in delegates, up nine per cent.

Conventions and conferences generated around 846,000 visitor nights in 2015, of which 44 per cent were by overseas delegates.

CINZ chief executive Sue Sullivan said business events are a major growth sector for

New Zealand with international convention delegates spending an estimated NZ\$350 (US\$239) per night, twice as much as other visitors to the destination.

“This can only grow as our value proposition strengthens and (as) we gear up for major new convention centre and hotel infrastructure which will give us the ability to cater for much larger multi-day conventions,” Sullivan added.

Langham gets new online presence

Langham Hospitality Group has completed the makeover of its corporate website (www.langhamhospitalitygroup.com), a project that aims to better engage its travel partners and business clients and highlight its growing portfolio of brands and properties worldwide.

Simon Manning, vice-president, sales and marketing, said: “Today, consumers get their first interaction with a company through its websites; it is therefore crucial to create web-

sites that reflects our group’s branding, global portfolio of hotels and our dynamic growth trajectory.”

The website is fully responsive and will adapt and render perfectly on all devices including desktops, tablets and mobile phones. Artfully-produced cinemagraphs are utilised so users have access to engaging content as soon as they land on the website.

The new corporate website is the latest addition to the group’s other digital platforms launched last year, which includes its luxury brand, Langham Hotels & Resorts (www.langhamhotels.com) and its global upscale brand, Cordis Hotels & Resorts (www.cordishotels.com).

Ningbo eyes more Western traffic

The Ningbo Tourism Administration is actively promoting the city to the international MICE market, especially to Europe – where it has di-

rect flights to Rome and Frankfurt – and the US.

Located in the eastern coastal province of Zhejiang, Ningbo has established three international conference and exhibition centres, and are keen to attract both domestic and international events.

The city has a burgeoning industry in the areas of stationery, textile, electronics and devices, and welcomes industry visits to facilitate cross-border learning.

Aside from MICE, the destination offers a range of tourist attractions and activities to spice up pre-/post-meeting programmes.



G20 Summit, new facilities sharpens Hangzhou’s MICE suit

A bevy of new international five-star hotels has mushroomed across Hangzhou in the lead up to the 2016 G20 Summit in September, “greatly boosting” the Chinese city’s MICE capacity.

According to Roger Shu, MICE director of business events, Hangzhou Tourism Promotion Centre, there are at least 1,700 new five-star rooms coming into the market to meet the demands of the “high level” event.

Some of the new openings include the 417-key Midtown Shangri-La, Hangzhou in the Xiacheng business district, the 210-room Jumeirah Hangzhou in Qianjiang district, and the 350-room JW Marriott Hotel Hangzhou.

Joining these in September is Conrad Hangzhou, which will sit within the mixed-use Raffles City Hangzhou Mall.

In addition to new accommodation, Hangzhou will also

get a new MICE venue. Hangzhou International Expo Centre, which will open in September, will house 61 conference rooms and the city’s largest conference hall which spans 10,000m².

“These new facilities will enhance our appeal as a destination for business events,” remarked Shu.

In 2015, Hangzhou welcomed approximately three million travellers, 18 per cent of which were business travellers.

With this “enhanced reputation” along with strong international interest in the destination arising from the G20 Summit, Shu said Hangzhou Tourism Promotion Centre is targeting to have business travellers contribute to 30 per cent of overall international arrivals next year.

Shu added that Hangzhou will also host the 2022 Asian Games, another mega event that will further thrust the city onto the world stage. – **Paige Lee Pei Qi**



Shu: aiming for more business arrivals

We are strong enough as a mono-destination: Abu Dhabi

The Abu Dhabi Convention Bureau is hosting a series of buyer engagement activities in China and playing up new hardware in the destination, in an effort to demonstrate its ability to deliver quality business events and experiences.

According to a bureau spokesperson, the biggest obstacle Abu Dhabi has in its pursuit of MICE business is that it lies in the shadow of Dubai.

The spokesperson said: “Chinese buyers are aware of Dubai but not many realise that Abu Dhabi also has a lot to offer. Many come to Abu Dhabi for a day tour but a large part of the programme is still in Dubai.”

The bureau would like to see Abu Dhabi eventually becoming a mono-destination in

Chinese MICE programmes.

Currently, Chinese MICE groups spend an average of two to three nights in Abu Dhabi. The bureau spokesperson believes that with new hardware coming online, such as The Louvre Abu Dhabi opening in 2H2016, the destination will give Chinese MICE groups more reason to stay on longer.

To raise awareness of the destination among Chinese buyers, the bureau recently hosted several site visits and fam trips in partnership with Etihad Airways and DMCs.

The Abu Dhabi Tourism & Culture Authority office in China has also participated in MICE exhibitions in China and is actively engaging Chinese MICE media. – **S Puvaneswary**



Industry men and women of tomorrow

This promising and enthusiastic group of students hailing from China learn the ropes of the MICE industry from veterans and professionals at the IMEX-MPI-MCI Future Leaders Forum at IT&CM China 2016. The full-day forum yesterday hopes to inspire and develop potential industry leaders who can help the MICE flame burn brighter than ever.

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Truly Asian connections



AirAsia commenced direct flights between Langkawi and Guangzhou this year; Cenang beach, Langkawi

As Malaysia shapes up to be a choice destination for Chinese MICE groups, the industry is looking to its better-connected cities to pull in the crowd this year, **S Puvaneswary** reports

In 2015, China was Malaysia's top incentive market with 22 arrival groups bringing a total of 17,409 delegates to the country. Travel agents in Malaysia are expecting to capture an even larger share of the market after initiatives were recently launched to promote the country as well as to make its secondary cities more accessible to Chinese MICE and incentive groups.

Among recent promotional efforts were efforts by the Malaysia Convention & Exhibition Bureau's (MyCEB) to build its presence on WeChat, a popular networking and social media app among mainland Chinese users.

Zulkifli Sharif, CEO of MyCEB, said: "This initiative leverages on social media and allows MyCEB to reach out and engage with industry partners who are frequent users of WeChat."

"To date, we have more than 600 followers with approximately 95 per cent stemming from travel/ MICE agents."

MyCEB also had success with roadshows aimed at driving more business events from China to Malaysia, receiving seven wins and nine potential leads from roadshows held in Guangzhou, Chengdu, Shanghai and Beijing.

And over the last six months, there has been a heavier focus on connecting China to secondary cities in Malaysia with the introduction of new flight routes.

AirAsia commenced a new daily service between Kota Kinabalu and Wuhan from January 22 and began Langkawi-Guangzhou routes on January 24.

As well, China Southern Airlines introduced three weekly flights from Guangzhou

to Kota Kinabalu on December 1, 2015.

John Chan, business development director, Kris International Traveltours, said the increase in flights to island and resort destinations such as Penang, Langkawi and Sabah will strengthen Malaysia's positioning as a MICE destination.

While some of the new services are provided by low-cost carriers, Chan opined that improved accessibility is more important than the services provided by an airline, be it full service or low-cost.

Chan said his company is also focusing on secondary cities such as Wuhan, Chongqing and Xi'an as many companies in these cities are incentivising their sales staff with trips overseas.

The company is also hoping to attract smaller groups of 200 to 400 with frequent travel patterns.

It appears Malaysia's business events sector will continue to see large numbers of Chinese footfall in 2016.

Sunflower Holidays recently confirmed its largest incentive group for 2016. Some 12,000 people from Perfect China will travel to Kuala Lumpur, Malacca and Penang in staggered batches from March 2 to 10.

Perfect China has been bringing groups to Malaysia since 2003 and this is by far the largest group.

Mint Leong, managing director of Sunflower Holidays, added: "MICE traffic from China is returning. I foresee this may be a better year than 2015."

This sentiment is shared by Winnie Ng, deputy general manager, Pearl Holiday Travel & Tour. She said: "There is more interest in the destination and the devalu-

ation of the ringgit certainly helps. We have a confirmed booking of 3,300 people from a multi-level marketing company from China and another group of 700 people."

On the downside, Sunflower Holidays' Leong shared that one of the challenges was the need for more convention centres that have the capacity for large gatherings, in order to attract big groups to Malaysia.

Leong said: "Some MICE organisers want to have their main event and dinner at the same venue. Thus it is difficult to find convention centres that have a meeting hall and a separate hall for dining that can each fit 5,000 or more people."

TALKING NUMBERS

214 The number of events supported by MyCEB in 2015, which contributed an estimated RM1.3 billion (US\$313.3 million) in economic value and attracted approximately 108,000 international delegates to Malaysia

70,666 The weekly number of airline seats between China and Malaysia

DEVELOPMENTS TO WATCH

1 Penang Convention & Exhibition Bureau

Penang Convention & Exhibition Bureau (PCEB), helmed by Ashwin Gunasekaran as CEO, was set up on January 4. The bureau's primary roles will be to assist and facilitate the MICE industry stakeholders and community at large in marketing initiatives, and to help enhance the quality of experience for MICE clients in Penang.

2 Forest City four-island project Malaysian prime minister, Najib Razak, announced incentives for companies to set up in the multi-billion ringgit mixed-use Forest City spanning four islands, includ-

ing tax breaks for qualified companies involved in tourism, education and healthcare. Razak said the incentives could help contribute RM175 billion (US\$43 billion) in FDI by 2035. In addition, a duty-free mall is expected to be up and running at Fisherman's Wharf on Island 1 by the end of the year.

3 SPICE and PWCC Renovations at the Subterranean Penang International Convention & Exhibition Centre (SPICE) are expected to be completed by 2017, while the Penang Waterfront Convention Centre (PWCC) is slated to open in The Light's commercial precinct in 2018, becoming two of Penang's first convention centres.

WHAT'S NEW!



Nobu Kuala Lumpur

Located on Level 56 of Menara 3 Petronas in the iconic KLCC development, Nobu Kuala Lumpur offers innovative Japanese cuisine. It is a great place to organise dinners and cocktail events as the venue is complemented with stunning views of the world-renowned Petronas Twin Towers and of Kuala Lumpur's skyline. The restaurant features a progressive Japanese aesthetic and a sophisticated yet casual ambience. Spanning 1,115m², Nobu Kuala Lumpur's main dining area and sushi bar can accommodate up to 200 guests. Nobu also houses two bars, a stunning lounge, and two private dining rooms, which can fit up to a maximum of 30 people each.

Pullman Kuala Lumpur City Centre Hotel and Residences

Pullman Kuala Lumpur City Centre Hotel and Residences opened in August 2015. It is a great venue for MICE as it has a large, pillarless ballroom which can fit 800 people in theatre style and nine function rooms with natural lighting. The hotel has 445 rooms and 157 fully furnished apartments. It also has five F&B outlets serving a variety of Chinese, Japanese and international cuisine. Its location, within the city centre and business hub, makes it very convenient for those wishing to have a spot of shopping after the main work day is over. Major shopping malls such as Pavilion Kuala Lumpur and Lot 10 are within walking distance.

