



澳门金光大道 下一站会议展览场地

COTAI STRIP MACAO
ASIA'S ULTIMATE MICE DESTINATION



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MACAO
澳门金光大道

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

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

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

1 便捷的地理位置

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

Easy Access

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

2 团队移动畅通无阻

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

Hassle-free group movement

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

3 多元的住宿选择

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

Wide range of accommodation

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



4 灵活的会议设施

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

Abundant meeting and event facilities

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

5 一站式服务

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

One-stop shop for event planner

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

6 丰富精彩的娱乐休闲

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

Diverse activities for delegates

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



7 独特的葡萄牙文化历史

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

Portuguese culture and history

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

8 政府全力支持

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

Strong government support

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

尽享非凡会议礼遇

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

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

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- 免费房内无线上网
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 - 特色娱乐表演
 - 订25送1房间住宿优惠
 - 订25送1房间免费升级优惠
- 额外礼遇 - 预订指定日子送免费早餐

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

Meetings More Rewarded

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

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

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

BONUS: Complimentary breakfast on selected dates

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

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MICE gains as China becomes 'people'-centric

By Raini Hamdi

The centre of gravity for Chinese firms has shifted to employees, from management before, an evolution that is beneficial for meetings and incentives, according to industry members interviewed.

With the business environment becoming increasingly competitive in China, private sector firms are fighting hard to stay cutting edge and to keep their staff loyal and motivated. As a result, they are holding more meetings, incentives and teambuilding retreats in a bid to strategise, seek ideas and innovations from staff, and keep the good ones from leaving.

Benson Tang, regional director-Asia, Association of Corpo-

rate Travel Executives (ACTE), noted that MICE expenditure in turn is rising due to the changing business environment.

An increased MICE spend is what's also driving more companies to include MICE expenditure management as part of their corporate travel management policy, he added.

"In the past, corporate travel is transient – travel to look for new business, hold one-on-one business discussions with partners, for training purposes, etc. Now, more corporates are bringing MICE into the travel programme," said Tang.



Tang: human capital gains importance

"(Today) there are events managers who not only do RFPs for meetings and incentives but look after the travel experience.

"China firms have become traveller-centric – before it was always the management's point of view. This translates to a simpler policy today and one that engages the person's well-being and travel experience. In more advance cases, there is even an 'open' travel management style," he added.

Tang attributes the change to a maturing human resources (HR) discipline in China and

HR's recognition that a more traveller-centric policy could be a strong incentive to gain staff's support and loyalty.

Boon Kwee Lim, president of Dusit Fudu Hotels & Resorts also noted that corporates in China are meeting through the weekend, not just the usual Monday to Thursday.

"Although (this arrangement) is pricier, the weekend (is) meant to reward staff and build the team. Companies are recognising that their staff are working hard and need time to relax; that leisure, a balanced lifestyle and well-being of staff are important," he said.

Leo Tang, CEO of Eventown, said the MICE industry indeed had been hit by the govern-

ment's austerity drive and by tougher pharmaceutical laws, however, while government or state-owned enterprises spending on MICE is down, the MICE expenditure from private sector companies is not.

"In sectors such as gaming and mobile technology, there is a rise in meetings as their business is doing well," he said.

However, he acknowledged that companies still try to control the spend nevertheless, which is why Eventown's B2B portal with booking engine that features 30,000 meeting venues in China and enables users to compare prices saw revenues shot up 77 times in 2013 over 2012, he claimed. Majority of bookers were Chinese clients.

Better PCO standards needed in China

By Xinyi Liang-Pholsena

China's MICE industry stakeholders are urging the development of truly professional PCOs and adoption of international standards to boost the country's appeal as an associations meeting destination.

China's growing prowess in the medical, scientific and technology fields has greatly raised its potential for hosting association events on the international stage, as reflected in the recent successful bid to host the 17th International Congress of Immunology (ICI) in Beijing in 2019, according to Huang Bo, vice-chairman of department of immunology, Chinese Academy of Medical Sciences.

However, the pivotal role a good PCO plays in bidding for association meetings is still not widely recognised in China,

lamented trade members.

"PCOs are still new in China, although DMCs and exhibition suppliers are common," observed Jennifer Salsbury, senior director, international, China National Convention Center.

The lack of a professional intermediary trade in China also poses a great challenge in wooing international association meetings. "The government should (push) for the creation of professional CVBs in key cities; a strong CVB can act as an interface between the local trade and international organisations," Salsbury said.

She feels that China is not winning enough "big congresses" due to a lack of expertise in managing relationships with society headquarters, which she attributed it to differences in working

culture. For example, while Chinese companies are used to brief contracts, short working timeline and the submission of massive amount of paperwork to the government, such practices often run contrary to international standards.

Other aspects like the absence of a CSR culture and corporate philanthropy are also hurdles for PCOs to surmount when it comes to soliciting sponsorship from Chinese firms when bidding for international association events, pointed out Alicia Yao, general manager of IME Consulting. "Companies often deem scientific/technical association events as the government's responsibility and obligation to offer support, therefore they are often reluctant to render financial assistance to such events."



Celebrating a great tradeshow

With a quick snip of the scissors, key stakeholders of IT&CM China 2014 released bright blue balloons and signalled the opening of the tradeshow. The celebration, held at The River Mall yesterday evening, was attended by all delegates.

