





# TALKING NUMBERS

The number of pre-registered buyers attending the seventh IT&CM China this year, with Chinese buyers constituting 65 per cent of the total.

67The percentage of new buyers preregistered for the show this year.

The number of exhibiting companies and organisations participating at IT&CM China 2013, with Belgium, Dalian, Guilin, Xiamen and the Philippines being new destination showcases.

The size of the Shanghai pavilion in square metres, making it the largest booth at the show.

### **TCEB, THAI roll out** joint MICE offer

MEETING planners in Singapore will be the first to benefit from a new incentive scheme jointly developed by Thailand Convention & Exhibition Bureau (TCEB) and Thai Airways (THAI), known as the OptiMICE Pass.

The Silver package for groups of 10 to 30 delegates offers perks such as fast-track clearance, souvenirs, special airfares and one complimentary air ticket.

Groups between 31 and 99 pax can enjoy the Gold package, which comes with all the benefits of the Silver package, as well as two complimentary air tickets, an on-board announcement, additional 10kg baggage allowance and a welcome performance.

The Platinum package, available to groups with at least 100 pax, will dish out all perks, as well as four free air tickets and BTS Skypasses.

Kittipnong Sansomboon, general manager, Thai Airways Singapore Office, said: "We chose to debut this in Singapore because of its large pool of small and medium-size enterprises, (which) will be a strong source of meetings."

To qualify for the scheme, bookings must be made between April 1 and July 31 for travel by October 31 this year. – Karen Yue

# Chinese MICE players urge higher industry standards

By Xinyi Liang-Pholsena

TRADE players are stressing the need for Shanghai's MICE sector to adopt standards and norms that will support the burgeoning business events industry.

Zhu Guojian, deputy director of policy and legal affairs department, Shanghai Municipal Tourism Administration (SMTA), said: "As the number of meetings held in Shanghai increases manifold, the MICE industry now faces several critical issues: how do we raise our standards with the expansion of the MICE industry? How can event owners seek out the most suitable service provider that will meet their needs in Shanghai? And how can the standards and norms grow along with the industry?"

SMTA sought to address these issues last October with the launch of the Management & Service Standards of the Conference Industry, Part 1: Conference Organizers, a set of standards jointly developed by the tourism bureau and the Shanghai Municipal Bureau of Quality and Technical Supervision. The document details the basic requirements for conference organisers as well as for conference services, conference management, continuous service improvement



The two-day China (Shanghai) International Meetings & Conferences Forum 2013 opened on Tuesday at Shanghai Marriott Hotel City Centre, touching on topics such as the development of China's meetings industry. It will conclude today

and compliance assessment.

The introduction of standards in the MICE industry would have a positive branding effect, akin to how international branded hotels were expected to have similar standards at different properties, noted Gui Wenhua, operation director of SEMI China, an international industry association with a membership of more than 2,000 semiconductor and material companies.

Maria Zheng, general manager, Shanghai China Travel International, said: "MICE service standards and levels vary across the sector. The authorities must hence promote industrial standards – a certain certification is also needed, like the AAA-rated tourist attractions in China.

"This way, overseas event owners will be able to discern and recognise professional MICE players in Shanghai, which will in turn spur more trade members to adopt such standards too."

Zheng added that China's fast-growing MICE industry, particularly in Shanghai and Beijing, was still teeming with

She said: "Although Shanghai is rising in popularity as a MICE destination, it is at the same time not receiving a lot of highquality meetings yet, especially those of international associations. This could be partly due to China's visa issues and infrastructure.

"China's meetings industry is also facing software issues, such as a lack of professional manpower."

Bill Zhang, director and vice president of UBM China, believes that the practice of satisfying high industry standards must come naturally to MICE players, as that would enable Shanghai to attract more business events.

He said: "A successful meeting would bring tremendous economic benefits as well as a chain of associated positive impact on the host city. For example, a city renowned for healthcare meetings is likely to draw more meetings from international health organisations to the city subsequently.'

SEMI China's Gui said: "The challenge now is to move with the times and exceed expectations of clients. As service providers become more specialised. it signifies the increasing refinement of a city's MICE scene."

# Government's austerity drive eats into Chinese MICE business

THE intense government crackdown against extravagant functions, lengthy meetings and unnecessary overseas travel in the public sector that began late last year has dampened MICE business, say the trade.

In his welcome remarks at the China (Shanghai) International Meetings & Conferences Forum 2013, Dao Shuming, chairman of Shanghai Municipal Tourism Administration, said: "Austerity measures have brought new challenges and issues...Hence, there's a need for the industry to re-evaluate their business models in order to move forward."

Julia Zhu, global sales manager, Jin Jiang International Hotel



Liu: in support of the anti-corruption drive

Management Company, told the Daily that the new rules had resulted in cancellations oi severai government

events dur-

ing the January-February peak

However, Liu Ping, CEO of Beijing-based China Star, said: "The austerity drive hasn't had a big impact on us as the majority of our business is focused on international meetings and associations."

Liu recognised that there had

been an impact, as many trade players were now strategising on how to deal with the measures, but observed that it was the hotels and suppliers on the government's procurement list that had been especially affected.

Likewise, Michael Hong, deputy general manager, Shanghai Airlines Event Management, said his company was "not so much affected" as it draws more corporate than government

"In the near future, we plan to woo corporate business more aggressively, as well as pursue new opportunities in association meetings," he said.

Jean Qian, director of sales &

marketing, Radisson Blu Plaza Xing Guo Hotel Shanghai, said her hotel's balanced mix of international and national-level meetings had helped to minismise any negative impact from the government's austerity drive.

Zhu added: "Even without F&B business (from the government), we have been doing well in attracting people to come to our hotels for meetings, trainings and seminars."

On a positive note, Liu remarked: "As an industry player, I am certainly concerned about the economic fallout of this policy. However, I support the government's anti-corruption

# Talkof Trade

# Movie magic rubs off on Chiang Mai

### By Xinyi Liang-Pholsena

SINCE its release in December 2012, the unexpected Chinese biggest box-office hit, Lost in Thailand, has sent a ripple across the entire tourism industry in Thailand.

The number of Chinese visitors to Thailand posted a dramatic 93.5 per cent year-onyear increase in the first quarter of 2013, or 1,122,691 Chinese footfalls between January and March this year, according to statistics from the Ministry of Tourism and Sports, Thailand.

Meanwhile, trade members are now bracing for the impact on the MICE segment.

Vichaya Soonthornsaratoon, director of meetings industry department, Thailand Convention and Exhibition Bureau (TCEB), said: "The movie has currently created more impact on the leisure market rather than MICE. However, it has also made Chiang Mai an emerging destination that (Chinese) MICE planners have to look into."

Thailand Incentive and

Convention Association president, Sumate Sudasna, agreed: "Destinations like Bangkok, Pattaya and Phuket have always been better known among the Chinese MICE market. However, the movie will definitely have a positive impact on Chinese inbound MICE numbers. It's a good publicity and marketing tool, and industry members are quite happy with the unexpected surge in interest the movie has brought."

Grace Chen Ren, manager, China market, Asian Trails Thailand, said: "We have been receiving more Chinese MICE enquiries for Chiang Mai since early this year, as well as some teambuilding requests in the (capital) city. Some Chinese groups that come to Bangkok for meetings or conferences also include an inspection or sightseeing trip to Chiang Mai now."

Lost in Thailand has also spurred more incentive bookings from China for Chiang Maibased DMC, Tops Holiday.

Although Bangkok-based CCT MICE has yet to receive

any bookings from China to the cultural city in Northern Thailand this year, MICE director Davidstone Sek expects "interest to pick up later this year as Chinese MICE movement to Thailand is usually at the start of the year or year-end".



Sumate: movie lures clients to Chiang Mai

Major hotels in Chiang Mai are already reeling in the immediate impact of the hit movie on

Chinese FIT traffic.

Furama Chiang Mai, which has already seen "a big jump in the number of leisure tourists from China since end-2012", hotel manager Wirachart Watthaphanich is optimistic that Chinese MICE business to the northern Thai city still has room to grow.

He said: "Both Lost In Thailand and the new (Chiang Mai International Convention and Exhibition Centre) will (boost) Chinese MICE business to our

hotel – I'm expecting a softer growth of 10-15 per cent this year and perhaps 20 per cent or more for 2014. But we need a strong marketing push from the authorities, especially in the meeting and conference sector."

Sharing similar sentiments, Centara Duangtawan Hotel Chiang Mai's general manager, Boonchai Suwatsakulsawasd, is expecting a six to eight per cent increase in Chinese MICE business this year. The hotel has already hosted 10 events with some 1,000 roomnights since early this year.

He added: "We have rolled out plans to welcome more Chinese MICE visitors. We are already in contact with many travel companies, in both Thailand and China, for hotel inspections, price negotiations and to offer offsite catering services to big incentive groups. On top of that, we have guest relations personnel who can speak Mandarin and work well with Chinese guests."

To snag an even bigger piece of lucrative Chinese MICE busi-

ness, CCT MICE's Sek opined that Chiang Mai's pool of Mandarin-speaking tour guides must quickly be enlarged to cope with massive arrivals from China in the near future.

Asian Trails' Chen urged Thai authorities to play up the country's cultural assets. She said: "Just like how Korean drama serials have been very successful in promoting South Korea as a tourist destination, I think Thailand should leverage its pop culture to lure even more Chinese travellers.'

Already connected by Dragonair and AirAsia, Chiang Mai saw a further boost to its air links to Greater China with the launch of Juneyao Airlines' twice-weekly Shanghai (Pudong)-Chiang Mai service on Airbus A320-200 aircraft since April 3. The new service will be upgraded to four-times-weekly on April 26.

Meanwhile, TCEB has designated 2013 the Chiang Mai Year of MICE and has devised a five-year master plan to raise the city's profile.

### 墨尔本会议局走进新时代

墨尔本会议局(MCB)首席执行官薄凯伦(Karen Bolinger)于近日宣布 对该机构进行了彻底的品牌重塑。墨尔本会议局前身为墨尔本会议商务 旅游局。此次品牌重塑为墨尔本会议局制定了一个全新品牌,新名称去 除了原名称中所包含的英文'旅游'字样,以恰如其分地反映该机构为 吸引更多的商务活动到维多利亚州举办这一核心业务,彰显了墨尔本会 议局对其创新、卓越以及领导力价值观所做出的承诺。

"作为去年五月份推出的战略业务规划的一部分,我们决定对机构进 行一次彻底的品牌重塑,以便对我们的视觉识别形成一种更加整体化的 方法,从而帮助我们在国内外市场上创造明确的品牌意识并进行提升。 薄凯伦女士表示。墨尔本会议局的主要职责是希望通过此次更名与休 闲旅游脱离关系,新品牌也能让墨尔本会议局的愿景、使命以及价值观 保持一致,并反映了墨尔本会议局作为全球领先会议局的地位。

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100 - 迎宾套餐 A

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一告专辑



### **GBTA** debuts annual conference

The inaugural GBTA China Conference 2013 kicked off on Tuesday morning at Jin Jiang Tower in Puxi, Shanghai, drawing 173 attendees from across the world.

GBTA vice president, operations - Asia, Welf J Ebeling (left), said the conference would become an annual event in China, with the second edition slated for Shanghai in 2Q2014. Jin Jiang Hotels will once again take on the role of conference partner.