Escape Room

Escape Room offers teambuilding programmes for corporate companies. Participants are divided into teams and put in locked rooms where they have to find clues to decipher puzzles and escape within 45 minutes.

Each room presents participants with a unique scenario and character that they have to play. The varying storyline engage participants who try to solve puzzles within a stipulated time frame.

There are Escape Room outlets located in major cities and towns around Malaysia. In April 2015, an Escape Room outlet opened at 1st Avenue Shopping Mall in Penang. It offers six rooms, each with a capacity for up to 10 people. On request, food and beverage can also be organised.

Aiman Batang Ai Resort & Retreat

The Batang Ai Longhouse Resort, formerly managed by Hilton, reopened on January 1 as Aiman Batang Ai Resort & Retreat under a new management, Planet Borneo Lodge Management.

On top of refurbished public areas, the 100-key property on the fringe of the Batang Ai National Park in Sarawak also offers a refreshing natural environment and activities including fishing in the Batang Ai Lake, kayaking, canopy walks and longhouse visits.

Dorsett Putrajaya

A new hotel in Putrajaya, the 218-key property is conveniently located in the heart of Malaysia's federal administrative capital in Precinct 3 and within walking distance to Malaysian government offices, such as the Ministry of Entrepreneurship.

It houses Putrajaya's first rooftop infinity pool, a rooftop gym with state-of-the-art gymnasium equipment, a pillarless ballroom for 300 people, and meeting rooms.

Skytrex Melaka

Skytrex Melaka, located within Taman Botanical Ayer Keroh, opened in November 2015. It is a great venue for teambuilding activities which are designed to give participants a total outdoor experience combining experiential learning in theory with team assignments and games.

For details, email: skytrex@skytrex-adventure.com, or visit the website: www.skytrex-adventure.com





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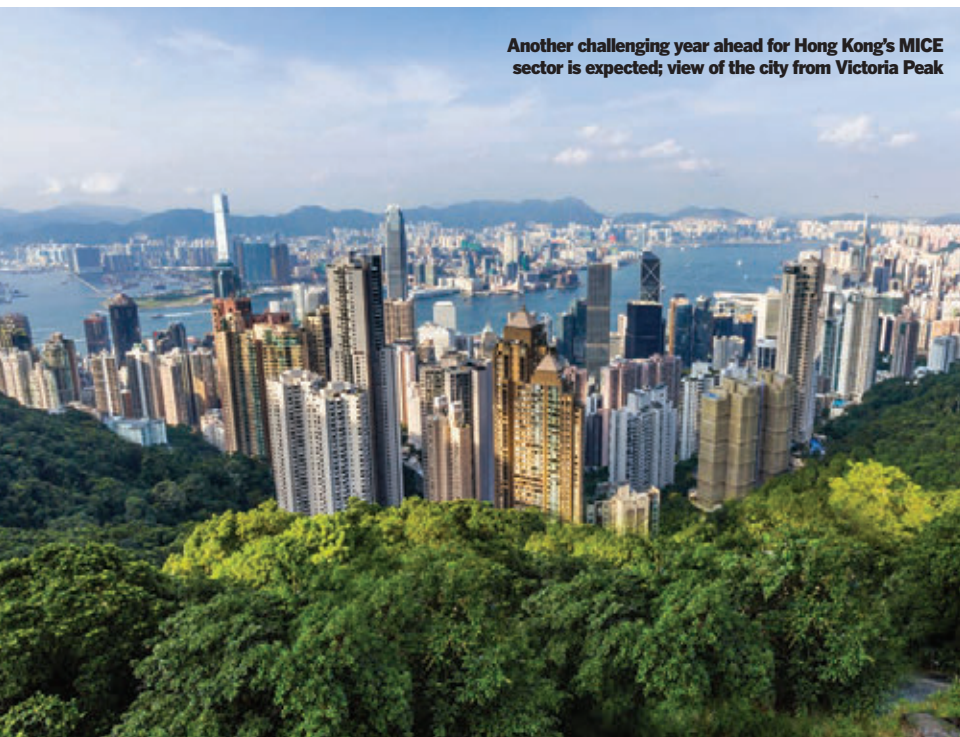
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Devising ways to court the dragon

Persistent destination campaigns and support schemes for the Chinese MICE market by HKTb will hopefully bring about a climb in arrivals this challenging year, reports **Prudence Lui**



Another challenging year ahead for Hong Kong's MICE sector is expected; view of the city from Victoria Peak

Although Hong Kong was the choice destination for a number of sizeable meetings and incentive groups from China's insurance, direct selling and electronic companies last year, the destination's overnight MICE arrivals from its neighbour and dominant tourism source market in 2015 remained the same with 2014's numbers.

Hong Kong Tourism Board's general manager, MICE & Cruise, Kenneth Wong, told *TTG Show Daily* that the poor progress in Chinese MICE figures was due to a slowdown in the mainland economy.

Adding further strain to the massive source market is the tightening of Chinese government spending on travel and events.

Director of sales and marketing with The Excelsior, Hong Kong, Noel Chai, noted that business from the Chinese MICE market has gone down since the spending restriction.

"Pharmaceutical and insurance companies in China (are now favouring) domestic destinations such as Xiamen, Sanya and Zhuhai for their incentive trips and annual meetings," she said.

A sliver of opportunity did emerge from the state's austerity move. Chinese trade missions, government groups and offsite meeting groups from some Chinese corporations on a budget have turned to four-star hotels in Hong Kong during their travels.

"We have more bookings from them since, although not significantly more," remarked Chai, adding that 2016 will be another challenging year, and one that is made worse by an unstable world economy.

Also reporting a dull 2015 is Vigor Tours' manager for Greater China, Coral Wu. She revealed that her company did not handle any large incentive groups from China in 2015.

"Business was bad last year and saw large incentive groups breaking into smaller ones. Clients also chose to let

leisure agents handle their bookings, skipping MICE specialists like us, while other clients used lower leisure rates to bargain for a lower price from us. It was tough and we had to readjust our service fee to meet their budget."

Believing that business from the mainland will be equally uneventful this year, Wu said the company will "adopt a wait-and-see approach without embarking on any big moves to court Chinese MICE".

Vigor Tours will turn its attention to building up the Chinese FIT market instead, although Wu said the company will still participate in IT&CM China to hunt down business opportunities and promote its brand.

Offering a positive view of the situation, Grand Hyatt Hong Kong's director of sales and marketing, Cecilia Lo, said the contraction of arrivals had led to reduced pressure on room rates. "It has actually made Hong Kong slightly less pricey for MICE than before," she said.

To keep MICE clients drawn to the property, Grand Hyatt Hong Kong has invested in frequent hardware upgrades. "Our guestrooms' renovation has recently entered the final phase. Later this year, 11 specialty suites will be ready, increasing our flexibility for business events," she added.

On the part of Hong Kong Tourism Board, continuous efforts will be made to "uphold Hong Kong's image as the world's meeting place", said Wong.

"We will focus primarily on promoting meetings, incentive travel and conventions in the mainland China market. Through an award programme, HKTb will motivate travel agents to promote Hong Kong as the ideal destination for meetings and incentive trips for their corporate clients."

Meanwhile, Hong Kong will celebrate a record-breaking corporate gathering this year. Come June 15-17, more than 30,000 people will convene in Hong Kong for the Nu Skin Greater China Regional Convention 2016, to be held at AsiaWorld-Expo.

TALKING NUMBERS

891,573 The number of MICE arrivals from Mainland China in 2015 – same as the previous year – out of Hong Kong's total MICE footfalls of 1,720,000

5.2 The percentage decline in overnight MICE arrivals into Hong Kong from both shorthaul and longhaul markets last year over 2014

DEVELOPMENTS TO WATCH

1 Wan Chai Development Project
The government-led project will see the development of the Wan Chai bypass and the restoration of a pleasant waterfront that will improve the heavy traffic conditions in the area whenever major tradeshow are held at the Hong Kong Convention and Exhibition Centre. The waterfront space will also provide Hong Kong with a unique and spacious outdoor venue for large corporate events and concerts.

2 Midfield Terminal
Located west of Hong Kong International Airport Terminal 1, the Midfield Concourse that opened last December has the capacity to serve an additional 10 million passengers every year. It provides 20 parking stands

and is connected with Terminal 1 via an extension of the Automated People Mover system.

3 The Fullerton Hotel @ Ocean Park
Ocean Park's expansion is in full swing now with the recent announcement of The Fullerton Hotel @ Ocean Park. The property is expected to break ground in 2017 and be opened to the public in 2020.

The Fullerton Hotel is another significant milestone for both Ocean Park and Hong Kong, as it provides convenient accommodation for guests spending multiple days at the attraction and the forthcoming Water World, and will transform the country into a premier international resort destination.

WHAT'S NEW!

Mercedes me Store

The 408m² Mercedes me Store which opened in Central last September is a combination of vehicle presentations and high-end dining experiences in a new venue for business events. The thematic venue features a bar, restaurant, and a lounge displaying special Mercedes-Benz models along with a private consulting lounge. There is also a broad spectrum of digital tools and interactive screens to enhance delegate experiences.



Panda Hotel's Crystal function room

Panda Hotel has transformed some office space on the fourth floor into a new 533m² meeting room called Crystal. The L-shape function space can accommodate 22 banquet tables. Crystal room joins the hotel's other meeting facilities on levels three and four.

Freshbiz

Freshbiz by Team Building Asia is a three-hour game-based training for developing entrepreneurial thinking and smart business acumen in the shared economy. Participants travel through the game on a mission to win, while gaining skills, understandings and strategies that not only help them to achieve the goals in the game, but also to excel in their lives.

Mickey and the Wondrous Book

Hong Kong Disneyland Resort's new Broadway-style musical extravaganza, *Mickey and the Wondrous Book*, is a 28-minute live show, blending technology with quality theatrical performance. The audience join Mickey Mouse, Goofy and *Frozen*'s Olaf the snowman on a journey through seven popular Disney stories to return Olaf to where he belongs. An exclusive corporate programme with Disney characters can be arranged.

Popway Hotel

The 63-room Popway Hotel situated in Chatham Road South within Tsim Sha Tsui opened last July. It boasts a central location that places guests within walking distance of shopping malls like K11 Art Mall, iSquare and Harbour City. Facilities include a meeting room with half-day and full-day packages, Sky Deck rooftop lounge which is a great for small-sized events, and Uptop Bistro and Bar on the 19th floor.



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Neverending state of inspiration

Multiple journey visas, new partnerships with Chinese online media platforms and the ease of communication is key to attracting Chinese MICE to the island nation, writes **Paige Lee Pei Qi**



According to Singapore Tourism Board's (STB) latest statistics, Chinese arrivals to Singapore from January to November last year recorded an impressive year-on-year increase of 21.6 per cent to 1,936,000 visitors.