Pictured from left: Shanghai Expo and Baillan Commercial Co's Li Yu Lin, Shanghai Municipal Tourism Authority's Patrick Chen, CITS International M.I.C.E's Zhang Xilai, MICE Committee of China Association of Travel Services' Jiang Qi Kang, TTG Asia Media's Darren Ng, MP International's Jason Ng and PICO Shanghai's Lim Chiew Wee

Cities vie for largest Chinese insurance professionals meeting

By Raini Hamdi

A string of cities, among them Nanjing, Tianjin, Macau, Jeju, Melbourne and Dubai, have formed a beeline to bid for the world's largest meeting of Chinese finance and insurance professionals in 2015.

The annual meeting, the International Dragon Award (IDA) Annual Conference, drew some 5,000 delegates when it was held in Kuala Lumpur last year.

Chairman Richard Wu declined to narrow down the contenders for the 2015 host

country, saying a decision would be announced during this year's annual conference in August in Xiamen.

But in an interview with the *Daily*, it appears that countries that could underscore the value of the insurance industry to the conference attendees would be on top of the pecking order. In Kuala Lumpur last year, for instance, no less than the Malaysian Premier, Najib Razak, spoke at the event and gave 'face' to the profession.

"It is important that the at-

tendees feel the host country has a certain regard for their profession and reaffirm the importance of the industry to them," explained Wu.

As well, the ability to offer a unique insight would earn a score. When IDA was held in Singapore in 2008, the city included a visit to a desalination plant that was highly interesting and educational to attendees.

Apart from government and convention bureau support, the host country must also have a

venue that could host 5,000 pax, including meeting rooms that could hold 1,000pax, and hotels of different classes, said Wu.

The four-day conference, delivered in Mandarin, is attended by Chinese finance and insurance professionals from 200 insurance companies in 17 countries, including China, Taiwan, Australia, New Zealand,

and the US.

Wu said Chinese meeting participants have not changed much over the last 10 years. "They want enrichment and to learn how to perform better in their workplace," he said.

That said, in one aspect, there is a marked difference: In the 10 years, they have become "even more driven", he said.



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A buzzing marketplace By Patrick Tan



The Walt Disney Company (Shanghai)'s Apple Wu and Hong Kong Disneyland's Constance Kuk



Chimelong Hotel China's Cherry Zhang, Jack Shi, Linda Xian, Lucy Tsang and Patrick Zhu



Macau Tower Convention & Entertainment Centre's Madalena Chan



Grand Hyatt Macau's Fiona Chou and Vanessa Chow



Meritius Hotels & Resorts Singapore's Paul Stocker, Carlson Wagonlit Travel Singapore's Serene Tan and Meritius Hotels & Resorts China's Wendy Wu

Japan National Tourism Organization (JNTO)'s Hajime Nakasugi, CCA Transport Australia's Sharon Neave, Smart Aussie Ideas Australia's Janet Price and JNTO's Shinji Murakami



Investing in our future leaders



The Shanghai World Expo Exhibition & Convention Center, venue of IT&CM China 2014, was all abuzz with the energy of 63 students from 10 educational establishments in China who attended the IMEX-MPI-MCI Future Leaders Forum yesterday. The full-day event gave students opportunities to tap the brains of MICE industry experts such as IMEX Group's Sarah Skavron, ICCA's Noor Ahmad Hamid, First Incentive Travel's Joost de Meyer and Greenview's Eric Ricourte. Photo by Patrick Tan

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Dusit Fudu on track to have 50 hotels in China

By Raini Hamdi

Dusit Fudu Hotels & Resorts is on track to have 50 hotels under its belt despite being a newcomer in a competitive marketplace.

Dusit Fudu is a joint venture between Dusit International, Fudu Hotel Investment & Management Co (fully-owned subsidiary of the Qiaoyu group) and veteran hoteliers with China expertise and connections, Giovanni Angelini and Harris Young.

It started operations in July last year and to-date has 12 hotels in the pipeline and one hotel in operation, the Dusit D2 in Changzhou, Jiangsu Province.

Of the 12 hotels signed, four are Fudu-owned while the rest are management agreements with external parties, according to president Boon Kwee Lim.

Majority of the hotels are branded Dusit Thani, and are resort properties, although Dusit Fudu is also keen to grow the

Dusit Devarana, Dusit D2 and Dusit Princess brands in China, as well as have business hotels in its portfolio, Lim said.

Developers in China perceive Dusit as a resort brand, a niche which plays to its advantage in signing up the initial management contracts.

“When developers look for a brand for their hotels, in their minds a lot are clear that they want an Asian brand, particularly brands with expertise in resorts. Dusit as a whole is associated with leisure, because of our properties in Phuket, the Maldives, etc, that are well-known to Chinese travellers.

Dusit Thani properties all have MICE facilities.

Lim also notes that increasingly, companies in China are holding leisure retreats during the weekends following their meetings in the weekdays as a means to get staff to relax and bond with one another.

Gloria makes a Sterling venture

By Paige Lee Pei Qi

The Sterling is the latest addition to the growing portfolio of Hong Kong-registered Gloria Hotels & Resorts.

The new brand stems from The Sterling Melaka, an existing luxury boutique hotel in Malaysia which the group was appointed to manage late last year.