Ebeling added that the conference might rotate around China in subsequent

**GBTA** will conduct its Fundamentals of Business Travel Management Course Associate Level today and an examination on Thursday. Some 36 business travel managers are expected to participate in the course. - S Puvaneswary

### Sarawak invests in China

By S Puvaneswary

A MARKETING representative in China for the Sarawak Convention Bureau (SCB) and the Sarawak Tourism Board may be established towards the end of 2013 as part of the Malaysian state's move to focus on developing MICE business out of the massive market.

According to SCB's managing director, Mike Cannon, the role of the marketing representative will be to educate Chinese outbound travel consultants, association buyers and incentive players on what Sarawak can offer for business events.

Cannon said: "We are conducting a study to see if it is more appropriate to appoint a company or an individual as a marketing representative, where the representative should be located and how it should operate."

SCB regards Greater China as its second most important international market after Singapore. Cannon said: "Singapore remains our top overseas target due to its proximity and direct flight access to

Kuching, the capital of Sarawak, (but) we realise that Greater China has a fast growing economy and organisations, associations and corporations based in China want to explore the world for opportunities. We would be remiss if we don't capitalise on this. And if we don't act now, we will be forgotten in the stampede."

The bureau is also in the midst of planning two-year programmes for the corporate meeting and association segments, and activities will include a greater frequency of sales missions to first-tier Chinese cities and familiarisation trips to Sarawak.

Cannon foresees the corporate meeting segment as having greater growth potential than the association segment, noting that "the latter tends to have their events within the country".

"But this trend is slowly changing," he said.

SCB welcomed five Chinese events in 2012, the largest being the 9th World Congress of Chinese Medicine in Kuching, which saw more than 1,000 attendees.

# Talk of Trade

### IN BRIEF

### Shanghai to add luxe hotel

The 508-room Jing An Shangri-La will open in Shanghai's west this June. A cornerstone of the new Jing An Kerry Centre, a 450,000m<sup>2</sup> complex with retail, office and residential space in Puxi, the hotel boasts an Event Centre with 4,465m<sup>2</sup> of function space, several unique dining destinations, a Horizon Club Lounge on the 55th floor and a signature spa, among other facilities.

### Ayana upgrades hardware

Ayana Resort and Spa in Bali, Indonesia has improved on its event facilities in response to greater demand for world-class venues and VIP events. The luxury resort's ballroom has been extended by 45 per cent to 846m<sup>2</sup>, allowing it to host receptions for 900 people now instead of 500 previously. Six new breakout rooms, three meeting rooms, a 120m<sup>2</sup> VIP room with catering facilities and a 22-seat boardroom have also been added.

### Get under Jurlique's skin

Australian skincare brand Jurlique has launched behind-the-scene tours of its farm on the outskirts of Adelaide. Perfect for incentive groups, the tours are led by the resident horticulturalist and take guests on a journey of Jurlique's history, nature and farm processes.

# **Global MICE buyers ponder** readiness of secondary cities

#### By Lee Pei Qi

A MASSIVE infrastructure rejuvenation may be sweeping across several of China's second-tier cities, giving them improved accessibility and tourism hardware, but some global travel managers have expressed uncertainty about planning events there.

Speaking to the Daily on the sidelines of the GBTA China Conference 2013 at Jin Jiang Tower yesterday morning, associate professor Weng Jin from Fudan University's Department of Tourism, said second-tier cities such as Hangzhou, Suzhou, Hainan and Wuxi were emerging from the shadows of major cities, with more international buyers now aware of their MICE allure.

He said unlike major cities such as Shanghai and Beijing, second-tier destinations offer an alternative experience through



Fowles: tricky

in-depth cultural appeal and scenic attractions.

He cited the example of Hainan, where a growing pool of quality

tropical resorts has been drawing many corporate events.

While second-tier cities are "more than ready" to welcome both international and domestic business events, according to Weng, some travel managers told the Daily that air access and infrastructure limitations were still a reality.

A corporate travel manager with a global firm's Asian office said: "Logistical issues alone will make us reconsider taking our events to second-tier cities. It is a hassle to have to fly our group through major gateway cities (in order to access

second-tier destinations). But if our travellers are willing to overcome that logistical hurdle, second-tier cities will indeed be a refreshing (change) from the usual destinations.'

Dean Fowles, principal, travel & expense management, global sourcing-services, Rio Tinto, agreed, explaining that transfers for "large groups of, say 100 people" were not as fast and efficient as those available in key cities.

Despite these concerns, Florence Robert, former regional travel manager of American Express Hong Kong, said demand for meetings in Suzhou, Hangzhou, Shenzhen and Guangzhou were up, with clients eager to take advantage of the cheaper hotel rates.

She said: "Room rates for Shenzhen hotels, for example, are at least 40 per cent cheaper than what's found in Hong Kong and Shanghai."

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# **Snapshots**

# A bright beginning

Say hello to this year's delegates as the curtains rise on IT&CM China 2013, as portrayed by Patrick Tan







Wyndham Hotel Group Asia-Pacific's Kitty Huang, GBTA's Welf J Ebeling and Jin Jiang International Hotel Management Company China's Bernold O Schroeder



Millennium & Copthorne International Singapore's Catherine Foo and CITS American Express Business Travel China's Roye Li



Spring Airlines China's Stephen Wang



CWT Solutions Group China's Karen Zhang, CWT Solutions Group Asia-Pacific's Darren Waite, Bosch (China) Investment's Sherry Wu and Carlson Wagonlit Travel China's Raine Zhao



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# MEET THE BUYERS

**Maria Michelle Reves-Victoria** 

**President** Golden Eagle Travel & Tours, **Philippines** 

### How well is **China selling** so far for your company?

China is still one of the most sought out des-

tinations, but due the Chinese embassy's strictness and the new requirements in visa issuance, some passengers are opting for other destinations, which are less of a hassle.

Which destinations in China are best

#### sellers for incentives?

Best sellers are still Beijing and Shanghai, especially with more LCCs offering really good airfare deals.

### What are the plus points to buying China this year?

Historical value is still one of China's strong points.

### What are the challenges?

Visa application is still one of the major challenges in selling China. I hope the Chinese embassy in the Philippines will be more considerate

towards Filipinos who wish to see and experience China and not give travellers a hard time in acquiring a visa, especially those who have existing and previous visas from other countries.

Another challenge is to improve customer care from tour guides and establishments.

### **Rajat Sawhney**

Managing director Rave Tours & Travels, India



**China selling** so far for your company? China is doing

fairly well for our company. Last year the trend was

mainly for families and leisure travellers, but there has been

a sudden increase in business travellers. We are working with our corporate

clients on incentive movements for China in the current year.

### Which destinations in China are best sellers for incentives?

Shanghai, Beijing, Sanya and Guangzhou.

### What are the plus points to buying China this year?

China is a value-for-money destination for the Indian traveller. With the economic slowdown in India, travellers here look for value in the services they buy and try to really maximise their holidays at minimal cost. At the same time, they seek quality hotels and services with the same budget.

### What are the challenges?

Visa rules are very strict and need to be eased for tourists and incentive travellers. Flight connections also need to be improved.

### **Odile Gallois**

Manager, global accounts HelmsBriscoe, France

### How well is China selling so far for your company?

China is booming in Europe. I am receiving more and more requests, which is why I am attending IT&CM China this

vear.

I know Beijing and Hong Kong very well, and need to see Shanghai again. I have done groups to these three cities but they are changing fast and moving forward quickly.

Which destinations in China are best sellers for



incentives? Beijing and Shanghai.

> What are the plus points to buying China this

> > Airfares are getting better the fact that we have flights out of Lyon (to China) through

Dubai with Emirates proves that things

The rates are good and the F&B options in China are unbeatable.

### What are the challenges?

Europeans and the Chinese have a totally different mentality, but once you know how to communicate and please both parties, business becomes a real pleasure.

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### Shakeel H Rizvi

General manager - marketing communications Widex India

### How well is China selling so far for your company?

Good and we expect even better sales in the near future.

### Which destinations in China are best sellers for incentives?

Beijing and Shanghai.

What are the plus points to buying China this year?

Good infrastructure and the opportunity

to see the Great Wall of China and Tiananmen Square.

### What are the challenges?

The language barrier, poor connectivity and expensive airfares.



### Ashwani Gupta

Managing partner **Dove Travels, India** 

### How well is China selling so far for your company?

China sales are increasing 10 per cent per annum from India, and there's still a long way to go.

Which destinations in China are best sellers for incentives?

Shanghai and Beijing.

What are the plus points to buying China this year?

More frequency by China Eastern Airlines from

New Delhi to Shanghai, and good prices for 60-day advance ticket purchases, which is almost similar to New Delhi to Singapore or Malaysia, etc.

### What are the challenges?

The big challange is obtaining visas for Indians travelling to China - it should be more flexible and faster.

Second, language is a problem. English is not used on roads, in restaurants and on transport. There are also many problems with taxi drivers and the Chinese police department.

> There should be tourism police who can understand English

and guide travellers, as well as lots of information booths at all tourism spots.



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# MEET THE SELLER



### **Gloria Hotels & Resorts**

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

Our professional products and solutions for meetings and weddings at our properties, especially at our Sanya resorts.

**Booth number: B02** 

### The Okura Group

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

The Okura Group is a global hotel group with around 80 hotels and 25,000 rooms under brand names Okura Hotels & Resorts, Nikko Hotels International and Hotel JAL

Hotel Okura Group provides a blend of Japanese hospitality with superlative attention to detail and Western hotel functionality to guests.

### **Booth number:**



### **Grand Hyatt Macau**

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

Grand Hyatt Macau comprises two wave-inspired towers within City of Dreams, an aquatic-themed, integrated entertainment resort on Cotai Strip.

Grand Hyatt Macau is an ideal venue for events, whether for an elegant lunch, a sensational themed evening, a grand party or an opulent ball. The Grand Ballroom accommodates up to 2,000 guests in theatre style, while the only natural daylight ballroom in Macau Salão do Teatro showcases a unique open kitchen concept.

### **Booth number:**

### **Philippine Tourism Office Shanghai**

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

With the main theme It's more fun in the Philippines, the Philippine Tourism Office Shanghai is bringing to IT&CM China destinations and programmes for both MICE travel and luxurious vacations.

The Philippine delegation - comprised of Philippine Airlines, D'Boracay Sailing Experience, Blue Horizons Travel & Tours, Uni-Orient Travel, Badian Island Resort & Spa, Mövenpick Huma Island Palawan and Mövenpick Hotel Mactan Island Cebu - will be presenting high-end travel products in key destinations such as Boracay, Cebu, Palawan and Manila.

**Booth number:** 



### Jeju Tourism Organization and Jeju Convention Bureau

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

Blessed with natural beauty, Jeju Island was designated a UNESCO World Natural Heritage site in 2007, a Global Geopark in 2010 as well as one of the New 7 Wonders of Nature in 2011.

We encourage event planners to consider Jeju as a venue. Through IT&CM China, Jeju will be known not just as a tourist destination but also a resort-type MICE destination.