While STB does not keep track of MICE arrivals according to countries, Low See Peng, regional director, Greater China, STB, said: "Singapore continued to be regarded as an exciting destination for Chinese MICE groups in 2015, attracting various incentive groups from Greater China.

"These include new incentive groups such as Mafengwo, as well as returning groups New Era Health Industry Group and Nanshan Insurance (Taiwan)," she elaborated.

Sharing similar positive sentiments, Linda Low, manager, strategic partnership and product marketing, Pacific World, said the number of Chinese MICE groups visiting Singapore in the first eight months of 2015 surpassed the total in 2014.

She said: "The extension of multiple journey visas to Chinese nationals has opened up opportunities for the Singapore tourism sector and has made it easier for Chinese business travellers to Singapore."

In addition, she pointed out that STB's partnerships with Chinese online and media platforms have also helped to reach out to Chinese travellers.

To better connect with the growing wave of mobile-savvy travellers emerging from China, STB partnered four major Chinese digital players last year. This marked STB's most comprehensive initiative yet, comprising four first-time partnerships and two new product launches with current partners. First-time partners are Chinese OTAs Alitrip and Tuniu, and social review sites Dianping and Mafengwo.

With this partnership, the digital partners will curate and distribute content on Singapore over a period of two to three years to their users.

Applauding these new partnerships, Joseph Sze, director of China from Siam Express, said: "This (initiative) gives Singapore the first-mover advantage in this aspect because (STB) is the first NTO that has done something so major.

"Chinese travellers are very dependent on their mobile devices and they will (appreciate) the convenience of real-time information of the travel destinations provided by these digital services," he said.

STB's Low said: "This provides us with additional touchpoints to business travellers, enabling us to make relevant content such as leisure and dining options easily available through technology, and further helps visitors to customise and maximise their time in Singapore."

Apart from that, STB also launched the *Singapore Incentives & Rewards (INSPIRE) 2.0* programme for the Greater China market last September. *INSPIRE 2.0* aims to promote Singapore's unique attractions by packaging curated itineraries that cater to Chinese incentive travellers.

As such, Chinese incentive groups can enjoy exclusive curated itineraries. For example, Resorts World Sentosa will be able to provide welcome cocktails with a meet and greet session with movie characters at the Universal Studios Singapore.

To further boost Chinese arrivals, STB's Low highlighted how the new Chongqing Connectivity Initiative between Singapore and China, launched in January 2016, will help bring both destinations closer. With that, West Air has since launched its inaugural international flight from Chongqing to Singapore, a thrice-weekly service.

While STB's Low admitted that they expect macroeconomic factors to continue to have an impact on business traffic and expenditure from China, she expressed optimism for 2016.

She said: "We believe Singapore remains a vibrant and attractive destination for business travellers, as 2016 brings a variety of key exhibitions such as the Singapore Airshow and Food & Hotel Asia, where we (can) see a healthy percentage of Chinese business travellers (in attendance)."

Pacific World's Low remarked: "Singapore continues to face strong competition worldwide (in capturing China's market) as countries constantly roll out new and refreshed initiatives to capture a bigger share of the pie."

Nevertheless, Low said Singapore's winning factor is the ease of language and visa facilitation – both key considerations for any business traveller.

DEVELOPMENTS TO WATCH

1 Terminal 4 at Changi Airport
Slated to open in 2017, the new Terminal 4 (T4) in Changi Airport will feature breakthrough terminal design and innovative concepts.

Passengers can expect enhanced travel experiences at T4. The biggest game changer at T4 is the extensive use of technology to improve passengers' experience, enhance operational efficiency and raise manpower productivity. T4 will see the terminal-wide implementation of fast and seamless travel initiatives such as a complete suite of self-service and automated options from check-in and bag drop to immigration clearance and boarding.

2 INSPIRE 2.0
The Singapore Exhibition and Convention Bureau's new Singapore Incentives & Rewards (INSPIRE) 2.0 programme aims to promote the citystate's unique attractions by packaging curated itineraries that cater specifically for

the Greater China Market. The programme is supported by Changi Airport Group, Gardens by the Bay, Resorts World Sentosa, Sentosa Leisure Group and Singapore Turf Club, and perks are offered in three tiers that are differentiated by group size and length of stay in Singapore.

Travel to Singapore must be made by March 31, 2017.

3 Michelin Guide Singapore
Singapore is the first South-east Asian nation to get its own *Michelin Guide* – the popular restaurant recommendation publication which awards much-coveted stars – ranging from one to three – to top dining establishments.

The Singapore version will be bilingual, in English and Mandarin, and is expected to launch in the second half of 2016. This will help to strengthen the island nation's regional and global's position in the world of gastronomy.

TALKING NUMBERS

1,936,000

The number of visitors from China between January and November 2015, a 21.6 per cent YOY increase

2,700 The number of international attendees at the European Society for Medical

Oncology Asia Congress in December 2015. It was the first time the event was hosted outside of Europe

16 The number of spine societies from around the world that are expected at the SpineWeek 2016 congress in May. The event is regarded as the world's largest spinal care-related meeting, which will attract at least 6,000 attendees

WHAT'S NEW!



National Kitchen

Helmed by local celebrity chef Violet Oon, National Kitchen is a celebration of Peranakan cuisine. Choose to dine indoors in an elegant dining hall or enjoy sweeping views of Singapore's skyline on the veranda. Private spaces are available for hire at this 280m² venue within the stately National Gallery Singapore.

M Social Singapore

Located by the iconic Singapore River, M Social Singapore is the latest addition to Millennium Hotels and Resorts' signature Leng's Collection. The 293-room designer hotel overlooks the vibrant Robertson Quay precinct that is home to a variety of dining and entertainment options.

The hotel promises to provide a one-of-a-kind experience for style-conscious travellers with its boutique and latest technological offerings, while offering rooms designed by Philippe Starck.

Singapore Expo's enhanced Wi-Fi service

Singapore Expo is now able to offer seamless connectivity to more than 15,000 concurrently active devices – the highest in Asia – in all of its 10 exhibition halls at Singapore Expo and 32 meeting rooms at MAX Atria.

The complimentary Wi-Fi access is suitable for webmail, social media and Internet browsing. Event organisers who require higher bandwidth of over 2Mbps can tweak the bandwidth according to their requirements.

Aerotel Singapore

Plaza Premium Group last October launched its first Aerotel transit hotel at Singapore Changi Airport. Aerotel Singapore boasts a resort feel with amenities such as an outdoor swimming pool, Jacuzzi, gym and library lounge, plus a customised pillow menu.

Rates are charged based on a six-hour block and vary according to room sizes. Prices from S\$90 (US\$65) to S\$130, with every subsequent hour priced at S\$20 each.



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Let's talk more business

For the Philippine travel trade, sit-and-wait is not an option in the face of political embroilments with China – a slice of its colossal business travel pie alone warrants action, **Rosa Ocampo** writes

Chinese arrivals posted the strongest growth in the Philippines in 2015; Willy's Rock, Boracay pictured here



Inbound MICE from China did well in 2015 notwithstanding the dispute between China and the Philippines over claims to Scarborough Shoal islands in the South China Sea. And in 2016, Philippine trade players are intent to extricate themselves from the strife and actively reach out to their Chinese partners to promote business travel to the country.

Karem Miranda, officer-in-charge, MICE Department of the Philippine Tourism Promotions Board (TPB) said “hundreds of Chinese groups visited mainly Boracay, Cebu and Bohol via direct charter flights out of Shanghai and Beijing”. These groups were a combination of incentive and leisure visitors.

“China is one of our primary source markets for incentive travel,” said Miranda, who is upbeat about having more charter and commercial flights from China this year.

Also contributing positively were the international events hosted in Manila in 2015, including a series of meetings of the Asia Pacific Economic Cooperation (APEC) and the arrival of Chinese president Xi Jinping for the APEC Economic Leaders Meeting last November.

Miranda said that while the 2015 MICE statistics are not yet available, what is known is that total inbound from China, surprisingly, posted the highest growth rate of 24.3 per cent among the country's top 12 source markets.

The travel trade is sanguine about MICE from China due to the growing volume of Chinese investments into the country and the huge Filipino-Chinese communities owning airlines, hotels and resorts, banks, manufacturing and big-sized companies who can bring Chinese business footfall to the Philippines.

“With these influences, the country should be expecting more visitors not only for leisure or incentive programmes but also for corporate meetings and events,” said Janice Tiambeng, director of sales for Crowne Plaza Manila Galleria and Holiday Inn Manila Galleria.

“We are slowly gaining MICE groups this year,” Tiambeng said.

Christine Urbano-Ibarreta, director of sales and marketing of Chinese-owned Golden Phoenix Hotel Manila, said the territorial dispute between China and the Philippines has not af-

fected MICE because “business is still coming in”.

Jerrie Mendoza, sales manager of Waterfront Hotels & Casino in Cebu, is also sanguine about prospects this year because Cebu is “getting a series of charter flights from China since the latter part of 2015 to the present”.

A challenge, though, according to Merylyn Ebor, MICE and inbound manager of Destination Specialists (Cebu), is the lack of fluent Mandarin-speaking guides, which the Philippine Department of Tourism (DoT) is addressing by encouraging Chinese residents in Cebu to work as tour guides, not just as interpreters.

Another challenge is in attracting more Chinese conferences and conventions into the country. There are a handful, including the International Exhibition of China Machinery and Electronics Products to be held in August, but that still leaves room for improvement.

China is a great source market by sheer volume of its people travelling overseas.

DEVELOPMENTS TO WATCH

1 Upcoming convention centres
The MICE hub of the Visayas will get its first major convention centre in the SMX Convention Centre Cebu when the new facility opens its doors in 2017. Convention centres are being built around the Philippines, including in Bonifacio Global City in metro Manila, Bacolod City and Iloilo City in the Visayas in recent years.

2 Improved connectivity
Flag carriers Philippine Airlines and Cebu Pacific are increasing their international services, including the medium and longhaul, while international carriers including Turkish Airlines, Ethiopian Airlines, Xiamen Airlines and several others have been mounting flights to the Philippines.

Regrettably, the destination is missing out on a sizeable portion of arrivals from China due to political tensions with the nation.

PATA CEO, Mario Hardy, advises that despite what politicians say, the private sector – travel agents, tour operators, etc. – should join forces and do trade missions to China.

“Forget about politics and just have discussions directly with tour operators and travel agencies in China. (The Philippine travel trade) has to take the lead and initiative rather than wait for China to approach them,” Hardy urged.