Felix Zhang, corporate director of marketing service, Gloria Hotels & Resorts, told the *Daily*: “When we were appointed to manage this unique hotel, we realised that none of



our existing brands can adopt this product. This upscale boutique hotel is rich in history and culture and we decided to expand our brand portfolio to introduce a new one that can include such hotels.”

According to Zhang, Gloria is

looking at markets in Malaysia, Singapore and Indonesia for suitable high-end boutique properties to be branded under The Sterling.

He said the 37-key The Sterling Melaka, which is nestled between heritage pre-war shophouses, shines with “colonial grandeur and elegance” and offers an east-meets-west experience.

“We see growing interest in and demand for such boutique hotels because they are themselves a unique attraction,” he added.

M&C shrinks carbon footprint

Millennium & Copthorne Hotels (M&C) has expanded its Earth Hour commitment into a month-long campaign to keep its carbon footprint low.

According to Scarlett Sun, M&C assistant marketing director (international), hotels in the group throughout Asia-Pacific, the Middle East, Europe and North America rolled out energy saving measures for two hours when their local time struck 20.00 on the last Satur-

day of March – the day Earth Hour is observed worldwide.

Sun said: “We wanted to ensure such efforts are not just one-off, so we decided to continue with some of these initiatives for the next month.”

Hence, throughout April, M&C hotels are conserving energy by switching off or dimming lights on the hotel facade and in non-essential and back-of-house areas. Guests are also encouraged to raise the

temperature of their air-conditioning units by one degree Celsius and shut off non-essential electrical appliances when they are not in use.

Sun hopes these green efforts will be well-received in China. She explained: “Because sustainability is still a fairly new (concept) in China, many guests may not take to it well and think that we are trying to save money. We hope they can understand that this is about saving the environment.” – **Paige Lee Pei Qi**



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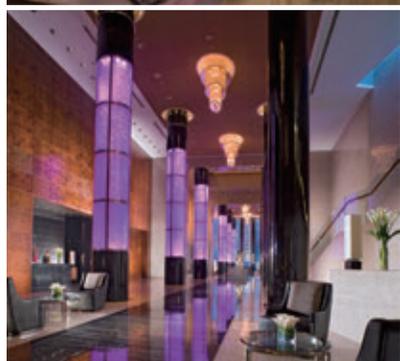
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Brilliant MICE showcase Photos by Patrick Tan



Gloria Plaza Hotel Suzhou's Kerry Li, Cactus Resort Sanya's Grace Zhou, Gloria Grand Hotel Nanchang's Steven Mao, Gloria Hotels & Resorts Hong Kong's Jean Liu, Cactus Resort Sanya's Owen Guan, Xiandai Gloria Grand Hotel Changsha's Anita Qiu, Haitang Bay Gloria Sanya's Jervis Wang, Felton Gloria Grand Hotel Chengdu's Eva Tang and Gloria Grand Hotel Wuxi's Lily Wang



Front Row: Grand Millennium Beijing's Terry Wang and Millennium Hotels and Resorts China's Michelle Xu and Scarlett Sun; Back Row: Millennium Hongqiao Hotel Shanghai's Alex Ma, Millennium Hotels and Resorts China's Lulu Shen, Millennium Resort Hangzhou's Daniel Wang, Millennium Vee Hotel Taichung's Peggy Kuo, Millennium Hotels and Resorts China's Roslyn Chan, Millennium Vee Hotel Taichung's Ricky Lin and Millennium Hotels and Resorts China's Gillian Guo and Sarah Tian



Tourism New Zealand's Bjoern Spreitzer and Helen Zhang



Kempinski China's Charles Lai and Roxanne Lu



York Hotel Singapore's Lynn Lim, Hong Thai Travel Services Singapore's Jasmine Li, York Hotel Singapore's Josephine Lai, Bintan Resort Ferries' Mandy Goh and Nirwana Gardens' Hazel Leow and Echo Gu



Park Hotel Group China's Nicholas Ni and Candy Lu



The Ministry of Tourism and Creative Economy Indonesia's Taufik Nurhidayat and Consulate General of the Republic of Indonesia's Kensy Ekaningsih

Sands Macau's Ann Ge, Marina Bay Sands Singapore's Stephanie Lu, Sheraton Macao Hotel, Cotai Central's Joanne Jiang and Lucien Lu



Meetings & Exhibitions Hong Kong (MEHK)'s Terry Chau, Harbour Grand Hong Kong's Brian Lee, The Harbourview Hong Kong's Roy Lee, MEHK's Irene Law, The Harbourview Hong Kong's Madeleine Hau, MEHK's Esther Tang, Discovery Bay Hong Kong's Charlotte Ho and The Langham Hong Kong's Karen Sun

Team on board

The team that boards together bonds together. **Raini Hamdi** looks at why teambuilding is better at sea than on land, as cruise lines would have us believe

It is hassle-free, complete, all-inclusive – the same advantages that have attracted more Asian leisure travellers to cruise are also winning over Asian MICE planners.

And where the need to bond a team is a key aim of the meeting or incentive, cruise lines are pushing the message that theirs is a proposition that's hard to beat. Ships are destinations in themselves, with ideas for teambuilding limited only by the imagination, they said. But even without as much as having to lift a finger to execute a teambuilding exercise, cruise companies argue that bonding happens more "naturally" at sea than on land.

Fresh air and gentle breezes aside, it is back to the nature of cruising as being hassle-free, complete and all-inclusive which they said break even the tiniest psychological barriers to teambuilding.