**Booth number: A20** 

### Memento Asia

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

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# **TEAMBUILDING**

# **Building a tight ship**

Asia offers many activities that will help colleagues bond and align them towards the same corporate goals. **S Puvaneswary, Xinyi Liang-Pholsena** and **Mimi Hudoyo** pick out some of these ideas

### **Surviving a Sinking Ship**

How it is done: Three groups are each given materials - hollow plastic pipes, empty oil drums, raffia strings, ropes, plastic sheets, a wooden plank and a wooden stick - to construct a raft which will take them off a "sinking ship". The first team to complete the task, wins. Where: Alang Sedayu, Gombak, Selangor

What it does for teams: The activity builds leadership skills and teamwork Cost: RM120 (US\$40) per person Min and Max number per group: 12 to 60 people

Contact: AOS Training Centre at sales@ junglelodgemalaysia.com

### **VIP@Forest Adventure**

How it is done: Participants will traverse Forest Adventure's aerial Grand Course, comprising of 34 different stages including ladders, bridges, swings, nets, trapezes and ziplines. Participants will move unaccompanied, from tree to tree, five to eight metres above the ground. The activity includes refreshments and a certificate of completion.

Where: Singapore

What it does for teams: This treetop adventure fosters teamwork. It brings a sense of shared achievement to a work team and nurtures relationships. Cost: From S\$68 (US\$54.50) per pax Group size: Between eight to 50 participants per group Contact: Forest Adventure at (65) 8100-7421 or visit www.forest

adventure.com.sg for more information.

### **Come Fly With Me**

How it is done: Inspired by the immensely popular Angry Bird video game, this teambuilding programme requires teams to build a catapult from scratch, using materials provided by the organiser. The catch is, no tools will be provided, so teammates must exercise some ingenuity and work very closely together.

With the man-made catapult, teams must compete to be the first to hit the target. Each team is allowed three attempts, failing which, an elected group member must use his or herself as a human projectile and be launched from the catapult. Sounds frightful, but with participants' safety in mind, the human projectile is only required to slide down an 'alley' made with a plastic sheet with water and soap. The first to reach the set

For a full-day session, this game can

be combined with other beach games to build camaraderie and encourage teamwork between colleagues.

Where: Malaysia

What it does for teams: This activity builds team leadership capabilities and coordination. Participants will learn how to divide a major task into smaller components and lead each other to towards the goal.

Cost: RM50 (US\$16) per participant, excluding venue rental.

**Group size:** Suitable for four to 200 participants. For larger groups, multiple targets can be provided and teams can be tasked to construct a moveable catapult. With such arrangements, the organiser is able to offer this activity to groups with up to 400 people.

**Contact:** Events Horizon Management managing director, Jason Chew, at event.eh@gmail.com or visit www. eventshorizon.om.my

### Intha Boat Race

How is it done: Traditional boat racing is popular among the Intha people who reside in the Inle Lake region in Myanmar's Shan State. After a welcome performance of dance and music, a demonstration race will take place over a distance of about 200m, after which participants will be invited to join the two teams and participate in the remaining races (maximum of three).

Participants will be split into two teams of 30-50 pax each, however, each rower must paddle the boat the Intha way - with one leg planted on the boat's stern and the other wrapped around the oar. The team that crosses the finishing line first, wins.

Meanwhile, spectators can observe and cheer from the sidelines on the terrace, while enjoying drinks and snacks served throughout the race.

Where: Myanmar

What it does for teams: Teamwork is fostered among participants as they work together to achieve goals. They also get to experience the local culture through interaction with the Intha people.

Cost: US\$600 per group Group size: No limit

Contact: Exotissimo Myanmar MICE manager, Gael Philippe, at gael@ exotissimo.com

### **Amazing Race**

How it is done: The race takes participants to places in Bali few tourists have set foot in, and a series of adventurous tasks must be accomplished as they hunt for clues along the way. Tasks include paragliding and chomping

Where: Bali, Indonesia

What it does for teams: As interpersonal communications decline with the advancement of technology, this programme provides the opportunity for participants to see and talk to one another. Challenging tasks will also reveal the individual's capabilities.

Cost: From US\$65 per person Group size: Unspecified

Contact: Bali Team Building Company, www.baliteambuildingcompany.com

### The Kayak Challenge

How it is done: Participants are grouped into teams of four, and each team is given a kayak and paddles. Riddles must be solved as teams paddle through the race. However, no more than two teammates are allowed on the kavak at the same time. The first team with all members on the other side of the course, wins.

Where: Gaya Island, Borneo, Malaysia What it does for teams: The challenge builds teamwork, leadership, planning, creativity, and physical and mental strength.

Cost: Packages cost from RM300 (US\$98) per pax for three games, including lunch. Group size: Minimum 10; maximum 60 Contact: Gayana Eco Resort sales manager, Duncan Hong, at duncan. hong@gayana-eco-resort.com

### **Trekking and Kayaking**

How it is done: Held over three days in the Pasir Raja Rainforest Valley in Terengganu, Malaysia, the Trekking and Kayaking teambuilding programme requires participants to do exactly what its name suggests.

The programme begins with a trip to Kampung Pasir Raja, a remote village near Titiwangsa Mountain Range in Terengganu. They will visit Pasir Raja village, then walk to a campsite near a river. After lunch, participants will trek across several streams that are surrounded by the tropical rainforest. As evening arrives, dinner will be had at the

The next day, the group will trek to the foot of the Cemerong Waterfall, the highest waterfall in Malaysia. Rest and refuel with a picnic lunch, before transferring to a campsite.

Kayaking downstream on Dungun River, picnicking at a local village, and traditional fishing dominate the third day, before the group heads back to the campsite for dinner.

The group will return to Kuala Terengganu the next day.

Where: Terengganu, Malaysia

What it does for teams: Participants will spend three days getting to know each other beyond the office space, discover creative ways of overcoming problems, and learn how to tolerate and respect others when working as a team. The programme also challenges participants to cope in different environments.

Cost: RM729 (US\$238) per person **Group size:** Minimum 15 adults; maximum

**Contact:** Ping Anchorage Travel & Tours

patrvl@tm.net.my

### Alpine Teambuiding on Mount Kinabalu

How it is done: This programme encompasses detailed individual and group profiling, followed by a high altitude teambuilding experience on Mt Kinabalu. Participants will be pushed to perform beyond their personal and collective limits.

Where: Sabah, Malaysia

What it does for teams: Activities focus on developing team spirit and leadership

Cost: From S\$2,500 (US\$2,034) per pax Group size: Suitable for groups with at least 10 pax, and no more than 40 Contact: Mountain Torq at info@ mountaintorq.com or visit www. mountaintorq.com for more information

### Bali Safari

How it is done: Styled after a treasure hunt, groups are split into teams of four people each and sent off to hunt down checkpoints and complete tasks. Relying on information, such as clues, value of checkpoints and tasks, provided in a manual, teams must decide on a strategy that will allow them to obtain the highest points within a limited time. Many tasks are based on local culture and handicrafts, and require cooperation between teams.

Where: Bali, Indonesia

What it does for teams: Besides showcasing a unique side of Bali, the activity sharpens teamwork, strategy



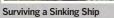
Come Fly With Me



Intha Boat Race



**Bridge to Success** 



formulation, decision-making and leadership skills. Tasks that require cooperation between teams also underline the importance of interdepartment camaraderie.

Cost: US\$100 to US\$175, depending on the needs of the client/group

Group size: Minimum 40; maximum 100 Contact: The Pirates Bay Bali at info@ thepiratesbaybali.com

### **Bridge To Success**

How it is done: Participants are required to cross a tyrolean traverse - a system of static ropes and additional safety equipment hanging between two high points.

Each member of the team is assigned a specific role, without which the system cannot be completed. Communication is also crucial for the success of the event, as the knowledge required to build the bridge is shared among the team.

This initiative is not dependent on physical strength, but the ability of the team to work together.

Individuals are closely supervised by professional adventure facilitators, and secure rope systems are provided as a backup for all participants at each

This activity can be conducted in any location with large trees - resort grounds, the wilderness or across bodies of water. Where: Thailand

What it does for teams: This programme builds trust and communication among participants, as well as imparts skills on educated risk-taking.

Cost: From 4,950 baht (US\$160) per pax Group size: Suitable for eight to 24 participants. Larger groups can be split up and the programme can run concurrently.

Contact: Chiang Mai Rock Climbing Adventures at corporate@ thailandclimbing.com

### **Unmistakably Sabah**

How it is done: Divided into teams, participants are required to walk, run, cycle, go water rafting and complete tasks given to them. Activities involve fun interactions with the locals, and participants will get to explore Kota Kinabalu at the same time.

Where: Sabah, Malaysia What it does for teams: Forges team spirit and encourages personal interaction Cost: From RM350 (US\$114) per person Group size: Suitable for groups with 50

Contact: Diethelm Events Malaysia at (60-3) 2715-7878 or jacqueline.h@ diethelmevents.com.my

to 120 people

### **Pirates of The Andaman**

How it is done: Participants will get to be pirates for a day! First, teams pick their preferred sea vessel - speedboats, catamarans, yachts or traditional Chinese



Pirates of The Andaman

junk. They then dress up and compose a pirate song, before they are given essential supplies such as a compass, a map and a knife.

Each team will be dispatched to different beach locations, where they will encounter situations ranging from rescuing a victim of posioning, to waterring wrestling, and to building rafts to escape an erupting volcano.

Along the way, groups will uncover clues to the location of a buried stash of gold medals, chocolate coins and a bottle of sparkling wine.

Larger groups with up to 50 participants can opt for a survivor-style overnight camp on a secluded beach. Where: Thailand

What it does for teams: The activity builds rapport and strengthens personal

relationships among participants, allowing them to partake in an exciting adventure amid a scenic backdrop of karst islands and turquoise seas. Cost: From 3,500 baht (US\$114) per pax, depending on group size and vessel type. Group size: Between 12 and 120 pax Contact: DreamTeam Adventures director, Barrett Agent, at barrett@dreamteamasia.com



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# REPORT

# Chinese give India a miss

Visa regulations, high prices and a lack of Mandarin-speakers have kept MICE at bay, reports Rohit Kaul

he Chinese MICE business remains largely untapped for India, according to travel trade players who deal with MICE movement.

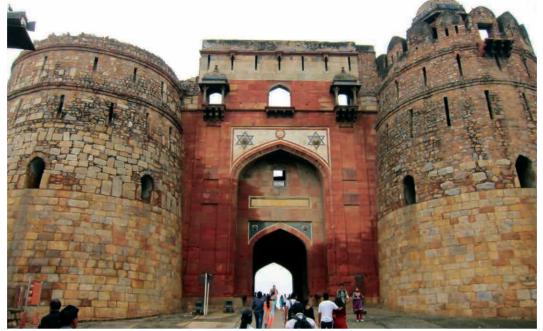
"Nothing much is happening as far as Chinese MICE business to India is concerned. Most of the events coming to India are from markets like Europe, the US and Australia," said Chander Mansharamani, managing director, Alpcord Network Travel & Conferences Management Company.

"China is more of a competitor to India as both countries slug it out when international associations look to host their MICE activities in the Asian region," he explained.

According to MICE specialists in India, Chinese buyers prefer taking their business to China's neighbours.

Said Mansharamani: "Chinese companies consider India a longhaul destination and are attracted to neighbouring countries instead, which are economical for them.

'For example, a MICE event in Thailand can be organised for around half the price of an event in India," he said.