For its part, TPB is more aggressively promoting and marketing in China. To generate positive brand recall, TPB has produced promotional materials including *Convention Planners' Guide* and *MICE AVP* in Mandarin. There is also coopera-

TALKING NUMBERS

22,000

The number of foreign delegates who attended the Asia Pacific Economic Forum hosted by the Philippines last year

490,841

The number of tourists from China who visited the Philippines last year, 24.3 per cent more than the same period in 2014

9.2 The percentage of China visitors to total Philippine arrivals, making them the destination's fourth biggest market

tion with hotels and airlines to give special perks to incentive groups and to support fam trips for China's travel trade and media.

The Philippines also continues to participate in major trade shows in China including IT&CM China and the China Outbound Tourism and Travel Mart to maintain its presence in the market.

Miranda also mentioned the collaboration of DoT offices in Shanghai and Beijing with the Offices of the Philippine Consulate General in China to expedite visa applications.

She said records from the Offices of the Philippine Consulate General in Beijing, Shanghai, Xiamen, Guangzhou and Chongqing show that on average, 315 visa applications were being processed by each office daily in 2015.

WHAT'S NEW!



Golden Phoenix Hotel Manila

The newly-opened Golden Phoenix Hotel Manila is conveniently located within the Manila Bay conference area, from which the metro's major tourist attractions and entertainment hubs are also easily accessible.

The 281-key property provides spacious rooms and chiropractor-approved mattresses. Other hotel facilities include function rooms for up to 150 pax, banqueting, a garden, on-site shops, and business centre.

The Henry Manila

This charming 34-room hotel in a wide suburban compound teeming with ancient trees and tropical plants is as unique as can be. The five houses built in the 1940s were repurposed to create this urban oasis, with extra care taken to make sure the post-war structures are maintained and preserved. The entire hotel can be hired for an incentive or corporate group of 60. Its courtyard is also available for small events.

DreamPlay by DreamWorks

This interactive educational theme park at the City of Dreams Manila isn't just for kids; it can also accommodate MICE events during weekday mornings and night time. A growing number of corporate events are being hosted in DreamPlay's three function rooms while its eight attractions are suitable for teambuilding activities. A minimum booking for 1,000 pax is required. The venue can accommodate up to 1,200 pax.

NAIA's premium airport bus service

NAIA's premium airport bus service under the brand name UBE Express is now available 24/7 at terminals 1, 2 and 3 of Manila's Ninoy Aquino International Airport to various points of the metro.

With a flat rate of 300 pesos (a little over US\$6), each air-conditioned bus can carry 24 pax. It has a large compartment for baggage, CCTV, GPS and on-board Wi-Fi. Passengers can book in advance online.

There are two routes and designated stops like malls and hotels. For Roxas Boulevard routes, commuters can board and get off at Midas Hotel, Hotel Jen, Manila Hotel, Mall of Asia and Entertainment City. The Makati City route stops at Glorietta 4 and 5 and Ascott Hotel.

Conrad Manila

Conrad Manila is the newest luxury address in the Manila Bay area. Apart from 347 rooms, the hotel boasts extensive MICE facilities including the main ballroom for 1,000 pax, junior ballroom for 450 pax, an outdoor verandah function space for up to 400, seven meeting rooms, and a boardroom. It also has extensive banquet and dining facilities, including the piece de resistance, the specialty restaurant China Blue helmed by China master chef Jeremy Leong.



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Spreading MICE deeper inland

Bali is the darling destination among Chinese MICE groups, but the tourism ministry wants to show them that there's more to offer in Indonesia, reports **Mimi Hudoyo**



Chinese MICE groups are drawn to Bali's safety and popularity as a resort destination

Chinese MICE groups, especially those on incentive trips, are favouring Bali over Indonesian capital Jakarta, noted industry leaders in the country.

A general lack of destination awareness has been identified as one of the issues Jakarta faces when it comes to attracting the Chinese MICE market.

Vincent Jemadu, Asia-Pacific director at the Office of the Deputy Minister for International Promotion Development, Indonesia Ministry of Tourism, explained to *TTG Show Daily* that while his office is responsible for promoting the country as a whole for tourism and 16 specific destinations for MICE, Jakarta "needs to come up with its own destination promotion" to see greater success.

The city, however, has its hands full with infrastructure development and works to eliminate flooding.

Jakarta also loses out to its balmy sister in terms of destination security.

Eddy Sunyoto, managing director of Terimakasih Indonesia Tours and Travel, who is also head of international promotion with the Association of the Indonesian Tours and Travel Agencies, said Bali is regarded as "the main destination" because of its safety.

"You can take (MICE travellers) to Nusa Dua and they will find everything

(in that area)," Eddy said.

Furthermore, the new toll road in Bali has improved traffic between the airport and many hotels, and there are abundant attractions for pre/post tours, according to Eddy.

Vincent shared that two major Chinese incentive groups will be touching down in Bali this year. The first is a 12,000-pax group from a multi-level marketing company in China, arriving in six batches in May. The second is a 10,000-pax incentive group from a pharmaceutical company in September.

And the Ministry of Tourism has stepped in to support both events with sponsorships of cultural performance and souvenirs for all delegates and a hosted dinner for some 300 VIPs and VVIPs.

Vincent said such level of government support is made available to large MICE groups.

In terms of destination promotion in China, efforts are underway to target both primary and tier-two cities.

Eddy supports the move, saying that a tier-two cities like Wenzhou have a huge outbound potential for MICE.

"There are, for example, six Lamborghini dealers," he said, illustrating the city folks' propensity to indulge in good experiences.

Encouraged by the potential for further growth in Chinese arrivals, the ministry is lobbying the airline industry

to connect Indonesia and tier-two Chinese cities with direct services.

Vincent said: "We are looking at connecting Chengdu, Changsha and Nanjing with Bali and Jakarta, as travellers from these areas now have to transit in Hong Kong."

The ministry is also planning to develop and promote other destinations, both for leisure and MICE, to spread the Chinese market beyond Bali.

I Gde Pitana, deputy minister for International Promotion Development, Ministry of Tourism said: "We need to realise that Bali is still the main gateway to Indonesia and we need to spread (travellers) out to other destinations."

The other destinations that are getting the ministry's attention are Greater Bali, Greater Jakarta, Greater Batam, Wakatobi-Bunaken-Raja Ampat, Makassar, Medan, Lombok, Bandung, Banyuwangi and Yogyakarta-Solo-Semarang.

Explaining on move, Noviendi Makalam, director of marketing communications at the Office of the Deputy Minister for International Promotion Development, said: "We are developing, repositioning, rejuvenating the existing brand, and planning an integrated marketing communication. This means that we are doing media placements on each destination, which we plan to launch this month. The main message is to (get

TALKING NUMBERS

2,500 The number of participants at the 13th World Chinese Entrepreneurs Convention held in Bali last year. It was one of the biggest MICE events from China hosted in Bali

31.4 The percentage of visitors who came to Indonesia for business and convention purposes in 2014, according to latest data from the Ministry of Tourism

9 The percentage of domestic business travel and MICE movement in Indonesia in 2014, according to the country's Ministry of Tourism. This translates into 22.3 million visitors

DEVELOPMENTS TO WATCH

1 Soekarno-Hatta International Airport Terminal 3 Ultimate
The new terminal of Jakarta's international airport will open by December 2016 and be fully operational in January 2017. It will be able to accommodate 25 million passengers a year, boosting accessibility into the capital city and the rest of Indonesia.

2 Indonesia Convention and Exhibition Bureau
Indonesia has finally formed a convention bureau, which will not only play the role of destination marketing but also provide product development assistance to its various destinations.

3 Labuan Bajo Airport
The new airport at the gateway to Komodo National Park was inaugurated by Indonesian president Joko Widodo last December. The 9,687m² terminal can accommodate up to 1.5 million passengers a year, a ten-fold increase from the previous capacity of 150,000 passengers, as well as handle larger aircraft such as A320 and B737-800.

Improved connectivity between Bali and the Labuan Bajo will enable MICE delegates in Bali greater opportunities for fun extensions.

MICE groups to) explore further...beyond Bali."

The ministry also intends to increase the number of Mandarin speaking guides across Indonesia, through training and certification courses.

Pitana said: "We did a study in 2014 which found that we will need 1,200 Mandarin speaking guides by 2015, when we actually have only 800, of which only 600 are active."

Some 300 fresh guides were recruited in 2015 and the ministry aims for more this year.

WHAT'S NEW!

Teras Dharmawangsa Restaurant

The four-storey Teras Dharmawangsa Restaurant in the up-market Darmawangsa Square City Walk, South Jakarta sports a chic interior and serves Indonesian and Asian cuisine. The main restaurant is located on the first three floors, each with capacity for 30 to 40 diners and featuring a different concept. The top floor is available for private hire, and is perfect for events with 30 to 40 guests.



Best Western Premier La Grande Hotel

The Best Western Premier La Grande Hotel has opened in Bandung, close to business, retail and entertainment areas. The upscale hotel offers 193 rooms and suites equipped with flat-screen TVs, mini-bars and free Wi-Fi. Facilities include eight meeting rooms, a business centre, spa, swimming pool and a fully-equipped fitness centre. There is also a restaurant that serves Indonesian, Asian and international cuisine.

Alila Solo

The 255-room Alila Solo is a new landmark in Solo and sets a high standard for events, be it a lavish networking party, large-scale conference or exhibition through its extensive MICE facilities including 14 meeting and boardrooms. The hotel's two spacious ballrooms can be combined to accommodate up to 3,500 guests. These venues are supported by a unique meeting hub concept.



Seminyak Village

Opened last October, Seminyak Village offers two floors of retail heaven spread over 5,574m² of space. More than 48 shops and restaurants are housed within the complex, while a landscaped rooftop terrace offers shoppers a place to rest while enjoying the view of Bali.

The Ritz-Carlton Spa, Bali

The signature spa of The Ritz-Carlton, Bali offers a host of quality treatments using indigenous natural ingredients from the Indian Ocean and ancient Balinese methods married with modern techniques – perfect for recharging the body and mind after days of meetings.

There are 14 treatment rooms at The Ritz-Carlton Spa, Bali.



Bintan Lagoon Resort

Bintan Lagoon Resort is dangling a free full-day meeting with coffee breaks and other perks to corporate groups that are staying overnight at the complex.

Priced from S\$160 (US\$114) nett per person per day, the Meet for Free package includes a night's stay in a Deluxe Room with buffet breakfast, two-way ferry service, return land transfer, Wi-Fi access, complimentary use of a meeting room plus two coffee breaks with two snack items, and buffet lunch. Terms and conditions apply.

Meeting planners can also choose from a list of complimentary add-ons, such as 80 balls swing at the driving range, 15 minutes on the Ninebot trail and access to Powerhouse Gym.

For an additional S\$90 nett per pax per day, corporate groups can add an unlimited golf game to their itinerary.

New ideas start here

hearing

smell

sight

touch

taste

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The EV is shown for image purposes only.