"Normally, it is not natural for a woman to buy a man a drink, for instance. As we're all-inclusive and no money changes hands, it is much easier for a lady to ask for a drink from the bar and get one for her male colleague as well.

"We have had many groups and charters where clients commented they had tried repeatedly over the years to bring their various teams together with activities and 'mixing them up' on coach, but failed. On board, the clients said they finally succeeded and they didn't even try deliberately. Teambuilding is a natural occurrence on the ship, it always is," said Melvyn Yap, Silversea Cruises' regional director-Asia.

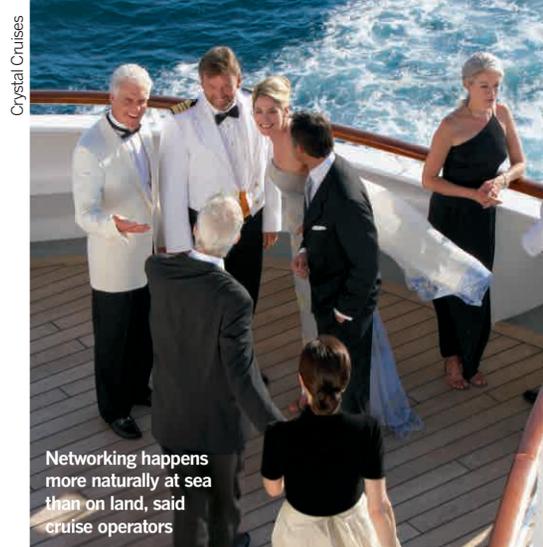
Said Marnie Whipple, Crystal Cruises' regional sales manager, Asia & the Pacific: "Being at sea gives a rare opportunity to be in an environment where guests feel comfortable, relaxed and thus generally more open to candid conversation that may not perhaps take place in a corporate setting.

"Because of this, we often see that incentive groups have a greater bonding experience with their colleagues as they connect in various locations – organised or not – around the ship.

"The environment onboard is more conducive to creative and spontaneous encounters versus a land resort or hotel, where guests tend to adventure more off-site on their own or in segmented groups. On the ship, everyone relaxes in one overall space, yet can mingle and discuss ideas in a variety of settings."

Cruise lines like Crystal and Silversea, which have relatively smaller ships and are positioned at the higher end of the market, do not have a teambuilding department per se but see to all aspects of the meeting organiser's requests, or those of the teambuilding specialist the organiser works with.

Asia's oldest cruise line, Star Cruises, celebrating 20th anniversary this year, on the other hand, said it is equipped with skilled, trained staff to design and execute teambuilding programmes on board its ships. The company also has a strategic partnership with Focus Adventure in Singapore and at times rope in corporate training facilitators to implement teambuilding workshops based on the client's



Networking happens more naturally at sea than on land, said cruise operators

他乡遇故知

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Team on board

requirements.

Said Star Cruises senior vice president-sales, Michael Goh: "These learning programmes are impactful and effective as they are developed based on real-time organisational issues. As a result, dynamic teams with strong synergies are formed. Importantly, the team enjoys a fun time during the 'learncentive' cruise, a combination of adventure teambuilding learning and incentive. What's more, they discover exciting destinations each day, savour up to six sumptuous meals daily, enjoy sensational entertainment and indulge in pampering recreational facilities and services, with a touch of warm Asian hospitality."

Operations also include the cruise entertainment team, F&B team with celebrity chefs, tours & travel and conference teams, all of whom work together to enhance organisers' expectations.

Royal Caribbean International boasts having dedicated onboard convention service coordinators providing round-the-clock personal assistance to organisers, although it does not have dedicated teambuilding staff.

Said Royal Caribbean's managing director-Singapore, Jennifer Yap: "These coordinators can work with our clients' teambuilding planners (external parties) to make special, customised arrangements for onboard group programmes, menus for group dinners and facilities for group meetings and conferences. We can also assist to organise exclusive group shore excursions tailor-made or selected from our shore excursion menu."

Under one roof

Not only do event organisers and teambuilding specialists have a captive audience in hand, what a rich playground under one roof too.

Ships today have a wide variety of entertainment and relaxation options, outdoor and indoor spaces, and meeting rooms that lend themselves well to teambuilding. In fact, mega ships appear made for it: those from Royal Caribbean, for instance, have a 9m rock-climbing wall, full-sized sports court, ice skating rink, surf simulator, Zip Line, AquaTheatre for aquatic acrobatic performances and 3D movie theatres.

The opening of new cruise terminals in Asia, such as Singapore's Marina Bay Cruise Centre in 2012, enable these companies to deploy larger ships, such as Royal Caribbean with its *Voyager of the Seas* and *Mariner of the Seas*, both 138,000 GRT. These ships come with a wider variety and larger onboard MICE and entertainment facilities, which invariably appeal to larger groups and discerning corporate clients.

This does not mean smaller ships are disadvantaged, however. Silversea's Yap recalled: "We have had programmes where all delegates were dropped on land and the ship 'left' them on the island. The delegates had to do a treasure hunt involving getting to another location on land and, bingo, the ship was there again to pick them up."

"Or, how about the time when we had a group of radio-controlled model planes take off from the deck of our ship and participants had to 'shoot them down' with laser guns. All special audio effects were made onboard with the specialist equipment the clients brought."