Vishal Gupta, director of travel trade sales-India, Marriott International, shared a simlar sentiment. "Chinese companies are very cost-conscious. Most of our international association business comes from European markets," he said.

'We still don't have enough business coming from China because the companies there don't regard India as an incentive

destination," Gupta added.

The lack of marketing in China and Mandarin-speaking guides, as well as India's stringent visa regime are some other stumbling blocks in growing Chinese MICE.

"In the past six months, India has only issued 25,000 tourist visas at its Beijing embassy and three consulates in Shanghai, Guangzhou and Hong

Kong," Geo Thomas, CEO, Acme Events India, noted.

He also said that China was a low-priority market for India's tourism ministry, reflected in the small budget allocated for promotions in China that has not grown in line with China's tourism boom

India's ministry of tourism has yet to announce a MICE policy and does not record the number of MICE arrivals to the

According to Amaresh Tiwari, managing director, AT Seasons & Vacations Travel: "There is a limited number of Chinese speaking-guides in India, and they are confined to cities like Delhi. Such guides also charge exorbitantly. Getting a business visa is also cumbersome."

Despite the hurdles, there seems to be a silver lining. The Chinese are keen to visit India to attend exhibitions, says the

"India and China share strong trade relations. China is a growing market as far as participation in Indian exhibitions is concerned," said Gupta.

Concurring, Tiwari observed: "There is a growth in the number of Chinese delegates participating in exhibitions taking place in India, and they are interested in knowledge seminars on subjects like human resource.

Furthermore, a source from the India Convention Promotion Bureau has said that the tourism ministry may soon announce a policy to grow MICE arrivals, giving India's travel trade something to look out for. ■

### TO KNOW



### Hilton's luxurious mountain retreat

The Hilton Shillim Estate Retreat & Spa opened in January and is Hilton Hotels & Resorts' first leisure property in India.

Nestled among the Sahyadri mountain range in the Western Ghats, 100km from Mumbai, the resort features ecologically designed all-villa accommodation. It comes with butler service, extensive dining options and one of India's largest wine cellars. Its 28-hectare in-house spa is among the most comprehensive in Asia with 150 treatments.

### **New access from** Guangzhou

SpiceJet commenced four-timesweekly flights between New Delhi and Guangzhou on February 8. Travel stakeholders have previously rued the lack of direct China-India connections despite being the only exception.

### **Prepaid card for visitors**

Visitors can buy an Incredible India-Yes Bank Travel Card, which allows them to pay in Indian rupee at merchants with point-ofsale terminals or withdraw cash at ATMs, and guards against loss of cash. It can store credit of up to Rs50,000 (US\$920) at once.

### **International therapy**

Aradya Luxury Spa & Salon opened in February within The Gallery on MG Mall in Gurgaon.

Staffed by trained therapists from Thailand, Indonesia, Bhutan and India, the spa offers a variety of massages with Thai, Chinese and Swedish technique combined with Indian Ayurveda therapy. Couples can opt for the spa's King & Queen package.



### A Bengaluru beauty

The launch of the 277-room Ritz-Carlton, Bangalore in summer will mark India's first Ritz-Carlton hotel. Amenities include restaurants, meeting spaces, a spa, an outdoor pool and a floor for high-end shopping, while the limited-access, private floor for The Ritz-Carlton Club members offers 24/7 concierge services.

### Gleaming MICE spaces



JW Marriott Hotel New Delhi Aerocity opens in April 2013, offering 523 guestrooms, including 30 suites and one presidential suite.

The launch of the hotel will open up one of the largest meeting and conference facilities in the region. Occupying 2,302m<sup>2</sup> across two levels, the collection of event venues include the 1,210m<sup>2</sup> Grand Crystal Ballroom and eight meeting rooms. The ballroom and meeting rooms are fitted with state-of-the-art technology, a 41.8m2 prefunction area and a professional event planning team. The property is already booked to host a number of large-scale conferences and conventions in April and May.

The hotel is also banking on its F&B options as another USP, housing an all-day dining restaurant, lobby lounge, bar, poolside bar, Japanese restaurant, bakery and patisserie. A Cantonese restaurant in the pipeline will hold appeal for Chinese travellers.

Located near New Delhi's Indira Gandhi International Airport, JW Marriott Hotel New Delhi Aerocity is the only high-end property coming up in Aerocity.

The 11 hotel projects of Aerocity will boost national hotel inventory by 5,500 rooms, and the district has been pegged as an up-andcoming destination in India, which will put the country on a par with the likes of Hong Kong, Singapore and Thailand.



# COUNTRY AUSTRALIA

# **Keeping the Chinese hooked**

Armed with more marketing dollars, Tourism Australia broadens its Chinese target markets. By Karen Yue

ourism Australia will receive A\$12.5 million (US\$12.8 million) for the second tranche of the government's Asia Marketing Fund by July 1, an amount dedicated to growing Asian footfalls during the 2013/2014 financial year.

This funding comes on top of Tourism Australia's overall budget for destination promotion across the world.

According to Andrew McEvoy, managing director of Tourism Australia, the second phase of funding will be used to "up the ante on business events in Australia".

The fund will also be used on "aviation attraction or aviation partnerships" across Asia to create more air access from the region into Australia, and to attract more Chinese leisure and business travellers.

McEvoy said: "We undertook our second-tier city strategy in China last year. We have been very active in 11 cities around Beijing, Shanghai and Guangzhou. This year we've gone into Chengdu, Chongqing and Qingdao. A good example of our success is Sichuan Airlines launch of its first direct flight from Chengdu to Melbourne. That will really help to open up the rest of the country directly to



Australia."

In fact, Australia has many success stories of its courtship of Chinese business events. Melbourne was the destination of choice for 7,000 top salesmen from Amway Greater China in 2008, while Sydney hosted 14,000 top achievers from the same company in 2005 and again in 2011 with more than 8,000 participants.

Chinese event planners' interest in Australia looks set to continue into 2013. Business Events Cairns & Great Barrier Reef (BECGBR) has reported rising interest and bookings for Chinese meetings and incentives this year, driven by factors including improved air access and strong trade links between the city and

Rosie Douglas, director of business events, BECGBR, said a number of Chinese business events had been confirmed for 2013, with most hailing from the insurance and pharmaceutical sectors.

"We have a group of 150 top achievers that will be coming over this month and a 100-pax incentive group from a pharmaceutical company in May," Douglas said, adding that Chinese incentive groups tend to stay in the destination for two to three nights.

To grow the Chinese market further, BECGBR will continue with its market research on identifying potential Chinese businesses, maintain its support for Tourism Australia's trade activities in China and produce destination marketing collaterals in Mandarin.

MICE sellers are seeing good business from China too.

Encouraged by "a number of smaller business events" coming through from China, Ray Stone, executive general manager sales, marketing & distribution of Ayers Rock Resort, said the company will have "a full team attending Tourism Australia's Business Events roadshow in Shanghai in April".

"I think there are many false perceptions of what Chinese groups want in Australia, but having seen a number of incentive groups coming to Ayers Rock Resort it is clear they want a truly memorable experience. So they bring very expensive camera equipment because they want to capture an experience that is not possible anywhere else," Stone said.

Kate Marshall, Accor director of international sales - Eastern Hemisphere, told the Daily: "China has been the star performer for Australia in all aspects of international travel over the past three years, and that includes business events. Our hotels have experienced growth of 19-27 per cent over these three years, although Accor hotels which have been accredited with our Chinese Optimum Service Standards have recorded even higher growth rates."

Marshall credited the boom to effective destination marketing efforts executed by both Australia and Accor, as well as "a major increase in Chinese air services to Australia, which has made it both easier and more cost-effective for groups to select Australia as a venue".

She added: "The Amway (Greater China) incentives were very significant because they showed Australian hotels and tourism service suppliers the potential of the Chinese business events market."

The hotel group's Sofitel Sydney Wentworth was chosen to host many delegates of the 2011 Amway Greater China movement, and Marshall described the event as a "success on all

"This contributed to a number of other incentives being booked across Australia. We are now firmly established in the incentives market, and we are also attracting a number of government and private industry conferences," she said.

"We anticipate growth of between 15 to 20 per cent (in Chinese business events), with Sydney, Melbourne, Brisbane and Gold Coast leading the way, but also the Cairns/Far North Oueensland area forecasting significant growth on the back of expansion in air services by China Eastern." ■

SPOTLIGHT

### Will cycle for good food

Love food? Then you should make a beeline for the scenic Milawa Gourmet Region in Australia's Victoria state, home to many vineyards, cellar doors and quality food producers.

And there is one great way to explore this region which is a three-hour drive from Melbourne city centre: go on the Pedal To Produce bicycle tour.

To begin, grab a complimentary bicycle from Brown Brothers Milawa Vineyard, have a map of Milawa Gourmet Region in hand, and off you go.

It is easy to cycle around, as the country roads are flat and often free of motorised vehicles.

Swing by The Olive Shop in Milawa Bakery Building, Milawa Cheese Factory Bakery and Bistro, Milawa Mustards in The Old Emu Inn, Ciccone Wines Cellar Door Cafe, Blue Ox Berries, Sam Miranda King Valley Winery and John Gehrig Wines. Visitors are welcome to sample the various food products, and there is no pressure to buy.

End the cycling adventure back at Brown Brothers Milawa



**Pedal To Produce** 

Vineyward and take a thorough tour of the facility and more wine tastings.

Another adventure awaits when the tour is done. Hop onto a helicopter for a ride over the region's vineyards and arrive at the Banksdale Vineyard, set atop a hill 485m above sea level. Chilled prosecco, canapés and a breathtaking view await. Hear about the art of winemaking from a Brown Brothers wine expert.

Later, fly back to Brown Brothers Milawa Vineyard for lunch at the Epicurean Centre restaurant. Dishes are made with the freshest local produce and paired with Brown Brothers wines.

### NEED TO KNOW

### Do good in Hunter

Hunter Valley Convention Bureau has created a Corporate Social Responsibility (CSR) programme that helps conference organisers support local charities, community and environmental objectives. The programme highlights a variety of CSR options that organisers can adopt, such as Tikes on Bikes which tasks delegates with assembling new bicycles for underprivileged children from a local charity group.

### **Hamer Hall's new** event spaces

Arts Centre Melbourne's Hamer Hall reopened on July 2012 after a two-year renovation and is now armed with plenty of new spaces and a new entrance at the Yarra River level. The Riverside Bar on a mezzanine is among the latest additions. It is perfect for private cocktails with 150 guests. Also new to Hamer Hall is Trocodero which has a 60-seat restaurant and a bar with an outdoor terrace that offers great views of the city skyline and the Yarra River. The bar is good for a 110-pax stand-

### Bake an apple strudel

A tavola! Cooking School within the Pizzini Wines vineyard and cellar door in Victoria's North East Valleys offers cooking classes that can work well as a teambuilding exercise. Learn to bake a hearty apple strudel or make gnocchi under the tutelage of the lively and patient Katrina Pizzini who runs the facility with her family.

After the lesson, sit down for tea or lunch in the spacious main hall, or head out to the lush lawn for an outdoor party



### **Melbourne dangles** new incentive offers

Melbourne Convention Bureau (MCB) has unveiled a series of special offers for incentive travel planners, developed in partnership with over 30 hotels, venues, attractions and teambuilding companies in the city. Melbourne Values You tantalises planners with perks such as room and beverage upgrades, complimentary in-room Wi-Fi and cocktail receptions at selected hotels and venues.