New ideas start here

Playing the appropriate cards

Stakeholders report growth in MICE business despite weaker attendance according to official data. Still, more programmes are being created to keep the Chinese interested. By **Prudence Lui**

The city is well-positioned to cater to different markets due to the diversified offerings aside from the casinos



TALKING NUMBERS

58 The total number of incentive groups the Macao Government Tourism Office received through the *Incentive Travel Stimulation Program*. In total, there were 36,725 participants

909 The total number of MICE events held in Macau last year. Both meetings and conferences accounted for 831, up by 125 year-on-year

10 The percentage drop in the number of participants to 88,189, despite the positive growth of meetings and conferences

2.1 The average duration of the meetings and conferences in days. This is down by 0.2 days as compared to 2014

Grand Hyatt Macau also expects continued growth in business from China in 2016, bolstered by the efforts of the tourism and hospitality industry as well as the Macau government.

General manager Paul Kwok said: "We will continue to focus sales and marketing efforts on increasing business from China, especially from the MICE segment, through hosting fam programmes and appreciation events, as well as leveraging on our group's sales network."

From an incentive perspective, Macao Government Tourism Office received a total of 58 incentive groups comprising a total of 36,725 participants last year through the *Incentive Travel Stimulation Program*. The majority of the incentive groups were from mainland China with a total of 14,466 participants.

One of the largest Chinese group to make landfall in Macau last year was the 9,000-pax Joymain Annual Conference.

Director Maria Helena de Senna Fernandes said: "The majority of Chinese incentive groups were from the fields of medical technology, pharmaceutical services. In order to continuously promote tourism development, we launched a new edition of the *Travel Stimulation Program* on July 1, 2015."

Air Cruise's director, Eric Chang described 2015 as a quiet year for Chinese MICE with only a slight decrease thanks to the government's support.

He remarked: "The government has been helping the industry directly and indirectly. For instance, it hosted more government events last year, with invitations extended to scholars and experts from the mainland."

"I am not optimistic about this year but the drop (in MICE business) will be limited to a single digit. The only opportunity I see in this situation is that the demand for business event manpower would not be as high as before so clients can expect better service quality."

With the global uncertainty and China's economic slowdown, business events from China into Macau was negatively affected in 2015.

Based on Macau's Statistics and Census Service, the total number of conference participants fell by 10 per cent to 88,189. This is despite the 125 per cent year-on-year growth in meetings and conference to 831 last year. Meanwhile, the number of exhibitions also decreased by nine year-on-year to 78 (where 74 were organised by non-government organisations), and the number of attendees dropped by 3.8 per cent to 2,393,461.

But with the Macao Trade and Investment Promotion Institute (IPIM) stepping up officially to promote MICE in the Chinese destination on January 1 this year, things might just improve.

An IPIM spokesman told *TTG Show Daily* that China is "always one of the key MICE markets for Macau".

Besides courting planners from China through a stronger presence at related tradeshows like IT&CM China (Shanghai) and CIBTM (Beijing), IPIM

is also pursuing the international MICE market.

"While there was a minor fall in visitor arrivals in 2015, MICE business is expected to continue its growth as new capacity comes online and the industry turns its attention towards this sector to fill the drop in gaming visitations," said the spokesman.

The spokesman added that IPIM is "embarking on new programmes to support industry growth and incentivise new business to come to Macau".

He elaborated: "We have a growing reputation as Asia's mega events city and we will be hosting a number of large-scale MICE events this year such as the China Expo Forum for International Cooperation 2017, a 7,000-pax Herbalife China Extraordinary Meeting, and a 10,000-pax Jeunesse Global Greater China Meeting."

Local MICE stakeholders are doing their best to pull in traffic too.

Sands China, vice president of destination marketing and sales, Ruth Boston, saw a positive overall increase in MICE business in 2015. She attributed this to Sands Resorts Cotai Strip Macao's MICE promotion *Meet for Free*

in Macao, which ran from July to December last year.

She said: "It helped us obtain more new business from MICE groups from China. Room nights increased by over 40 per cent from the market in 2015, as compared to 2014."

"We expect a healthy and steady growth this year because we have successfully diversified our MICE business in key industries and focused on building strong partnerships with key players throughout the region. China is a key source market for us and we are investing significant funds in our marketing and sales efforts to grow business from mainland China," Boston said.

Looking ahead, Boston feels that there are many opportunities to be tapped in China's second tier cities such as Chengdu, Xiamen, Ningbo and Hangzhou. In 2016, the group will be conducting roadshows in some of these cities to showcase their MICE offerings.

"While the economy plays an important role in how it affects travel out of the mainland, people still want to discover new destinations and Macau is well positioned to cater for all market, from families to (business events)."

DEVELOPMENTS TO WATCH

1 Jurisdiction granted
On December 20, 2015, the Macau Government was granted jurisdiction over a maritime area of 85km².
Proposals for land reclamation can now be submitted directly to the Chinese government without the needing to negotiate with the Zhuhai government. This will greatly facilitate the

further development of infrastructure in the space-starved city of Macau.
2 Taipa Ferry Terminal
The new Taipa Ferry Terminal at Pac On will make it more convenient for travellers to access the Cotai Strip. The Macao Government Tourism Office has also planned a visitors' centre within the facility.

3 Wynn Palace and Parisian Macao
Both 1,700-room Wynn Palace and 3,000-key Parisian Macao will debut in mid-2016 and late 2016 respectively. They are expected to further intensify competition in the hotel landscape, ultimately benefitting travellers.

Artist impression of Parisian Macao



WHAT'S NEW!

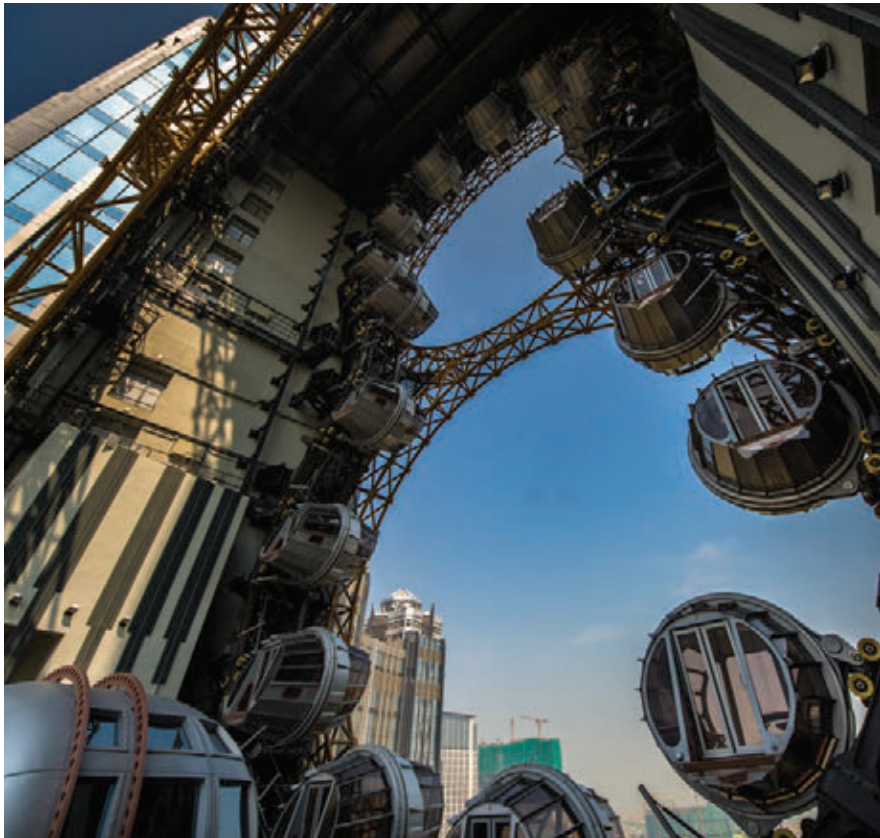


The St Regis Macao
Last December, the St Regis Macao threw open its doors as the latest luxury brand in Macau. It is one of the few hotels in Macau to offer natural daylight and views through floor-to-ceiling windows in its 11 breakout meeting rooms. Apart from the Astor Ballroom which can seat 400 banquet-style, there are other options like the swimming pool on the eighth floor which can cater to groups of 400 people for an outdoor cocktail or reception.

Broadway Macau
Linked via an air-conditioned footbridge from Galaxy Macau, Broadway Macau boasts more than 40 F&B stores and 20 retail outlets, of which 60 per cent are Macanese owned and operated.
Head there for a taste of the very best in Macau cuisine. While there, enjoy the nightly live street entertainment. The building also houses the Broadway Theatre, a 3,000-tiered seating venue that can host a variety of shows, events and conferences.



Batman Dark Flight and Golden Reel
Last November, both the Batman 4-D Dark Flight ride and the Golden Reel were launched in Studio City, giving event organisers additional entertainment options.
Join Batman in battling Gotham City's villains in the action-packed flight simulation ride, or choose to ride the ferris wheel. Not for the faint hearted, the ferris wheel has 17 *Steampunk*-themed cabins erected in a figure-eight shape at a height of 130 metres above ground, on the 23rd storey.



Tuen Mun Ferry Terminal
In late February 2016, TurboJET started sailing from Tuen Mun Ferry Terminal to Macau Maritime Ferry Terminal. The journey takes about 40 minutes, and is an option for MICE visitors who visit Macau. Eight daily sailings were initially planned, but TurboJET added six more sailings in March to meet growing demand.
TurboJET also sails to Kowloon and Hong Kong Island. Passengers who depart from the terminal will also have to bear a ferry terminal service fee of HK\$28 (US\$3.60) per ticket, as the company is responsible for maintenance of the terminal.

Fook Lam Moon
Reputable traditional Cantonese restaurant Fook Lam Moon opened in Macau last summer. The 43-year-old restaurant group is acclaimed for serving traditional Cantonese cuisine, where chef Chan Yau Leung created a menu featuring dishes such as roasted suckling pig and braised dried abalone.
Situated in Galaxy Macau, this 160-seat outlet has nine private rooms for various sizes of parties or events. The largest room can accommodate up to four tables of 10 persons each.





Must-dos around the city



Vivian Cao
Director of marketing, Renaissance Shanghai Pudong Hotel

Stroll along the Bund

A walk along the Bund provides an introduction to the essence of big, bold, fashionable and commercial Shanghai.

The avenue is lined with Art Deco buildings from the 1920s and 1930s when Shanghai was the Paris of the East. Visitors can climb to the top of a floodwall barrier for a view of the river and Pudong's forest of skyscrapers such as the Oriental Pearl TV Tower and the grand Jin Mao Tower.

Time at the museum

The geographic and symbolic centre of the city is People's Square, a former British racetrack that was turned into the city's municipal centre. It's the seat of the city government and home to the Shanghai Museum, Shanghai Grand Theatre and Shanghai Urban Planning Exhibition Center.