Entire Silversea ships have also been chartered for incentives, with clients tailoring the programme to give their delegates something they cannot buy off the shelf. Silversea's Yap urged planners to

"see us (ships) as the venue, the canvas on which the total programme can be projected".

"There are very few things which are not possible. Whatever you can arrange in a hotel or resort, we can do it onboard and often better! The ships are the venues. Especially when you charter the ship – you can let your imagination run free," he said.

Cruise companies are also quick to point out that not only are they a one-stop, under-one-roof option, they also do not cause much out-of-the-pocket unexpected expenses for meeting planners.

All-inclusive cruises such as those offered by Crystal means "the entire cost of the shipboard experience for our incentive clients is represented solely in the cruise fare; the only services that are additional are spa and salon treatments and shore excursions", explained Crystal's Whipple.

"Our all-inclusive shipboard experience for incentive groups even includes any meetings or events you would like to arrange exclusively for your group. In addition, standard incentive group amenities on a Crystal cruise include one complimentary private cocktail party and US\$200 per person shipboard credit. Our streamlined all-inclusive shipboard experience makes budgeting easy for meeting planners as it removes the concern of unexpected costs."

Said Royal Caribbean's Yap: "Most of our corporate groups onboard conduct teambuilding activities. The use of our venues and amenities onboard are complimentary. Manpower for the running of the activities and F&B will be chargeable."

Sunrise industry

Cruise lines interviewed said they are seeing a healthy rise in Asian meetings and incentives, with most corporate groups conducting teambuilding sessions on board.

Said Crystal's Whipple: "Teambuilding is an essential component. Part of teambuilding is networking and developing connections via special, organised private functions onboard and in ports. It also appeals to meeting planners and organisers because all of the services necessary for any event – dining, meetings, product showcases – are available onboard, typically at no additional cost."

Star Cruises observed a double-digit year-on-year growth in Asian meetings. "More corporate companies and event planners are in search of unconventional venues to host their regional meetings and incentive holidays," said Goh.

Royal Caribbean's Yap said incentive travel is a popular trend for companies in Indonesia, India, South Korea and China – the line's top Asian MICE markets – and the novelty of something new like cruising raises MICE sales that it now makes up "almost 50 per cent of our total sales, and we expect this to grow further".

Princess Cruises' director, South-east Asia, Farriek Tawfik, cannot wait to get in the act. "When *Sapphire Princess* home-ports in Singapore for an extended season of cruise trips in the region next year, we will be offering shorthaul cruise trips of three or four days which are highly suitable for teambuilding and meeting purposes."

"We have plans to set up a separate department to cater to the corporate meetings market and we are confident that as cruise travel in Asia continues to increase in popularity, we will see



Clockwise from top: cruise ships' meeting spaces complement teambuilding facilities to offer a holistic alternative to meet on board; entertainment and F&B

Below: a pow-wow on board



a healthy pipeline of interest from this sector."

Luxury cruises have also taken off. Silversea's Yap said the growth is Asia "is increasing at a rapid pace".

"We, Silversea, have acknowledged this quite a few years ago and are expanding our activities in Asia both with financial as well as human capital. We are beginning to see the fruits of our labour in the past and are stepping up our activities on all fronts."

Likewise, Crystal is seeing "a healthy increased demand". Said Whipple: "As the economy continues to have a healthy return, businesses are seeking more creative rewards for their top producers. Luxury cruises are presented as an option more than previously, and have proven to be a great value. As a result we are experiencing more Asian incentive groups."

"This year, we had our first two incentive groups, and will have another from Asia next year. We are working on more as we speak. All the groups are of a significant size. Banking is a key incentive market, and the most popular itinerary for Crystal's Asian incentive groups are seven-day Mediterranean cruises. We typically host incentive groups on our European voyages, but are now experiencing increasing requests for Canada/New England as well."

"Generally voyages of seven days or shorter are an excellent fit for MICE."

For Asians, cruise durations are shorter, typically between three and five nights in South-east Asia or fly-cruises to Alaska and Europe.

All aboard

Cruise companies said teambuilding on board is virtually foolproof; aside from

the 'danger' may be of putting on a few pounds on the waistline, and bad weather, which always is a factor whether at sea or on land, there is little that could go wrong.

The trick, they said, is for planners to understand what innovative amenities and unique-at-sea facilities are available at their fingertips.

"Once they understand and appreciate this difference with shoreside options, they can better leverage facilities to engage the group, instead of replicating a land-based teambuilding experience on a cruise," said Royal Caribbean's Yap.

And, as always with teambuilding, event planners must define their company's business objectives, added Star Cruises' Goh.

"From there, we will conduct ship tours with them to identify (potential) event venues, evaluate the integrated cruise options and onboard requirements, before we formulate a detailed cruise programme to fulfil their needs. Once communicated and agreed upon, we will move into event implementation. With such a foolproof plan, pitfalls can be easily avoided," he said.

As for bad weather, one line at least claims to even be able to control it.

Recalled Silversea's Yap: "We once had a deck BBQ set up for a client and it began to rain just before the event started. The captain rushed to the bridge and asked both the MD of the client company and I to join him there. He switched the radar on and you could see the rain-clouds around the ship. He lifted the anchor and very slowly zig-zagged around the rain areas. The result was a successful deck BBQ; the MD took pictures of the rain clouds on the radar copies, which were given to each delegate. They talked about it for years!"