Terms and conditions apply to all perks, which includes a minimum of two nights' stay in Melbourne by at least 100 delegates travelling together from now until December 31, 2014. Groups must also be confirmed by December 31, 2013.

MCB has also launched a new brochure to promote the city's convention district along the Yarra River

### **Sichuan Airlines flies direct to Melbourne now**

Sichuan Airlines launched its inaugural flight from Chengdu to Melbourne on February 28, placing 850 seats across three services per week between the two cities. It is the fourth airline from China to operate to Melbourne, according to Melbourne International Airport CEO, Chris Woodruff, who added that "the new service offers people in western China a direct connection to Australia for the first time"

# **SHANGHAI**



# **Good vibes**

Trade players expect greater demand for meetings in Shanghai this year, writes **Hong Xu** 

significantly since the bustling Chinese city hosted the Shanghai World Expo in 2010. According to Meadin.com, China's leading hotel industry portal, the final quarter of 2012 saw the opening of seven luxury hotels in Shanghai. The newbies include Banyan Tree Shanghai On The Bund and Four Seasons Hotel Pudong, Shanghai. Both are outfitted with meeting venues. Banyan Tree Shanghai On The Bund has four meeting rooms that are complemented with event coordination services, executive amenities and sophisticated presentation equipment. Four Seasons Hotel Pudong, Shanghai has a ballroom that can be split in two for smaller functions, and four other venues.

hanghai's tourism hardware

and software have transformed

The new year kicked off with the opening of Marriott International's 20th hotel in Shanghai – the Shanghai Marriott Hotel Pudong East.

Air access into Shanghai has also improved, with China Eastern Airlines launching new flights from Australia's Cairns and raising frequencies on services from Sydney, Hawaii, New Delhi, Kuala Lumpur and Ho Chi Minh City.

According to Patrick Chen, deputy director, International Tourism Promotion Department of Shanghai Municipal Tourism Administration (SMTA), the city's conference and meeting sector did well in 2012, having hosted 780 international gatherings last year, up from 754 in 2011.

But the real figure could be much

higher, noted Justin Yang, director, MICE Promotion Department, Shanghai International Conference Management Organization. "There are a lot of domestic conferences and meetings that escape our data collection each year, and we believe that there are, in fact, far more business gatherings held in the city," Yang said.

The rising demand for conferences and meetings in Shanghai was met by the lively development in the city's hotel sector, "allowing ample supply to keep room rates affordable", said Chen, adding that the average room rate for four- and five-star hotels in 2012 was RMB950 (US\$153) - RMB50 lower than was what recorded in 2011.

"Hotel rates in Shanghai are not as high as most buyers expect from a key commercial city," he added.

Inbound MICE specialists also reported a fruitful 2012 for Shanghai's business events sector.

Gao Feng, managing director of MCI China, said: "We had astonishing achievements in the past year, and 2013 will bring us more opportunities. However, there will be intense competition and we believe that meeting management technology will be the key to success."

Fan Keyao, managing director of CITS Group Shanghai, told the Daily that MICE business contributed RMB400 million to the company's total revenue of RMB1.4 billion last year. He aims to achieve a MICE revenue of RMB500 million this year on the back of a stronger Chinese economy.



## SHANGHAI

Chen is confident of good business going into 2013.

'We expect 2013 to be an even better year, as most of the large meetings booked between 2008 and 2010 will be held this year.

"However, the number of exhibitions will not grow as much because there is a limited number of exhibition venues in Shanghai and they are utilised at the rate much higher than the global average," Chen said.

Julie Jackson, director of sales and marketing with The Westin Bund Center Shanghai, agrees that the city is gaining in popularity as a MICE destination.

'China's economic growth is fuelling increased meetings and hotel stays. Our MICE enquiries (since the beginning of the year) have increased over 2012's, even with additional hotels opening in Shanghai. We expect this trend to carry well into 2013 with a better materialisation rate," Jackson said.

On the other hand, Ding Jianmin, assistant general manager, Shanghai CITS International Travel Service, is less optimistic, noting that 2013 would be like 2012, a year without "surprises" in the MICE business.

"The global financial crisis and the appreciation of the Chinese vuan have a negative impact on the (MICE) sector. Right now, we can only expect the economy to recover, which very likely will happen in 2Q2014," Ding said.

Fan also expressed concerns over the Chinese government's decision to reduce event spend and its potential impact on Shanghai's MICE business.

"Both the central and local government have said that they will scale down spending on government meetings and many orders we received earlier have been cancelled. I think the number of government meetings will decline sharply across the industry this year."

Ella Zhou, department of exhibitions manager, Shanghai Spring International Travel Service also noted a decline in government events. ■

# My Shanghai



Department of exhibitions manager Shanghai Spring International Travel Service

### Must do

I love to go with a friend to Sinan Mansions, where we can have tea together. Sinan Mansions is located on Sinan Road in the French Concession, where streets are lined with beautiful trees and mansions that were built in the 1920s and 30s. One can catch a glimpse of old Shanghai there.

### Must see

There are several ancient towns in the suburbs of Shanghai, and one that is worth a visit is Zhujiajiao. Located in the Qingpu District, Zhujiajiao has a history of more than 1,700 years. It is filled with unique bridges set across bubbling streams and small rivers that are shaded by willow trees. This ancient water town offers a sense of tranquility to visitors from big, modern

### Must eat

When in Shanghai, you must try Xiao Long Bao, dumplings made of crabmeat swimming in a rich broth. Xiao Long Bao, which translates as "little dumplings in the basket", has a long history and is native to Nan Xiang, a suburb in Shanghai. There is a technique to eating *Xiao* Long Bao: bite off the top of the dumpling skin, tip the steaming broth out onto a spoon and savour this rich liquid before devouring the rest of the dumpling.





Clockwise from top: Xiao Long Bao; Zhuiiaiiao: Sinan



### KNOW



### Lures of a new hotel

The 323-key Shanghai Marriott Hotel Pudong East is celebrating its opening with several promotions, including a meeting offer.

Besides offering bonus points to Marriott Rewards members and free buffet breakfast for guests who book two consecutive nights' stay, the hotel has made available a full-day meeting package from RMB488 (US\$78.50) per pax, excluding a 15 per cent service charge

Valid from now until August 31, the meeting package includes standard meeting amenities; use of a flipchart or white board, audiovisual system with two microphones, and an LCD projector and built-in screen; morning and afternoon refreshments; and a working lunch with free-flow of non-alcoholic beverages.

### Mixing business with pleasure on the green

Lake Malaren Golf Club Shanghai in the new Luodian North European Town is equipped with a conference center and a five-star luxury hotel, allowing business event delegates to include some leisure time in their meeting programme.

Recognised as one of the top golf clubs in China, Lake Malaren Golf Club Shanghai is the only 36-hole USGA standard golf course in the greater Shanghai area and boasts an





### **Putuo District to debut alternative trade venue**

Shanghai International Sourcing Promotion Center is expected to open this year in the Putuo District, offering exhibition and convention organisers another venue option in the popular business events city. Designed by the DAO International Design Group, the facility occupies more than 130,000m<sup>2</sup> and will comprise exhibition and conference spaces as well as an office building.

# CHINA

**BEIJING** 

# **Beijing welcomes** more global hotels

Swire Hotels has unveiled East, Beijing in September 2012 within Indigo, a mixedused development in Beijing's Chaoyang District.

The 369-key East, Beijing features two restaurants, a gym, a swimming pool and an outdoor splash pool, while the executive floors and executive lounge are located on the 24th and 25th levels. MICE facilities are available at The Workshop, the hotel's dedicated meeting and events space on the third

Beijing's Wangfujing district

welcomed The Imperial Mansion, Beijing Marriott Executive Apartments, an extendedstay product with 220 studio, one-, two- and three-bedroom apartments. Facilities include a 24-hour fitness centre, a children's playroom, a 25m heated indoor infinity pool that overlooks the Forbidden City and a 180m<sup>2</sup> meeting space.

Four Seasons also finally arrived in the Chinese capital with the debut of the 313-key Four Seasons Hotel Beijing in the Liangmahe area in November last year. It is home to two



East, Beijing offers planners more options

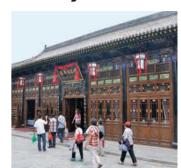
restaurants, three lounges, an 11-suite spa, a pool, a tea garden and a 3,250m<sup>2</sup> function space.

SHANXI

### Courtyard hotels emerge in Pingyao county

Since the high-profile launch of the 19-room Jing's Residence in 2009, Pingyao is seeing a steady addition of historic residences turned boutique hotels.

The 71-key De Chao Ge Hotel opened its doors in June 2012, providing an atmospheric stay in a traditional courtyard setting. To maintain authenticity, local artisans were hired to restore the two-storey compound to its former glory, while rooms were outfitted with wooden lattice doors, kang beds with silk runners, flatscreen TVs and ensuite bathrooms. Brick alleyways, tiled roofs, elaborate eaves and



a 260-pax restaurant tucked underground add to the sense of history. Other debuts in the ancient walled city include the 40-room Qinggeda Inn.

**GUANGDONG** 

### **Mandarin Oriental opens in Guangzhou**

Located in Tianhe and close to major business addresses and attractions, the Mandarin Oriental, Guangzhou offers 233 rooms and 30 suites, as well as 24 luxury serviced apartments. Event facilities include a 750m<sup>2</sup> Grand Ballroom, a 200m<sup>2</sup> The Tian He Room and other meeting suites.

### YUNNAN

### Anantara debuts in Yunnan

Anantara Xishuangbanna Resort & Spa has opened its doors in China's Yunnan, ramping up the brand's expansion in China. The 103-key resort features a variety of dining options, the eight-suite Anantara Spa, a business centre, a 100-pax function room, two meeting rooms and a boardroom.