The Shanghai Urban Planning Exhibition Center features a full-scale model of the city and is a crowd-pleaser. The model shows the vastness of the city and it's updated frequently to reflect the city's rapid rate of development.

Visit a classical Chinese garden

Head to Yu Garden, a classical Chinese garden that dates back to 1559. Surrounded by a tourist bazaar, the two-hectare garden is very beautiful – boasting elegant doorways, whitewashed walls, rockeries and carp ponds, all of which never fail to impress visitors.

Have a local snack

From pan-fried *sheng jian baos* to steamed *xiao long baos*, sample the city's local fare in Cheng Huang Temple. It is within walking distance from Yu Garden.

A longtang story

Developers have begun to appreciate the commercial value of preserving charming longtang or lane houses.

Bustling Taikang Road is lined with outdoor cafés. There are also boutiques with clothes from local fashion designers, handcrafted silk souvenirs and local artwork. Nearby is the Sinan Mansions complex, which juxtaposes these small houses with modern buildings, giving the restaurants and bars a unique feel.

After-dark pleasures

In Shanghai's French Concession district are some of the most chic and laid-back places to hang out in.

For fabulous drinks and great atmosphere head to El Cóctel and Apartment. Down the street there is Kiitos, a Tokyo-style whiskey bar, where serious drinkers can enjoy premium pours.

Clockwise from above: The Bund and its forest of skyscrapers; Yu Garden brightly lit up at dusk; the futuristic-looking Shanghai Urban Planning Exhibition Center; savour delicious xiao long baos





Sam Braybon
Bespoke
ambassador to
Shanghai,
Bespoke Shanghai

Discover something old

Follow an expert guide into Shanghai's Old City and learn about its early days as a Ming Dynasty trading post that was famous for cotton and textile production. Then traverse a tangle of impossibly narrow lanes surrounding Shanghai Confucius Temple and discover its hidden architecture, before marvelling at the discreet villa where Einstein and his wife once dined in during a stopover.

A different type of bar crawl

The city is a world-class party town and those looking for a good time can dress up and indulge in a three-hour signature Shanghai cocktail experience. Accompanied by a doyenne of Shanghai's nightlife scene, visitors will experience three of the city's hidden bars and obtain exclusive access to three bartenders, where each bartender will craft a bespoke cocktail based on one's favourite spirits and flavours.

Time hop into the past

A stroll along the Bund will give visitors a feel for Shanghai's luxury business environment, while a visit to the Shanghai Urban Planning Exhibition Center tells the story of Shanghai's transformation from a sleepy backwater to a global financial hub.



WHAT'S NEW!

DO
Ahn Luh Zhujiajiao

Experience China's very own luxury hotel brand which marries old world Chinese hospitality with modern contemporary elegance. Ahn Luh in the water town of Zhujiajiao – an easy-to-get-to suburb of Shanghai – is a recently-opened resort. The property has 35 villas and facilities such as a museum, restaurants, a library, meeting spaces, a spa and tai chi centre.

Jinjiang Metropolo Classiq

Located along bustling East Nanjing Road, the Jinjiang Metropolo Classiq Off Bund hotel features high ceilings and an elegant interior. The historic building is home to a sexy bar and intimate restaurant, both of which are ideal for upmarket private events. The restaurants seats up to 40 while the bar can accommodate up to 120 cocktail-style. There is also meeting space for groups of up to 30 people.

Bicycle tour

Go on a bicycle tour and take a nocturnal pedal at 21.00 through Shanghai to see another side of the city. A guide will take the group to the back lanes of the former French Concession, the twisted alleyways of the Old City (impassable during the day), cross the famous zig-zag bridge outside Yu Garden (sans tourists), before ending the tour along the Bund just in time to see the lights of the Pudong skyline turn dark for the evening.

Sidecar

Explore Shanghai in a fleet of 1970s vintage sidecars before licensing issues prevent them from operating on the city's streets. If not resolved, these sidecar tours will probably vanish in 2017.

SEE
Shanghai Natural History Museum

The nautilus shell-shaped Shanghai Natural History Museum opened last year within the Jinan Sculpture Park. It's a word-class museum with more than 10,000 artefacts from the world's seven continents.



From left: Shanghai Disney Resort; an alleyway in Shanghai's Old City

The museum has exhibit spaces, a 4-D theatre, an outdoor exhibit garden and a 30m-tall atrium that lets natural light filter through a striking glass wall inspired by the cellular structure of plants and animals.

Discovery Adventures Park

Situated in Andaman Moganshan Resort in Huzhou, about two hours from Shanghai, Discovery Adventures Park is expected to open this year. The 100-hectare park is being marketed as a destination that integrates extreme sports, and business and leisure tourism. It will also have outdoor survival and adventure training activities available. Teambuilding events include scaling the country's largest rock climbing wall, zip lining, ATV tours, mountain biking, hiking, and tackling obstacle courses.

Shanghai Disney Resort

The highly-anticipated grand opening of Shanghai Disney Resort is slated for June 16, 2016. The theme park will boast the tallest Enchanted Storybook Castle, Gardens of Imagination – the first land designed as a garden in a Disney park, and Treasure Cove – the first pirate-themed land in a Disney park. Treasure Cove is based on the popular Pirates of the Caribbean franchise and the area will feature an eponymous ride, a canoe ride, a splash pad, and a Captain Jack's Stunt Spectacular show.

EAT
The Nest

Check out The Nest, a popular restaurant, bar and lounge located right next to the contemporary Rockbund Art Museum. Opened at the end of 2014, the popular spot has a laid-back atmosphere and specialises in vodka-based cocktails and high-end bar food such as oysters and steaks. Music – from the genres of indie rock and electronic – comes on later in the night.

Xixi Bistro

In a quaint 1930s lane house along Wuyuan Lu is a Chinese-Italian fusion place called Xixi Bistro. The eatery offers a casual and affordable dining experience in three sections. There is a restaurant on the first floor, a cocktail bar on the second and an expansive garden in the backyard. The menu features items such as *jiaozi*, fried rice, and noodles that come with western ingredients and influences.

Bistro 321 Le Bec

Located in a 1920s villa along Xinhua Road, Bistro 321 Le Bec is an award-winning multi-concept French restaurant helmed by celebrity chef Nicolas Le Bec. On the menu are French classics and a comprehensive wine list covering a good portion of France's premier growing regions.



The exterior of Bistro 321 Le Bec

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音乐和娱乐

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住宿

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Connecting over lunch

By Eugene Tang



Provident Global Capital Group Australia's Kin Fung Michael Chow, CITS China's Yan Yan, Freeplus Shanghai's Joana and Yuan Jing



Carlson Wagonlit Travel China's Jerry Li, Safari Plus India's Shailendra Kesari, Wavenet China's Megan Chen and Shenny Luo



Inner Mongolia Tourism Industry Association's Liu Yang, Nexus Holidays Group China's David Hou Wei and Evergreen Travel Agency China's Lu Li Min



Trip Savers Travel & Tours Philippines' Ollah De Guia Quilatan, Lucky 3 Tours Philippines' Reggie Abenoja and World Master International Travel Philippines' Leilani Agana



Carlson Wagonlit Travel China's Eric Qin and Kay Zeng, Cochin University of Science & Technology India's Edathil Vijayan and Carlson Wagonlit Travel China's Katy Li



Mega Travel Bulgaria's Lidiya Ivanova, Dove Travels India's Ashwani Gupta, HelmsBriscoe China's Laura Hu and Swift Bridge Technologies Malaysia's SK Chong

Opening with a flourish

By Eugene Tang



TTG Asia Media's Darren Ng (centre) opens IT&CM China and CTW World with key partners (from left) Carlson Wagonlit Travel China's Albert Zhong, MP International Singapore's See Lay Eng, Shanghai Municipal Tourism Administration's Patrick Chen, CITS International MICE Co China's Zhang Shou, CATS MICE Community's Jiang Qi Kang and Marriott Shanghai Parkview's Johnny Chen



Beijing Easy International Travel Service's Yang Chen Xing and Ma Hua Ying with CYTS World Travel Service China's Phoebe Wu



Corning Singapore Holdings' Peter Koh and Frasers Hospitality Singapore's Amy Lai



Uniholiday South Korea's Hue Hag Gon Kim, Redcap Tour Co South Korea's Hana Lee, Enjoy Life Corporation South Korea's Jiyeon Kim and Nexus Holidays Group China's David Hou Wei



TTG Asia Media's Pierre Quek, Darren Ng and Michael Chow raising a toast with Malaysia Convention & Exhibition Bureau's Lee Sheau Fen (second from left) and Zulkefli Hj Sharif (fourth from left)

Showcasing the world of M



World Travel Service China's Phoebe Wu, Yas Island UAE's Mariam Al Musharrekh and Cynthia Goh



Abu Dhabi Convention Bureau's Azayez Al Muharrami and Anood Khalifa



Guangzhou Dong Fang Hotel's Alex Zhu, LN Hospitality Management China's Jerry Tam and Colly Ng, and The Garden Hotel, Guangzhou's Carey Yip



Wyndham Grand Xian South's Shirley Li, Wyndham Grand Plaza Royale Huayu Chongqing's Fintan O'Doherty, Wyndham Hotel Group China's Kitty Huang and Charles Teng, and Greater China Hospitality China's Kelly Cheng



Nusaraya Tour Indonesia's Paul, Museum Tekstil Indonesia's Rosi Mery, Ministry of Tourism, Republic of Indonesia's Nailis Saadah and Hendro Kuswoyo



Korea Tourism Organization's Heesu An



Hong Kong Tourism Board's Rebecca Zhu, Meetings & Exhibitions Hong Kong's Christy Wong, Hong Kong Tourism Board's Zoe Lo and Lillian Wu



Japan National Tourism Organization's Shinji Shiota and Tatsunori Naoi

ICE at IT&CM China

By Eugene Tang



Thailand Convention & Exhibition Bureau's Danupol Aumbhitaya, Nida Chunhacharti, Siriporn Tarnvudhikul and Krit Promphrasid



Macao Trade and Investment Promotion Institute's Sam Lei



Gloria Hotels & Resorts Hong Kong's Cindy Xie, G-Luxe Hongqiao Shanghai by Gloria's Leo Wu, Gloria Plaza Hotel Suzhou's Joy Lv, Valley Conference Center China's Jason Teng, Xiandai Gloria Grand Hotel Changsha's Winnie Li, Gloria Hotels & Resorts Hong Kong's Felix Zhang, Menshine Gloria Plaza Hotel Shantou's Max Qin and Tommy Tao



CYTS China's Xia Wenjia and Studio City Macau's Patrick Ma



Taiwan Tour's Henry Hu, Willy Event Consultants Taiwan's Patti Tang, Taiwan Trade Center's Lily Su, Gran Hi-Lai Hotel China's Jony Hu and 85 Sky Tower Hotel China's Apple Gu