Photos courtesy of Crystal Cruises

Star Cruises



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Zhangjiajie National Forest Park in Hunan is now a big hit with international visitors

Zhangjiajie's fame soars with *Avatar*

By Lee Pei Qi

Long revered by the locals, the scenic Zhangjiajie National Forest Park in Hunan province gained even greater stardom following the premiere of 2009 science-fiction movie, *Avatar*, which was filmed at the natural attraction known for its spectacular columnar land formations.

Yang Qian, operation manager of Zhangjiajie Neosalle International Travel Service (pictured right), told the *Daily* in an interview: "*Avatar* was so popular that it made our mountains famous worldwide. People who saw the movie wondered where that beautiful place was located."

Yang said the number of tour groups to the national park had tripled since the movie hit the screens, and added that tourists could easily spend up to three days there should they desire a complete tour of the destination.

There are plenty of accommodation options around Zhangjiajie National Forest Park. According to the Zhangjiajie Tourism website, there are now 854 hotels in the park and 53 of them are star-rated.

Two- to three-day photography tours are offered to avid *Avatar* fans who want to be photographed at specific film locations, Yang said.

Capitalising on the global popularity, the park renamed one of its mountain peaks – the South Pillar of the Heaven that was said to have inspired the movie's director James Cameron – to Hallelujah Mountain in 2010, after the floating rocks in the film. The peak stands 1,074m above sea level.

According to Yang, travellers from South Korea and Thailand formed the bulk of park visitors, although there is a growing number from Europe.

Dismissing the belief that scenic attractions are favoured only by the elderly, Yang said: "Our visitors are both young and old!"

Yang is certain that the popularity of Zhangjiajie National Forest Park will last for a long time to come.

The park will likely gain more attention with its glass bridge in the Great Gorge scenic park, slated for completion by the end of this year. Joining the summits of two mountains, the glass bridge will rise 400m from the ground and span 365m long and 3.2m wide. It will be the world's tallest and longest of its kind.

Built with a special glass floor, visitors will not only be able to enjoy an unobstructed view of the Great Gorge, they will also be able to literally walk in the air.

Guilin plays up natural draws

Having garnered fame as one of China's most popular tourist destinations with its dramatic karst topography, the scenic Guilin – a prefecture-level city in Guangxi Zhuang Autonomous Region – is now on a drive to develop new attractions while rejuvenating its existing ones.

Said Wu Yuhan, representative from Guilin Tourism Development Corporation: "The birth of a new business and administrative district – Lingui – in Guilin this January has sped up tourism development. As our strengths have always been natural and ecological sites, we will now push for the growth of high-end tourism as well as the development of experiential tours."

Lingui district's upcoming developments this year include Four Points by Sheraton Guilin, Lingui, plus a RMB6 billion (US\$963 million) sports and leisure project beside the Luoshan Lake,

which will be home to a water theme park, several five-star hotels, quality golf courses, a sports stadium, a cultural centre and a wellness therapy centre.

Established sites in Guilin have also undergone a rejuvenation drive to attract more visitors, Wu revealed.

April 2013 saw the debut of *Tales of Mount Elephant*, a large-scale hyper-media night-time show using the Elephant Trunk Hill – a dramatic 55m limestone structure shaped like a huge elephant drinking from the Li River – as a backdrop.

Since the end of 2013, Reed Flute Cave – a huge karst cavern dotted with numerous stalactites and stalagmites – has been staging a 4D visual show, which combines LED and laser lighting and to project fantastical images on a 3,000m² domed ceiling. – **Xinyi Liang-Pholsena**

New spins on the Yangtze River



All-time favourite Chinese destination, the Yangtze River, now offers travellers brand new ways to enjoy its natural scenery and historical attractions.

President Cruises, which specialises in luxury sailings, has launched two new cruise ships – *President VII* and *President VIII* – in April this year. Each of these new vessels can accommodate up to 580 passengers. In comparison, President Cruises' two other ships – *President Prime* and *President I* – can only accommodate 374 and 188 passengers respectively.

All rooms on the new ship are fitted with a balcony that provides passengers a magnificent view of the Yangtze River. Onboard facilities include a 100-pax high-definition cinema, a heated pool and a hydrotherapy centre.

Lu Jun, sales representative of Wuhan Yangtze Cruise, which sells President Cruises, said: "It is important

to make the entire cruising experience more luxurious in order to attract a greater number of local and foreign passengers."

President VII and *President VIII* run a classic five-day itinerary between Chongqing and Yichang, taking passengers to scenic spots along the Yangtze River, such as the Three Gorges, Sheng-nong Stream, Shibaozhai Temple and Fengdu Ghost City. They are suitable for incentives.

Changjiang Cruises also rolled out a new route this month that extends the usual Yangtze River cruise experience all the way to Shanghai. Xie Jian Gang, senior manager of Changjiang Cruises, said the new 10-day itinerary calls at additional cities such as Wuhan, Jiujiang, Nanjing and Yangzhou.

Xie added that 80 per cent of his passengers are from Europe and the US. – **Lee Pei Qi**

Holiday Villa beefs up software to better cater to international business events

Holiday Villa Hotel & Residence Baiyun Guangzhou (holidayvillaguangzhou.com) is hiring more English-speaking staff and management personnel with experience in organising large international conferences in a bid to grow its MICE business. It is targeting regional seminars and conferences from North and South-east Asia in particular where Holiday Villa's brand image is well established and where many companies are keen to penetrate the growing China consumer market.