400-810-8855 / 800-810-8855

www.gloriahotels.com

沈阳・江阳・大连・秦皇岛・北京・青岛・侯马・运城・连云港・郑州・西安・徐州・合肥・无锡・苏州・上海・巴中・成都・万州・九华山・庐山・景德镇・南昌 长沙・吉音・渕阳・贵阳・都匀・昆明・厦门・韶关・广州・三亚・札幌・东京・冲绳 Shenyang · Uaoyang · Dalian · Qinhuangdao · Beljing · Qingdao · Houma · Yuncheng · Uanyungang · Zhengzhou · Xi'an · Xuzhou · Hefei · Wuxi · Suzhou · Shanghai · Bazhong · Chengdu Wanzhou · Jiuhuashan · Lushan · Jingdezhen · Nanchang · Changsha · Jishou · Liuyang · Guiyang · Duyun · Kunming · Xiamen · Shaoguan · Guangzhou · Sanya · Sapporo · Tokyo · Okinawa



# **Snapshots**

# Meeting of great minds

Patrick Tan drops in on GBTA China Conference and finds attendees eager to share the latest trade intelligence



GBTA US' Paul Tilstone and Ingredion US' Bhart Sarin





Technologies China's Troy Zhang, Henkel (China) Investment's Alex Shen, **Fudan University** Department of Tourism's Weng Jin and Shanghai Jin Jiang International E-Commerce's Joseph Xia

TTG Asia Media's Ooi Peng Ee and Hainan Airlines' An Ting, Wang Xuan



Kempinski China's Charles Lai and Accor China's Bobby Ong



Oracle Singapore's Michelle Tan and Standard Chartered Bank Singapore's Peter



Marriott International China's Becky Cao and John Toomey



Thailand Convention & Exhibition Bureau's Waraporn Sornprom, Millennium & Copthorne International Singapore's Catherine Foo and Thailand Convention & **Exhibition Bureau's Jutathip Subannakrut** 



Bayer MaterialScience (China)'s Cindy Zhang, Sabre Travel Network Singapore's Jack Morgan and Bay MaterialScience (China)'s Glory Bai



Tokyu Business Consulting Shanghai's Minoru Onuma, Tokyu Hotels Japan's Atsushi Yamamoto, Tokyu Business Consulting Shanghai's Lijuan Gu and Tatsuya Doda, The Capitol Hotel Tokyu Japan's Shigeru Matsumoto and Tokyu Hotels Japan's Shinichi Yoshioka and Yasuhisa Nishigaya, and Akasaka Excel Hotel Tokyu's Guang Tian Li



Jin Jiang International Hotel Management Company Singapore's Fabian Seet and Jin Jiang International Hotel Management Company China's Cinn Tan, Julia Zhu and Victor Lim



Hertz China's Yi Liu and Jenny Byers

# News

### Guangzhou 广州长隆:企业团队回流率达80%

### ■张广文=采访报道

身为一个综合型的景区,广州 长隆吸引众多企业团队到访。据 了解,广州长隆企业团队的回流 率高达80%,但另一方面,企业团 队的要求也越来越高,因此景区 积极新增新项目,推出新优惠, 使回流企业团队每次到访都有不

同的体验。



长隆酒店总 经理吴宣林表 示,刚刚结束的 清明假期,虽然

受连日雨天影响,但酒店与景区的营业额均稳步上升将近15%。整体而言,广州景区每年的高峰期是春季、复活节、五一、暑期、十一、耶诞节等重大节点。在暑期高峰到达前,长隆致力聚焦于争取企业团队到访。而为了吸引企业团队,国家首批5A级景区、广州首席主题景区长隆旅游度假区

推出了多个新项目与优惠方案。

其中,新的项目包括长隆欢乐世界「卡卡虎欢乐总动员」炫丽开Show、每日上演的长隆国际大马戏《魔幻传奇II》、长隆野生动物世界恐龙啸,金蛇舞,以灵蛇为主题的新项目、新展区,以及广州鳄鱼公园走进湿地新世界等。

吴宣林强调,长隆注重创新,会定期为各个乐园的设施进行维护,或加入更多人性化的设施。例如,近期夏季再次开园的广州水上乐园,将新增温水系统的「池吧」水底,同时,乐园中全球最大的儿童玩水区「宝贝水城」将展现由国外引进的全新升级。升级改造后的温水区域几乎扩大至全园区,让「亚洲首创户外温水系统」更大、更温暖,为顾客提供一个更加好玩的游玩环境。

另一方面,长隆酒店为所有酒 店住客提供独享的尊贵特权,例 如,从酒店通往各大主题公园的 住客快速通道、园区设施免排队 服务等,同时,酒店的各种设施 亦进行定期维护与更新,使游客 乐意花更多的时间在酒店享受舒 适的环境和优质的服务。

分析长隆酒店近期客源,主要以广东省及香港为多,共占7成左右,其次为北京、湖南、湖北、浙江、江苏等地,客源量相对比较稳定。团队旅游、家庭旅游、商务会议皆为酒店主流客源。其中,家庭旅游约占45%,团队旅游约占35%,商务旅游约占20%。

未来,随着交通的日益便利,如厦深高铁、桂广高铁的开通,距广州南站5分钟车程的酒店,将紧贴高铁发展并综合考虑市场潜力,著力开拓湖南、湖北、广西、福建、江西等重点区域,同时推进河南、河北、重庆、贵州的市场开拓,寻找更大的客源市场。也



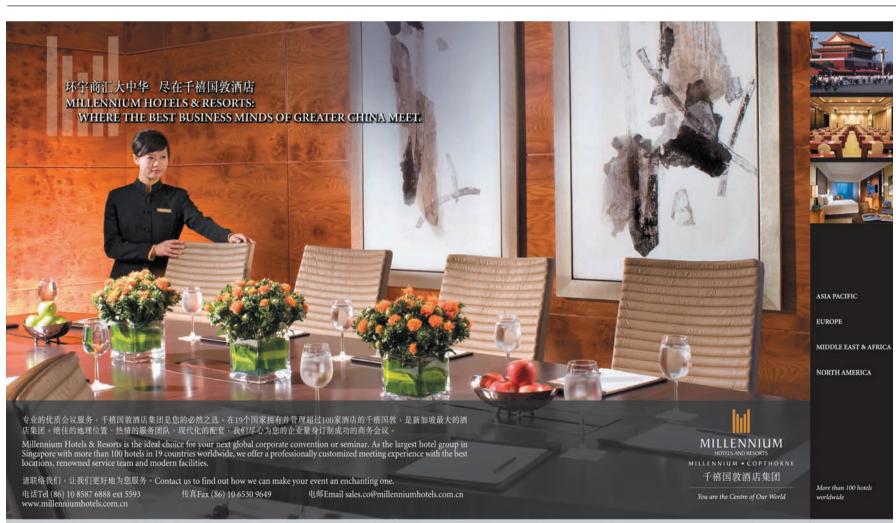
↑珠海长隆国际海洋度假区的主体工程: 全球最大的海洋主题公园—长隆海洋王国和中国拥有客房数量最多的海洋主题酒店—长隆横琴湾酒店, 预计2013年年中开幕。

就是说,以北京、上海作为市场制高点,立体突围,全面辐射和影响全国市场。而各大园区将继续推出不同的主题活动,酒店也将进一步提升服务与管理,深挖与五大主题园区融合的独特优势,进一步拓展海内外市场,并采用更加积极的营销政策。

### 珠海横琴新项目备受瞩目

此外,针对即将于年中开业的 珠海新项目,吴宣林表示,珠海 横琴将是一个集主题公园、豪华 酒店、商务会展、旅游购物、体育休闲、生态居住和度假公寓及别墅区于一体的中国「奥兰多」,是长隆集团投资建设的又一个超级旅游度假区,其集主题公园、豪华酒店、商务会展、旅游购物、体育休闲于一体,是世界级的超大型综合主题旅游度假区。此度假区总投资超过200亿人民币,全面建成后,预计每年将吸引超过2,000万来自世界各地的游客。

该项目建设将分为富祥湾、横琴山、海豚湾三大组团,全面建



北京千禧大酒店 Grand Millennium Beijing



商店位于北京商业中心開資。拥有521间各房及12间宴会/会议厅 The premier 5-star hotel is located in the CBD of Beijing, Featuring 521 guestrooms and 12 conference/event facilities.

上海千禧海鸥大酒店 Millennium Hongqiao Hotel Shanghai



而序位于上海虹桥占北地区,拥有368间 房间及12间鉴全/全议厅 The hotel is located in the Hongqiao Area. Featuring 368 guestrooms and 12 conference/event facilities.

成都新东方千禧大酒店 Millennium Hotel Chengdu



酒店位于城南繁华地区,设有359间客的 及8邮宴会/全设厅 Gamally located in the sophisticated urban district. Featuring 359 rooms and 8 conference/event facilities.

无锡千禧大酒店 Millennium Hotel Wuxi



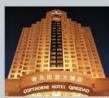
而店位于天锡新区中心,拥有308间客房 及6间宴会/会议厅 Located within the bustling Wuxi New Development Zone set among landscaped gardens. Featuring 308 rooms and 6 conference/event facilities.

厦门海景千禧大酒店 Millennium Harbourview Hotel Xiamen



厦门第一家国际酒店,位于商业及勤物 中心、拥有352间客房及7间宴会/全议厅 Located in the major shopping and business center. Peaturing 352 guestrooms and 7 conference/event facilities.

青岛国敦大酒店 Copthorne Hotel Qingdao



商店位于青岛中央商务区。拥有455间客 房及8间宴会/会议厅 Located in the heart of the CBD of Qingdao. Featuring 455 guestrooms and 8 conference(event facilities.

台中日月千禧濟店 Millennium Vee Hotel Taichung



商品位于台中经济区中心。拥有237间客 施及6间宴会/会议厅 Located in the center of Taichung's industrial zone. Featuring 237 guestrooms and 6 conference/event facilities.

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### News

成后,长隆国际海洋世界、海洋 水上乐园、夜间动物园、国际海 洋大剧院、世界花园、鸟类世界、 山顶超级乐园、海豚发现湾主题 乐园、亚特兰蒂斯室内水上乐园 和火山主题乐园等10间各具特色 的主题乐园,及12间豪华主题酒 店、3个18洞海景山地高尔夫球 场、2个国际游艇会、主题购物中 心、国际商务会展中心、观景缆 车系统等全面配套服务项目,将

散落在横琴岛上。

现珠海横琴长隆国际海洋度 假区主体项目正在快速推进建 设当中。珠海长隆海洋王国的大 型设备亦在陆续安装,同时,全 国拥有客房数量最多(1,800间 客房) 的海洋主题酒店—珠海长 隆横琴湾酒店,现已进入内外部 装修阶段,并即将于年内正式开 业。由于房间量大,会展设施多, 以家庭、休闲和MICE旅客为目标

市场的酒店,还将可接待超大型 企业团队。值得注意的是,酒店 也将展现财富湾的传奇故事,大 堂旁公共区域里的8个巨型白海 豚设计,为一大亮点。

珠海长隆投资发展有限公司 **酒店行政办总经理梁诗博**补充 道,横琴非常美,依山面海,沿着 海岸散步都很舒服。新项目比广 州长隆还大,虽然两个景区属于 同一个集团,但是各有其营销策 略,尽管难免将彼此竞争,却仍 各具擅长。珠海长隆将以海洋生 物为主题,有别于广州长隆以虎 类为主。

据一名业内人士表示,横琴岛 的发展是非常壮观的, 众多的工 程都在进行中,今年起陆续开幕 的新项目都将令人惊艳。另一方 面,珠海横琴与澳门连接,目前 使用横琴口岸去澳门的旅客非常 少,故通关快,未来口岸通关时

间将拉长,甚至有可能24小时通 关。可让珠海横琴和澳门成为一 个专门的区域,以一个大型目的 地的形式吸引更多旅客到访,并 在同一行程中横跨多个目的地一 起游玩。

吴宣林指出,珠海横琴长隆国 际海洋度假区项目是世界级顶尖 项目,建成后将成为国际级大型 综合主题旅游度假区、世界级旅 游巨无霸。

### Shandhai

■刘欣怡=采访报道

### 国家会展项目落户虹桥 最快2014年竣工

新的国家级大型会展场馆落 户虹桥商务区,将为上海净增50 万平方米的会展面积,该展览场 馆将成为世界一流、面积最大 的会展中心,该项目建设力争在 2014年底前竣工。