Impact Exhibition Management Thailand's Zhou Sisi and Munthana Meengern



Novotel Nanjing East Suning Galaxy's Hunter Jiang, Pullman Changshu Leeman's Cindy Liu, Sofitel Chengdu Taihe's Martin Wang



Chimelong Zhuhai's Eric Zhang, Chimelong Hotel China's Tina Wai and Lucy Tsang, and Chimelong Zhuhai's Andy Lv



Millennium Hotel Chengdu's Peri Lin, Millennium Hotel Wuxi's Jacky Yan, Millennium Hotels and Resorts China's Roslyn Chan, Grand Millennium Beijing's Jovian Yang and Viola Yao

Hong Kong

香港强化「会展之都」、「邮轮枢纽」形象

■张广文=采访报道

推动会展及邮轮旅游发展是香港旅游发展局近年的重点工作之一，并会聚焦积极争取更多会展项目赴香港举行、强化香港「亚洲邮轮枢纽」形象、提高消费者对邮轮旅游的认知与需求、推动邮轮区域性合作等方向努力。

争取更多会展赴港举行

为积极争取更多会展项目赴香港举行，香港旅游发展局在2016~17年度会继续因应会展旅游各个范畴的特性，采取针对性的推广策略，吸引更多高增值的会展旅客访港。

同时，亦会向会展活动的主办机构和参与者提供具吸引力并切合所需的服务与优惠，借此吸引更多不同规模的会展活动在香港举行，强化香港作为「国际会展之都」的形象。

旅发局表示，推广会展旅游的重要工作有三。

1. **企业会议及奖励旅游(会奖活动)**，集中资源于南韩、内地、印度及印尼等短途市场，并重点向具较高潜力的多个行业，包括直销、金融及保险、信息科技、制造及医药业进行推广。

同时，与设有专责部门筹划会奖活动的大型企业加强联系，以争取有关机构来港举办会奖活动。亦会透过多项业界活动，如大型旅游展及业界简介会等，与专门筹办会奖活动的机构加强

联系，透过其商业网络，吸引更多会奖活动在香港举行。并且借着参与大型的会奖旅游博览会、举办访港考察团及业务洽谈会等，加强与会奖活动筹办机构的联系，向他们积极推广香港作为会展旅游目的地之优势和特色。

此外，为会奖活动的承办机构举办奖励计划，鼓励他们向大型企业推介香港作为会奖活动的目的地。

2. **大型会议**，则集中资源于欧美市场，重点向六个主要行业，包括科学、医疗科学、工程、社会科学、科技及商务进行推广，以争取大规模或重要的大型会议在香港举行。同时，在欧洲及美国，分别与专业组织及专业会议筹组者等进行策略性合作，并主动接触组织的成员，游说他们在香港举办大型会议，以及一些规模相对较少，但会再次举行的商业会议。

另外，利用国际会展业界的盛事，例如「IMEX」，作为推广平台，向欧美会议主办机构进行推广，加强联系。同时，联同香港业界参与多个于欧美举行的国际性会展旅游展，并透过于展览期间举行不同的活动，加强本地业界与专业会议筹组机构的接触。

此外，与内地的专业组织及其香港分部加强联系，并安排有关组织的代表来香港考察，加深了解香港作为会展旅游目的地的优势，从而鼓励他们在港举行大型



会议。

3. **展览**，则继续联同香港展览业界，于国际展览业界活动上合作推广，展示在香港举办展览活动的优势，并强化香港作为「亚洲展览之都」的形象。同时，协助展览活动主办机构进行市场推广，并与业界合作，为出席者提供适切的旅游套餐、优惠和款待服务，以鼓励现有的展览活动继续留港举行，同时吸引新的展览活动来港举行。

强化「亚洲邮轮枢纽」形象

就强化香港「亚洲邮轮枢纽」形象而言，在2016~17年度，香港旅游发展局会继续透过参与大型及国际性的邮轮业界活动，例如，2016年3月在美国佛罗里达州举行、全球最大型邮轮业界论坛及展览「Seatrade Cruise Global」，向邮轮业界推广香港作为邮轮旅游目的地的优势与吸引力，并强化香港作为「亚洲邮轮枢纽」的形象。

期间，香港旅游发展局会晤国际邮轮公司的高层，深入介绍香

港在邮轮旅游方面的最新情况和发展潜力，积极游说国际邮轮公司将香港列入其旗下船队的航程之内。

同时，亦会主动联系一些将于未来数年有全新邮轮投入服务的欧美高端邮轮品牌，积极宣传亚洲邮轮市场巨大的发展潜力，并介绍香港作为「亚洲邮轮枢纽」的优势，从而吸引他们日后部署调派更多邮轮到区内港口，尤其是香港。

另外，经特区政府反映意见后，中央政府允许内地旅行团乘坐邮轮从香港到台湾后，继续乘坐该邮轮前往日本和韩国，再返回内地的措施，有助香港开发更多样化的邮轮旅游产品，吸引内地旅客来港乘坐邮轮旅游。

提高对邮轮旅游认知与需求

在提高消费者对邮轮旅游的认知与需求方面，有见邮轮旅游仍然属于相对新兴的旅游模式，香港旅游发展局将于多个主要客源市场，包括内地华南及华西区

区、东南亚、印度、台湾、日本及南韩等地，透过公关宣传和数码媒体等途径，向当地消费者推广邮轮假期的独特之处，以及香港作为邮轮旅游目的地的吸引力。

因应邮轮公司考量是否调派邮轮到一个港口时，往往会视当地的市场发展潜力为其中一个重要考虑因素，有鉴于此，香港旅游发展局于2016~17年度将会透过传媒及数码平台等在香港宣传邮轮假期的特色，及以香港为母港的邮轮行程，以提高香港消费者对邮轮旅游的兴趣及需求，进而提升香港作为邮轮客源市场的发展潜力。长远而言，这有利于吸引更多邮轮公司选择以香港作为母港。

推动邮轮区域性合作

推动邮轮区域性合作方面，在2014年4月，香港旅游发展局与台湾观光局共同创立「亚洲邮轮专案」，以推动邮轮旅游的区域合作，并透过资助形式，鼓励邮轮公司开发及推广包含参与港口的邮轮旅游产品，从而促进区内邮轮旅游的发展。至今，海南、菲律宾和厦门已先后加盟「亚洲邮轮专案」，扩大邮轮旅游区域合作的规模。

在2016~17年度，香港旅游发展局与各个参与港口将会提升合作关系，共组「亚洲邮轮联盟」，透过联合推广及共同参与邮轮业界的大型活动，向邮轮公司推介各合作港口的基建及设施，以及其独特的旅游特色，冀发挥协同效应，吸引邮轮公司将有关港口列入其邮轮航程之内。

Event Management

使用中国非常规场地需面对三大挑战

■张广文=采访报道

越来越多企业团体尝试运用非常规场地举办活动，非常规场地往往可以将活动推向更上一层，打造令人意想不到的成功效果，不过，在中国使用特别场地时，企业团体往往要面对三大问题。

据国际专业活动管理公司表示，在中国运营已经超过十年的活动管理公司(Event Management)，现在固定都会有一些客户希望在非常规地点举行活动，这样的发展很让人兴奋，

但是作为承办方，也就因此需要面对一些严峻的挑战。

首先，一定会建议客户跟有强大管理和意愿的场地合作，以共同发展生意，因为有一些政府拥有的场地，虽然可能很特别，并且能为客户打造一个独特的体验，但是场地管理方未必真正的想要举行活动。以上海为例，沿着河边以及在船舶或游艇上，有很多非常规场地可以使用，同时，历史建筑和重新翻新的工厂也不错。另一方面，在公共服务

设施中，如博物馆、学校等举行会议，也是很好的选择，因为这些空间往往有一个独特的氛围，往往能添加艺术感，而且拥有不一样的布置和灯光条件。由于中国发展快速，每隔一段期间就需要审视市场，看哪里有新的非常规场地开放使用了。

不过，不管是哪一种非常规场地，都需要面对三大困境。

一、**提前预定和审核的时间限制**。中国的MICE客户往往快要举办活动才会开始寻找承办单

位，大部分的企业都在举行活动十天前才决定活动细节，然而，通常要跟当地相关单位正式申请与报备的过程就已经需要大约八周。也因为这样，很多客户虽然想要在非常规场地举行活动，他们的活动往往还是最后会在酒店举行，因为没有预留正式申请与报备过程的时间。

再者，**餐饮安排的挑战**。当选择一个非常规场地作为活动的举办场所时，承办单位，也就是活动管理公司往往要负责一切，从

技术性器具和餐饮，而餐饮往往是活动中最大的挑战，因为整个餐饮场地需要配合举办场地的建筑，并且保证卫生条件以及符合现场设施。

此外，**非常规场地往往会带来很多无法意料的风险**，承办方如果在该场地没有举办过活动，便没有经验，也不知道该场地可能出现哪些问题。

其实，在非常规场地举办活动当然能够成功，而且往往能够打造出最令人印象深刻的活动，让客户跟竞争者拉开距离，并且能够给予酒店所无法提供的惊喜。关键是要先解决三大挑战，才有机会打造一个真正难以忘怀的成功活动。

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德国三大会展目的地具竞争优势

■张广文=采访报道

近日，德国会议促进局积极向中国市场推广三大会展目的地，包括法兰克福、柏林和杜塞尔多夫，期待更多中国旅客能够降落即享德国各地为中国旅客专门打造的个性化服务，体验不同凡响的商务活动，并以德国为会议和奖励旅游的首选目的地。

其中，柏林凭借着针对活动策划者提供的全方位服务以及众多拥有现代化设施的酒店和活动场地，不但成功跻身全球最受欢迎的会议和大会举办地之一，更积极争取中国企业团体到访。当地拥有约190家会议酒店、四个会议中心和展馆，以及150多处特别的活动场所，可满足

足国际会议策划者举办各类规模会议和大会的需求。而柏林的城市立方（CityCube）、柏林艾思特勒（Estrel）酒店全新的二号场馆以及新的泰坦尼克商务酒店（TITANIC Business Hotel），更让活动举办者们在柏林，有了更多会议和活动场地的选择。

此外，美茵河畔法兰克福这座位于德国心脏位置的商业大都市，拥有欧洲最大的机场之一。每周都有来自不同航空公司的约100次航班往返中国城市和法兰克福之间，包括长沙、成都、广州、合肥、香港、南京、北京、青岛、上海和沈阳等。对前来法兰克福的中国客人来说，服务从飞机降落就已开始。法兰克福机场

近期主打的官方智慧手机应用，除德语、英语服务版本外，还提供了中文版本。旅客可以透过此移动端应用，使行程变的更轻松，例如，接受提示：如何到达几分钟路程外的法兰克福市中心等。