International companies which have held meetings in the hotel recently include Hong Kong's Watsons and South Korea's Hanhoo. The hotel's MICE business so far has come from established Chinese consumer goods companies, with groups of between 100 and 600 people coming from all over China attending annual meetings.



Hangzhou gets Swissôtel

Swissôtel Hotels & Resorts has entered into an agreement with Hengli Management Co. to manage Swissôtel Hangzhou, a 400-room hotel being developed in Zhejiang's provincial capital. Slated to open in 2018, the hotel will be part of the IOC project in Qianjiang Century CBD, adjacent to the Hangzhou Olympic Center and Exhibition Center. IOC will include meeting and convention facilities, other hotels, high-end residences, offices, and commercial and retail premises.

Guangzhou promotes visa-free transits

By Caroline Boey

The Tourism Administration of Guangzhou Municipality (TAGM) is stepping up publicity on the 72-hour visa-free transit facility at Guangzhou's Baiyun International Airport, after opening the scheme to six more countries since it was first introduced in August 2013.

The six countries are Serbia, Croatia, Herzegovina, Montenegro, Macedonia and Albania.

TAGM executive director, Li Zhi Xin, said: "I believe this could be open to more countries in the future to help Guangzhou attract more high-end business travellers to come for meetings and exhibitions."

"The availability of this 72-hour visa-free facility until now is not well known, so we need to promote it more strongly."

In line with this, Li said more facilities would be added, service levels improved, and new tour products created, adding that high-end and theme park tours of between one and three days are being developed to cater to transit visitors.

Brochures in several languages are available and include information on

the 72-hour visa-free facility, flight information, suggested tours, attractions, hotels, dining, golf, shopping, and transportation.

TAGM department of marketing and promotion executive, Su Bin, said TAGM hopes international travellers visiting Hong Kong and Macau in the Pearl River Delta would also include Guangzhou as a result of the 72-hour visa-free facility.



Shang Xia Jiu street is one of Guangzhou's most popular pedestrian streets

AirAsia to up capacity on China routes



AirAsia is aiming to double its revenue from Chinese routes within the next two to three years by increasing frequencies on existing services between Malaysia and China.

Aireen Omar, CEO of Malaysian operations, AirAsia, said at a press conference in Tianjin mid-February that China contributed more than 10 per cent of revenue for the Malaysia-based LCC.

"China is also an important market for the whole AirAsia group. All routes connecting with China are very profitable. We hope to strengthen the market further by improving connectivity into China from more destinations," she commented.

Aireen added: "Currently, AirAsia is the biggest foreign airline flying into China."

She declined to reveal which routes

will have their frequencies increased.

AirAsia flies from Malaysia to eight points in China and Hong Kong: Guangzhou, Guilin, Shenzhen, Kunming, Nanning, Hangzhou, Macau and Hong Kong. Flights from Chiang Mai in Thailand to Hangzhou were inaugurated last Friday.

The group's Malaysian operations will take delivery of three new Airbus A320 aircraft this year to boost fleet size to 75.

Aireen said the primary focus of the airline's network expansion plans for 2014 will be to introduce new international routes, but details were not disclosed.

The LCC's latest route will commence on April 18 between Kuala Lumpur and Kalibo, running four times weekly. — S Puvaneswary



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Footfalls up, spending slides

STB banks on green power to draw buyers, writes **Paige Lee Pei Qi**



Singapore is facing increased competition from its neighbours

Corporate travellers are spending less, according to the latest preliminary estimates by the Singapore Tourism Board (STB), which revealed a decline of six per cent between January and September last year, compared to the same period in 2012.

STB's CEO, Lionel Yeo, said: "In 2013, we saw that corporate budget was tightened for business travel, (a result of) cyclical factors related to economic uncertainty. What is heartening is that business travellers are still coming to Singapore, it is just that they are spending less."

Nevertheless, the business travel and MICE sectors continue to be a key contributor of Singapore's tourism receipts. In 2012, the number of business visitors rose to 3.4 million, from 3.2 million in 2011. Expenditure by these visitors grew 2.3 per cent to an estimated S\$5.7 billion (US\$4.5 billion).

From January to September 2013, business travel and MICE visitor arrivals stood at 2.6 million, a six per cent year-on-year growth, while expenditure fell six per cent year-on-year to an estimated S\$4.1 billion.

Yvonne Low, executive director of The Traveller DMC, told

the *Daily* that her company saw a 15 per cent year-on-year decline in MICE business last year.

Low said: "Our market from India dropped significantly because of the weakening rupee, which makes it even more expensive to come to Singapore."

"With Singapore's (consistently strong) currency, the purchasing power of the Indians becomes a lot lower and it makes our destination less attractive even for high-end clients."

Likewise, Tour East's group vice president of sales and marketing, Judy Lum, said "substantial growth" evaded her company in 2013.

"Budget is critical to the selection process of a destination, especially for the MICE segment," Lum said. "Any softening of hotel rates will help a destination look more attractive price wise."

According to Elinda Ong, director of sales, Grand Park City Hall, the emergence of more mid-scale hotels in the market has helped make "rates and product offerings become more competitive among the hotels".

Ong remains optimistic about the future and expects business from the MICE sector to grow three-fold this year.