根据戴德梁行此前发布对大 虹桥的研究报告中指出, 虹桥商 务区核心区规划了16.05万平方 米四星级以上的宾馆,并将在 2015年前竣工, 其中在核心区中

将有11.05万平方米的新建宾馆面 积,其余面积则坐落于核心区的主 题活动和会展片区内。

未来2~3年内, 虹桥商务区核心 区中片区将建成总面积为20.4万平 方米的零售商铺,而在核心区的主 题活动和会展片区,将会有总建筑 面积为12.41万平方米的零售商铺 交付使用。在虹桥商务区周边开发 区,尤其是西虹桥片区,目前已规 划了总建筑面积为12.3万平方米的

超大型综合休闲中心。

### 全球规模最大会展中心

另外,号称全世界规模最大的主 题活动和会展中心的国家会展中 心场馆项目目前也正在建设中,预 计将于2014年竣工。该项目占地 1.09平方公里,总建筑面积为50万 平方米, 其中包括40万平方米的室 内展厅和10万平方米的室外展览 场地。该会展中心预计每年将有

30%左右的时间用于举办国内外 的各类主题活动和展销会, 年均人 流量预计在20万人次左右。

据了解,伴随着上海大虹桥商务 区开发建设的热潮,许多知名企业 纷纷进驻,未来大虹桥商务区将继 续構建面向长三角、服务全大陆的 高端商务中心的战略目标,对于上 海和整个长三角市场, 具有先天的 优势和无可替代的作用。

位于上海西侧的大虹桥商务区 规划面积86平方公里,拥有完善 立体化交通网,已吸引多家知名企 业进驻开发,将以高科技业与客 流中心为发展重心,与着重于金 融、航运物流的浦东新区形成互 补效应。

### 全球规模最大交通枢纽

虹桥商务区内的虹桥交通枢 纽是目前世界上规模最大的综合 交通枢纽,包含航空、高铁、磁 浮列车、机场快铁、地铁和高速 公路等多种运输设施。若以虹桥 枢纽为核心,在30分钟的车程 内,就可以涵盖2,300万人的市 场。在1个小时车程内所涵盖的 人口则达到7,000万,2小时车程 内则涵盖大半个长三角区域,居 住人口高达3亿人,便利的交通 与独一无二的区位优势, 已吸引 多家大型企业进驻。



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长隆欢乐世界 Chimelong Paradise

长隆国际马戏大剧院 Chimelong International Circus

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### 突显香港优势 吸引新会奖活动入驻

### ■张广文=采访报道

据了解,香港旅游发展局 2013~14年度会展奖励旅游工作 计划的重点为:突显香港会展优 势,增加访港会展旅客数目。

香港旅游发展局总干事刘镇 汉指出,面对全球经济状况不 明朗,不少企业紧缩商务旅游开 支。然而,由于预期大部分货币 兑港元的汇率维持高位、内地 经济亦将持续发展,加上香港 享有内地门户城市的优势,旅 发局预期会展旅游仍具有增长 潜力。在会展旅游活动各个界 别当中,预计2013~14年度,企业 会议及奖励旅游 (Meetings and Incentive Travels) 的增长空间相 对较少, 当中主要客源将来自短 途市场如内地、东南亚和印度。大 型会议及展览 (Conventions and Exhibitions)方面,因不少活动于 数年前已经落实在香港举行,故

这些活动面对经济放缓的「抗御 力」亦相对较强。

旅发局于2013~14年将会推出 以「香港•国际会展之都」(Hong Kong • The World's Meeting Place) 为题的宣传项目, 展现香 港作为会展及奖励旅游目的地的 优势。同时, 旅发局也会继续积 极地与相关活动主办机构合作, 并联合香港主要景点及场地供应 者,推出宣传计划,以吸引更多内 地及海外人士前往香港参与有关 活动。另外, 旅发局亦会继续因 应会展及奖励旅游各个不同的界 别,进行针对性的推广工作,包 括企业会议及奖励旅游、大型会 议、展览等三方面。

其中, 就企业会议及奖励旅游 **而言**,将集中于内地、印度、新加 坡、泰国及印尼五个短途市场加 强推广。同时,在内地,计划在北 京和上海两个内地主要城市成立

专责团队,重点开拓会奖业务。 另外,继内地和台湾后,亦会于 印尼和泰国等东南亚市场举办年 度营销大奖活动,鼓励更多承办 会奖活动的旅行社推介香港作为 举办活动的目的地。此外,与香 港提供会议及奖励旅游场地的 机构合作,于印度孟买、新德里、 钦奈及加尔各答等城市举办大型 路演,并向当地承办会奖旅游活 动的主办机构提供优惠,鼓励他 们落实于香港举行活动。除此之 外,还会与香港业界合作,积极向 活动筹办机构推介大屿山作为一 站式会展奖励旅游汇点, 吸引更 多海外机构选择该处举办会奖活 动,为业界带动商机。

而大型会议方面,则会积极争 取未曾在港举行过的大型会议 赴港,尤其是逾2,000人的国际大 型会议,以及具有知名度的大型 会议。同时,将致力与欧洲、美国

的专业组织,以及专业会议顾问 机构加强联系,推广香港作为大 型会议场地的优势和吸引力。至 于内地,将以北京和上海的专业 组织作为主要目标, 邀请当地的 会展活动主办者赴港参观会展设 施,鼓励他们在香港举办活动。

在展览的部分,首先,会与展览 活动的筹办机构合作,进一步强 化「商机在此!」优惠计划,为参 与展览会的人士,提供特别设计

的旅游套餐、优惠和款待服务, 藉此推高参加活动的人数,并推 动新增旅客体验香港。同时,将 与香港展览业界,包括主要的展 览场地、香港展览会议业协会、香 港贸易发展局等合作,于国际性 大型展览业界活动上进行推广, 展示香港作为举办展览活动目的 地的优势, 吸引筹办机构的决策 人选择赴港举办展览活动, 并吸 引新的展览活动进驻香港。

各大主要市场	过夜旅客人数	占总数百分比	与去年同期相比
长途市场	406,679	25.3%	-1.5%
美洲	153,804	9.6%	-2.3%
欧洲、非洲及中东	205,818	12.8%	0.9%
澳洲、纽西兰及南太平洋	47,057	2.9%	-8.3%
短途市场	473,203	29.5%	-1.4%
北亚	138,380	8.6%	-1.7%
南亚及东南亚	256,388	16.0%	0.1%
台湾	68,142	4.2%	-6.2%
澳门特区	10,293	0.6%	-1.1%
中国内地	726,272	45.2%	8.4%

Uruise

■刘欣怡=采访报道

### 全面翻新升级双子星号 开启以沪为母港航程

排水量达50,764 吨的丽星邮 轮双子星号,已于4月6日在上海 国际邮轮码头展开首次以上海 为母港的巡游。未来针对中国市 场的经营, 丽星将会着重对二线 城市的开拓以及对企业会奖旅 游的经营。

尤其过去两年丽星在三亚的 航线经营有成, 秋冬有不少来自 国内其他城市的企业客户选择 到三亚搭乘丽星邮轮三晚的行 提供 程,举办客户答谢会或者企业年 度会议等,因此,中国邮轮的会 奖市场潜力相当大。

全面翻新升级的双子星号, 今年 初已完成了亚洲首航巡游的新加 坡、槟城、香港及三亚站,并于今 年4月至10月,双子星号首次调配 至上海,开展42个4天3晚至7天 6 晚的新航次,到访热门旅游港口, 包括韩国釜山、济州及丽水、日本 石垣岛、那霸等。游客还可选择参



加不同的岸上精 华游行程,参观 多个不同旅游景

丽星邮轮营业 部高级副总裁吴

明发 (Michael Goh) 表示, 丽星 邮轮对于今年双子星号首次以上 海为母港的航程感到非常兴奋,目 前42个航程中已有28个航程将由 旅行社以包船形式出游。今年由于 日本市场尚未完全明朗,双子星仅 在9月航程中安排到日本及韩国航 线,并会持续关切日本市场的恢复 情况;此外,丽星也正积极向有关 部门申请多个上海到台湾的特别航 次,将有8个航次从上海出发,抵 达台湾基隆、台中及台南等地,是 今年航线的最大亮点。

他进一步表示, 韩国本身这几

年对中国市场来说也是相当具有卖 点的地方,包括釜山、丽水及济洲 等地的岸上观光行程, 因此其设计 了将近30条不同线路提供给游客 选择,特别是丽水在去年刚举办过 世博会,有许多新的发展项目值得

此次丽星邮轮带着「双子星号」 重返上海港国际客运中心,成为第 五家以上海为母港运营的邮轮公 司,这不仅标志着全球三大邮轮集 团全部正式在上海落户, 而且宣告 北外滩中国邮轮旅游发展实验区 揭开新的篇章,同时也提升了上海 作为东北亚邮轮枢纽港的影响力 和竞争力。

### 各项服务设施翻新升级

去年9月,双子星号完成了耗资

5,000万美元的翻新计划,包括 升级导航系统、船身彩绘设计以 及翻新船上的各项设施如客房、 餐厅、娱乐及康乐设施、零售及 美容服务场所等。

双子星号共有766间客房可载 客1,700人,并设有海景客房、豪 华套房及行政套房等供客人选 择。船上设施包括中式、亚洲及 国际餐饮选择、露天烧烤、表演 场地、卡啦OK、水疗及健康中 心、美容及发型中心、儿童天地 及泳池等,以满足客人饮食及娱 乐的需要。

此外,船上新增设4,000平方 呎 (约450平方米) 的购物空间, 为客人提供更全面的海上购物 体验。多个奢华免税品牌将进驻 双子星号。

## 马来西亚为中国市场推出全新宣传手册

### ■李佩纯=采访报道

马来西亚会奖局藉日前在华 举办的商务活动巡回展,宣布 马来西亚双重优惠 (Malaysia Twin Deal) 计划将延续, 同 时, MyCEB也为中国企业和 奖励旅游市场推出全新的宣 传手册「崭新亚洲 尽在马来 西亚 (Malaysia-Asia like never before) 📙 。

MyCEB首席执行官Zulkefli Hj. Sharif先生表示, 2011 年,当马来西亚在中国成功推 出Malaysia Twin Deal计划时,即

十分有信心将能够成功重返市 场。因此后续MyCEB决定为中国 和香港推出已更新的马来西亚双 重优惠 (Malaysia Twin Deal) 计

据介绍,这项专为中国和香港 企业和奖励旅游团队而设的优惠 计划,于2011年9月展开,共招揽 超过13,000来自中国的参与者。 因为实施成效良好, 马来西亚会 奖局决定延长该优惠计划,只要 在2013年6月30日前确认预订,并 在2013年12月31日前出团,即符合 优惠资格。而由于该计划取得成 功, MyCEB也规划在其他有潜质 的国家及地区,如韩国、台湾、香 港、欧洲和印度推出这项优惠计

在日前的巡回展上,另一大 焦点是MyCEB为中国企业和 奖励旅游市场,全新推出宣传 手册「崭新亚洲 尽在马来西 before)」。该手册著重介绍马来 西亚主题活动和体验、团队建 设、企业社会责任和独特场地, 将为企业和旅游奖励策划者一些 创新构思。英文版册子在去年9 月底推出,同步亮相的也将包括 综合性的网路电子和平面广告宣 传活动。该宣传活动将把一系列 光临马来西亚的独特和全新的体 验,推荐给主要企业和奖励旅游