再者，杜塞尔多夫凭借其深厚的经济地位和实力，在中国商务活动市场占有重要地位。这座欧洲经济重镇是中国在德国的一个重要驻地，当地有300家中国企业常驻，其中不乏全球性大公司。而当地深受中国商人和游客喜爱的国王大道是欧洲最大的奢侈品购物街之一。凭借杜塞尔多夫国际机场直飞中国的航线，杜塞尔多夫和中国紧密相连。商务活动主办方可以在杜塞尔多夫

找到良好的基础设施、多样性的场地：如体育场、多功能展厅和拥有独特氛围的特殊活动地点等。另外，杜塞尔多夫会议体育和活动和有限公司和杜塞尔多夫展览公司上海分公司紧密合作，在商务活动方面拥有丰富经验，如已经举办过的中国国际医疗仪器设备展览会（China Med）、中国国际储能大会（Energy Storage China）、中国国际葡萄酒与烈酒贸易展览会（ProWine China）等展会。

自2015年9月1日起，新成立的德国会议促进局（GCB）中国代表处在北京正式开始运营，入驻中国市场。德国会议促进局拥有约170名会员，涵盖德国430多家

企业，包括德国会议行业顶级的酒店、会议中心、活动场所、城市推广机构、活动承办商以及会议和大会服务商等。同时，德国会议促进局对活动策划者们提供广泛的业内支持，例如，线上的场地搜索和提供绿色会议的相关信息等。

新上任的**德国会议促进局中国代表杨恒宏**指出，未来德国会议促进局将与其合作伙伴柏林会议促进局、杜塞尔多夫会议体育和活动和有限公司、法兰克福会议促进局以及汉诺威一会议星球等共同聚焦中国市场，提供中国会议、大会以及奖励旅游筹划者们举办活动和会议的相关信息与协助。

Incentive Travel

目的地善用奖励旅游可为自身和客户创造双赢

■钟韵=采访报道

利用接待MICE团的机会，目的地可以为自身和客户创造双赢局面。**SITE全球国际董事会成员姚红**表示，中国的入境奖励旅游市场近年有滑落趋势，也因此，中国的MICE行业应加强国际推广和善加利用行业考察，带动目的地的人气。苏州是一个成功案例。

她指出，正致力吸引更多国际协会会议落户的苏州，近期不断透过支援举措吸引国际奖励旅

游管理者协会(SITE)的奖励旅游专家认证(CIS)、会议专业组织者协会(IAPCO)及其它MICE行业组织将培训会带到苏州举行，苏州市旅游局并提供了资源考察服务。所有接受培训的参会代表都是在MICE领域非常活跃的业者、负责大量协会会议业务；当他们不仅在苏州接受培训，还领到证书时，苏州必会在他们心目中留下深刻而美好的印象。借此机会为参会者创造了解这座城市的美好体验，旅游局则能正确



↑SITE全球国际董事会成员姚红

保关键业者爱上且大力推广苏州，并在未来把协会会议都带到苏州举行，相当于一石二鸟。甚者，借国际培训落户举行之机，

旅游局也能有效提高本地人才的MICE竞争力。

从出境MICE角度，国际目的地现有一个趋势是，从商业发展的角度去吸引中国MICE团。一种做法是借力奖励旅游团，提升自己名声。比如去年去到尼斯的天狮团为了在海滩上拍摄全体合照以做内、外部宣传题材，请了尼斯市政府提供协助，为他们清空海滩。尼斯市政府抓住机会反过来也请组织者提供协助，请约6,400名参会者在两个小时内完成大合照的拍摄，借此进入吉尼斯世界纪录，从而达到城市推广效果。这个项目挑战并不小，但大合照成功完成后，主办方反而感谢尼斯市政府为他们提供了这个激励员工同时宣传推广的机会，达到众所乐见的双赢局面。

另一种是借MICE团的到访，达到刺激经济的长远目标；南非国家会展局于此做得非常出色。姚红举例，为刺激国内经济发展，凡隶属于六种产业之一的国际MICE团到访，南非国家会展局都会提供额外支援。在此策略下，几年前一个来自中国的汽车行业奖励旅游团到访南非之后，由于体验和宣传效果皆佳，这家公司在南非设了厂，一定程度为南非解决了重要的就业问题，备受南非欢迎。与此同时，在不同目的地为同一个奖励旅游团竞争时，南非也会邀请主办者在下决定之前先到访南非实地考察，从而达到极高的潜在客户转化率。

这三个案例，很好地阐述了目的地推广机构善用会奖旅游为自身和客户创造双赢的重要性。

Shenzhen

深圳今年将开建全球最大会展中心

■张广文=采访报道

近日深圳经贸信息委发布，深圳国际会展中心一期工程预计2018年投入使用。深圳将在宝安空港新城开建50万平米的国际会展中心，建成后的深圳国际会展中心将超过目前全球最大的展馆—德国汉诺威展览中心（面积达49.6万平方米），成为全球最大的会展中心。

预计投资规模将超过100亿元的深圳国际会展中心项目，规划会展核心区用地137公顷，配套设施用地42公顷。其将采用综合

开发模式，融入酒店、办公、餐饮、商业、会议、展览等功能，同时，将按照市场化运作方式和开放性原则，面向国内外引进有实力、有丰富经验的社会主体，进行一体化的投资、建设和运营，计划以「一流的设计、一流的建设、一流的运营」打造国际一流会展中心。规划中的深圳国际会展中心展厅面积，将为目前深圳会展中心的近10倍。

规划50万平方米的整体室内展厅面积，将于2016年开工建设一期的30万平方米，而一期的规模

在全球已建成的会展中心中，就已将排名第六，其包括了室内展厅及基本配套设施。后续则将根据一期运营情况再进行扩建。

就地理位置而言，深圳国际会展中心区位优势突出，地处珠三角中心和广东自贸区中心，是珠三角、广深港核心发展走廊、东西向发展走廊的交汇处，以及广佛肇、深莞惠、珠中江三大城市圈交汇处，紧邻沿江高速公路，同时，距离未来T4枢纽只有3公里、距离T3航站楼仅7公里，而且已规划将与地铁12、20号线和公

交线路实现无缝接驳。另外，未来规划的T4枢纽中心，恰好是地铁11号线、穗广深城际线上的一个网站。未来深茂铁路也将在此交会，必成为深圳西部重要交通节点。

往后深圳新旧会展中心将根据区域位置、规模大小的不同，重新规划不同的差异化发展，以分散部分人流和交通流。深圳国际会展中心开幕后，位于深圳市中心的会展中心将与之协同，打造优势互补的机制，由国际会展中心举办10万平米以上的展览，

并主要做专业类会展，而市中心的深圳会展中心则将定位为消费类，容纳10万平米以下的展览。

一名深圳旅行社业者表示，深圳国际会展中心将解决目前深圳会展中心的困境，因受场地面积限制，高交会、家俱展等已连续多年无法扩张规模。根据统计，2014年深圳全年展会96个，包含全市其他非专业场馆，全年各类展览总面积在350万平方米，在全国会展业一线城市稳坐第四位置，其中有11个展会使用了深圳会展中心所有展厅。

Provider

嘉信力旅运、中国航信延长战略合作关系

■刘霏芯=采访报道

嘉信力旅运 (Carlson Wagonlit Travel, CWT) 在中国 (上海) 会奖旅游博览会上宣布, 将延续与中国航信 (Travelsky) 的战略合作关系至2020年。战略合作的延续, 将有助于CWT维持在中国市场的领先地位, 特别是线上预订和移动应用解决方案等领域。

自2003年起, 中国航信与嘉信力旅运开展密切合作, 为中国的商务旅行市场提供技术解决方案。中国航信则为嘉信力旅运提供一系列技术产品和服务支



摄影: 刘霏芯

← (由左至右) 中航嘉信 (CWT China) 总经理钟明凤、嘉信力旅运亚太区全球销售及全球项目管理副总裁Alvan Aiau、中国航信总经理助理张媛、中国航信全球分销事业部总经理彭博先生

援, 包括面向客户的相关产品如 CWT online线上预订工具, 以及用以管理客户档案、储存企业差旅政策、实施差旅审批及采集旅行资料的后台系统。

中航嘉信 (CWT China) 总经理钟明凤先生表示, 「多年来我们与中航航信的战略合作关系不

断深化, 从简单的电脑预订系统发展至今天成为中国市场领先的全球分销系统, 这一战略合作关系的再延续, 也再次证明中航嘉信对本地和全球客户提供最佳商旅解决方案的决心, 并确保我们可以运用本地开发及定制的技术解决方案为客户提供与嘉信旅运

全球客户相同的高品质服务。」

中国航信全球分销事业部总经理彭博先生也表示, 中国航信与嘉信力旅运在中国建立合作伙伴关系以来, 中国的商务旅行管理行业经历了极速发展, 嘉信力旅运为中国商旅市场带来很多绝佳实践经验, 延续合作伙伴也将有助于中航信实现为行业内全球化企业的愿景。

2006年, 嘉信力旅运推出 CWT Online (由中航信提供技术支持的线上预订工具), 供嘉信力旅运的客户预订国内行程。

CWT Online于2012年升级后加入国际行程预订功能, 成为第一个专为中国市场开发具有此项功能的线上预订工具。

2013年, CWT推出改线上预订工具的智慧手机应用程序, 成为中国首家拥有此技术的商务旅行管理公司, 旅行者通过移动端即可完成一系列国内移动差旅服务包括预订、行程单、改签和目的地资讯等。此外, 它还拥有内置的企业审批流程, 可以协助差旅经历确保旅行者仅预订符合企业差旅政策的行程。

Forecast

■张广文=采访报道

中国商旅市场今年将实现双位数增长

尽管全球和中国经济都有减缓的现象, 但未来五年, 中国的商务旅行市场仍显现强劲增长趋势。全球商务旅行协会(GBTA)预测, 2016年中国的商务旅行支出将实现两位数的增长, 到2019年将达到4,200亿美元之巨。

中航嘉信商务旅行管理有限公司总经理**锤明凤**说明到, 全球商务旅行协会公布的最新数据还显示, 中国的商务旅行支出将在今年超过美国一举成为世界上最大的商务旅行市场, 而非之前预计的2017年。而2016年中国企业在国际和国内商务旅行领域的支出将增长11%, 达到3,220亿美元, 超过美国的预计总额3,030亿美元。

另一方面, 在会议与活动领域, 嘉信力旅运(CWT)发布的2016会议与活动预测报告显示, 中国强劲的需求将继续推动价格和团队规模的持续增长。市场上已经看到许多酒店集团正在加紧扩张建设以满足这一需求, 包括一些大型的全球性连锁酒店, 他们正在扩大业务, 进一步深入中国市场。因此嘉信力旅运今年大中华区的重要战略方针之一, 就是积极重组了中国和香港两个关键市场的业务, 以提高本身的业务能力。



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