Zulkefli Hj. Sharif先生表示, 马来西亚把中国作为推出新册子 「崭新亚洲, 尽在马来西亚」的 第一站,以进一步强调中国企业 和奖励旅游市场对马来西亚的重

据了解,目前中国是马来西亚 的第三大客源国,去年一到六月,

中国赴马来西亚的游客量大幅增 长34%, 其中, 商务旅客占整体游 客量的5.8%,主要以医药、直销及 保险产业为主。Zulkefli Hj. Sharif 表示,中国商务旅客总量还有很 大增长空间,MyCEB将在中国进 行更多推广, 而透过新开展的双 重优惠计划, 预估将可为马来西 亚带来15,000名参与者。

随着全新的企业和奖励旅游 活动的推行,加上优惠计划的成 功, MyCEB正期待有机会能接待 更多来自中国的商务旅客。

### Los Angeles 洛杉矶会议及旅游局成立上海办事处

### ■刘欣怡=采访报道

洛杉矶会议及旅游局上海办事 处于4月15日正式成立,象徵洛杉 矶会议及旅游局进一步扩大中国 市场的里程碑。看中华东市场庞 大的消费潜力,洛杉矶会议及旅 游局今年将聚焦于中国会奖旅游 市场,并为中国市场推出专门的 中文会奖旅游指南,以期吸引更 多中国奖励旅游团队前往。

洛杉矶会议及旅游局国际旅 游部副总裁史凯琳(Kathryn Smits) 在接受记者采访时表示, 中国会奖旅游市场是今年洛杉 矶非常重要的目标,去年洛杉矶 会议及旅游局在会议及奖励旅 游方面有很大突破,除了协助国 内各大旅行社完成团队签证、酒 店、地接及活动场地等各方面的 建议及帮助,鉴于美国签证流程 不断简化、近期陆续接到中国企 业赴美的奖励旅游需求, 其也将

2013年订为洛杉矶会议及旅游 年,并将针对中国市场,与各大会 奖旅游组织者进一步洽谈合作, 聚焦高端、中小型规模的企业奖 励旅游团。

### 独特资源、场地及活动经验

她指出,会奖旅游与一般团队 旅游最大的不同在于, 旅游及会 议局必须要提供他们多样的产 品活动内容与方案, 以及多元的 场地与特色的活动安排, 洛杉矶 在这些方面都有绝佳资源,并希 望通过中文版的会奖旅游指南, 汇聚洛杉矶代表性的大型活动 举办经验,将洛杉矶的各项名人 明星资源、独特活动场地与大型 成功活动经验,介绍给中国会奖

旅游局亦拟邀请成功组织一 定数量会奖团前往洛杉矶的业 者,前往洛杉矶参加年度葛莱梅 音乐颁奖盛宴,体验洛杉矶独 有、有钱也买不到的独特体验。

她并举例, 2012年POW WOW 美国旅展在洛杉矶成功举办, 充 分向全球各地展现天使之城作 为大型会议目的地的能力,创新 摄 的将许多大型活动安排在各个 特色场地, 如好莱坞环球影城。 此外,中国国家主席习近平也于 去年2月访问美国,于停留洛杉 矶期间在迪士尼音乐厅宴请宾 客,并在洛杉矶观赏NBA比赛, 亦为洛杉矶多元化的艺术与文化 做了最直接的宣传。

对中国市场来说, 洛杉矶会奖 旅游最大的亮点之一便是可以 组织一个如同名人明星一样的 庆祝晚宴,包括从私人通道进 入好莱坞环球影城、享用明星 厨师Wolfgng Puck所烹饪的美 食等,好莱坞环球影城还可把会 奖客户的品牌与好莱坞的经典



↑国际旅游部副总裁史凯琳 (Kathryn Smits)(左)、洛杉矶会议及旅游局 局长恩武德 (Ernest Wooden Jr.)

形象相结合,并且做出独一无二 的活动内容。其它还有包括迪士 尼音乐厅 (Walt Disney Concert Hall)、活力洛城(L.A. LIVE) 等,分别拥有4,000平米的社区 花园以及7,000个席位的诺基亚 剧场、南加州最大的宴会听等, 都相当适合举办特别或大型的 会奖活动。

此外, 洛杉矶旅游及会议局还 可协助会奖团争取酒店折扣价格

及特殊接待, 也可协助安排特殊 购物体验及团队优惠价格等,都 将带给中国会奖团独特体验。

#### 5天还不够!

洛杉矶会议及旅游局局长恩 武德 (Ernest Wooden Jr.) 补 充道,美国旅游对中国市场在近 几年才逐步提升开放程度,对中 国会奖团队来说,选择美国作为 奖励旅游目的地,有更多新鲜与 憧憬的元素,绝对有别于欧洲、 澳大利亚等地。

此外,面对中国游客日益高涨 的国际旅游热情,今年洛杉矶旅 游局还推出了一系列精彩纷呈的 商业及艺术活动, 甫于今年3月 推出「五彩缤纷, 洛杉矶5天还不 够!」的丰富行程,乃希望中国 游客能通过互动,体验这个创新 之都及娱乐之都绝对是一个游 览五天都觉得不够的城市。

## 冒险元素促使澳门塔吸引年轻企业团队

### ■张广文=采访报道

冒险元素促使澳门塔吸引年轻 企业团队的眼光。澳门塔持续打 造多元的竞赛活动,包括各种空 中挑战项目, 如每年的蹦级比赛。 这些城市探险活动吸引了各种各 样从10岁到90岁的客户,但是特 别受到21~30岁旅客的关注。



信德集团 有限公司餐 旅科首席运营 官Mr. Rutger Verschuren指

出,澳门塔的冒险元素优势,为 企业团队提供了独特和不平凡的 经历。不久前,澳门塔为两家公司 组织了一个称为「天鼓与天空漫

步」的新团队建设活动,活动吸 引了数百名参与者加入,并在澳门 塔的室外观景台边缘上,表演了

冒险活动之余,为了提供旅客 一个完整的旅游体验, 澳门塔努 力引入新的元素并打造特殊的经 验,包括各式组合性的创意创新 计划、新的促销活动,以及搭配 原有产品的新包装套餐。例如, 近期重新开张的百步登天项目, 已被重新设计和重建,以使客户 得以最舒适与安全的达成最佳体 验。此新攀登塔活动乃世界上唯 一一个可以让与会者爬上高塔最 顶端338米的活动。

又例如, 疯狂的蹦极战允许参

与者激发创造力,穿著专门设计 的服饰进行吉尼斯世界纪录上、 世界上最高的商业化笨猪跳。与 此同时,活动也使澳门塔与澳门 当地居民连结,因为澳门塔为当 地的慈善机构。

再如,最近推出的贵宾高天 (VIP Sky High) 套餐让旅客得 以在观景台享受优质的体验。参 与者可以享受独家权利不排队, 直接搭乘快速电梯至室内甲板, 透过数码望远镜欣赏壮观的城市 景观,同时,品尝180°空中酒吧准 备的诱人小吃和饮品, 之后再前 往室内和室外观景台游玩。

硬体方面, 近期5台数码望远镜 为用户提供了3种不同的视野,旅

客可以不受时间和天气限制享受 澳门最好的白天、现场和夜景城 市景观。另一方面,以欧洲品牌服 装为主的时尚奢侈品店 ISA, 藉 由竞争力的价格,为游客提供更 多元化的购物选择,并使澳门塔 经验更加愉快。

### 中国旅客位列首要客源

整体来看,目前澳门塔的客源 组成中,中国旅客排列第一,占到 整体旅客数量的30%,而香港旅 客和台湾旅客则分别位居第二名 和第三名。近期,受到一个韩国 流行电视节目一「跑步的人」的 影响,韩国旅客数量出现显著增 长。新兴客源市场则包括了日本、

印度旅客,以及美国、欧洲和澳 大利亚旅客。

Rutger Verschuren认为,澳门 塔的优势在于其集合优越的地理 位置、专业的服务、多元的零售商 店,及众多国际餐饮场所、会议设 施和刺激冒险的活动, 使多个企 业团队、家庭旅客或商务旅客纷 纷愿意到访游玩、举办各种活动 与聚会。

值得注意的是,澳门景区业者 一般在中国农历新年过后,尤其 是在3月和4月,须面对到访旅客 数量减少的挑战,也因此,更多的 销售和促销力度,如团购促销活 动纷纷出炉,以吸引更多的游客 到访。

### Southeast Asia

# 场需求变化 东南亚新度假胜地崛起

### ■锺韵=采访报道

正在变化。这体现在两方面:一 且,人们平均待在会议室里的时 是市场需求有所改变; 二是区域 间只有一天 (5年前人们平均开 内的新目的地正在崛起。

横跨东南亚, MICE客人对会 议和休闲的需求比重正在调整。 相较过去,人们在开会期间对户 外活动和休闲放松的需求显著提 高。

东南亚作为MICE旅游目的地 接待会议的比率正迅速上升。而 会整整3天);25%的客人要求开 会期间至少有半天可以做Spa或 参加当地观光游; 为休闲目的而 增加开会前住宿天数的客人也增 加了50%。这是因为,现在人们希 望在工作与生活间取得更好的平

酒店业者表示,东南亚度假村 衡、让身心得到更多锻炼和放松

企业也明白到,要让团队做出 更好的表现,就必须对他们付出 更多。这就导致东南亚许多新的 度假胜地崛起。现在除了MICE 老将新加坡之外,新兵如印尼雅 加达、越南岘港、泰国苏梅岛等, 也在阵容中快速窜起, 让东南亚 成为益加热门的旅游目的地。据

了解,相较前一年,此时东南亚 中国人欢迎的目的地包括越南河 重要性的长势更为明显,许多酒 店集团正大加开拓。

针对中国市场在东南亚的表 现,酒店业者表示,对于东南亚 店不会把中国假期太当一回事, 的酒店来说,中国毫无疑问是三 大客源市场之一;在许多新型崛 起的度假胜地中,中国市场甚至 位列规模之首,且增长迅速、乐 于探索新兴目的地。现在非常受

内和岘港、马尔地夫以及泰国的 普吉岛和曼谷。

事实上,在5年前,东南亚的酒 但是现在在规划预算、做来年收 益预测时,中国春节、十一假期 等中国客人蜂拥而「出」的时段, 都是他们做营销和收支计划时, 非常重要的考虑因素。



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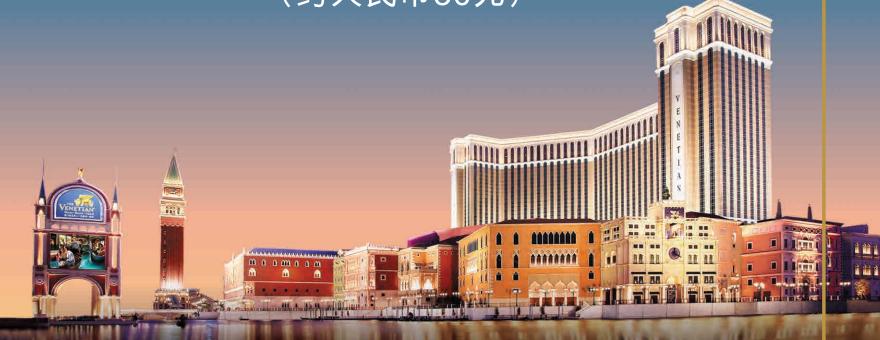
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