Although the Raffles City

Convention Centre played host to an increased number of events last year, Ng Sok Hia, executive assistant manager, sales and marketing, Fairmont Singapore and Swissôtel The Stamford, warned that Singapore is facing rising competition from neighbouring countries.

"Despite offering a conducive environment supported by our strategic location in Asia, Singapore is challenged by equally developed cities such as Macau, Hong Kong, Bangkok and Kuala Lumpur for MICE events," Ng said.

To strengthen Singapore's business value proposition, STB rolled out a new set of sustainability guidelines last November.

STB executive director for business tourism development, Chew Tiong Heng, said: "With corporate clients and delegates becoming increasingly concerned about the environment, business event organisers and meeting planners are turning to destinations and venues with strong sustainability policies in place."

"Green initiatives are therefore gaining traction among MICE event organisers, who recognise that such endeavours significantly enhance the overall visitor experience."

Spotlight

Amazon adventures in Singapore

The Amazon River Quest boat ride – the final feature of the River Safari development – opened last December, marking the completion of the river-themed wildlife park.

The open-top boat ride simulates a voyage down the Amazon River and allows visitors a glimpse of the animals that live along one of the world's longest rivers. Lasting for about 12 minutes, the 483m ride will

bring visitors face-to-face with almost 30 animal species including the red-backed bearded saki monkey, collared peccary and red howler monkey.

It also boasts a valuable collection of endangered river giants and the world's largest freshwater aquarium. Although plans are yet to be finalised, Wildlife Reserves Singapore, which manages the River Safari, said corporate groups could look

forward to special animal performances upon request.

Mama Panda Kitchen, which can be booked for private dining events, provides an unobstructed view of the Giant Panda Forest – one of the highlights in the park which houses Singapore's first pair of giant pandas.

Min Liu, director of sales & destination marketing of Lex Travel, who handles incentive groups from China, said: "We



Need to know

Handy mobile service

Grand Park Orchard Singapore is offering guests unlimited local and international calls through the introduction of a 'handy' smartphone service which comes as an in-room amenity.

Guests who book any room type at the hotel will enjoy unlimited international and local calls, unlimited 3G data and Wi-Fi tethering capabilities, as well as an in-built comprehensive city guide.

This mobile solution is pre-loaded with travel apps including news services, a currency converter, MRT maps as well as a digital location-based city guide.

New atmosphere at Shangri-La's Rasa Sentosa

A standalone, seafront event centre has opened at Shangri-La's Rasa Sentosa Resort & Spa in Singapore, offering an answer to the luxury property's growing requests from corporate clients for unique, outdoor venues.

Named Atmosphere by the Sea, the venue measures 322m² indoors and comes with a 120m² covered terrace and an adjoining timber deck of 120m². These spaces are able to accommodate up to 150 guests for a seated function.

Events that require even more space can take up the lush, sprawling lawn surrounding Atmosphere by the Sea. According to the hotel's spokesperson Tina Chia, the lawn can accommodate an additional 100 guests or more for standing cocktails, subject to event layout.

Madame Tussauds comes to Sentosa Singapore

Sentosa's Imbiah Lookout will be the home of a Madame Tussauds wax museum by the second half of this year. Besides the wax figurines of famous entertainers such as Katy Perry, Jay Chou and Kate Winslet, the museum will also house celebrated local historians.

Both Imbiah Lookout and Madame Tussauds will be packaged as one to showcase Singapore's history and culture.

Set sail on the Royal Albatross

The Royal Albatross, hailed as the first luxury tall ship in Asia, has reached the shores of Singapore and will start welcoming guests from the middle of this year.

The four-mast ship, berthed at Resorts World Sentosa's waterfront, has five large cabins, two bars and spacious open decks that can accommodate a maximum passenger capacity of 200 when docked.

Corporate event planners will like in particular the multifunction Grand Salon, a fully air-conditioned space with built-in audiovisual systems, customisable lighting and a bar. It can hold approximately 60 guests.

For more information, visit www.tallship.com.sg.



2.6 The number, in millions, of business travel and MICE visitors to Singapore from January to September 2013, representing a six per cent year-on-year growth. However, receipts from this segment fell six per cent to S\$4.1 billion (US\$3.2 billion) during the same period.

have been recommending (the River Safari) to our incentive clients and the new ride will make this attraction even more enticing. Chinese travellers are always attracted to new and popular places."

Dennis Law, managing director of Star Holiday Mart, a travel company that specialises in both leisure tours and business events, added that fresh options are always welcome by clients.

Although China is the home of pandas, Liu said "the Chinese will still be interested to come and see their own animals".

With the new boat ride mak-

ing waves across the attraction offerings in Singapore, large crowds have been clamouring for a trip down the replicated Amazon River.

As a result, Tour East's group vice president of sales and marketing, Judy Lum, said she has been getting "adverse feedback" from clients on the long waiting time of at least 45 minutes.

Lum told the *Daily*: "We are working with the park to see how we can manage the logistics on the boat ride in order to confidently promote it for larger corporate groups." – **Paige Lee Pei Qi**

MICE trade holds strong

MICE footfalls and revenue up in 2013 despite political protests; 2014 targets remain, writes **Greg Lowe**



IMPACT Muang Thong Thani in Bangkok hosted in excess of 800 events in 2013

Thailand's MICE arrivals and revenue grew by double-digit last year, driven by solid performance from Asian feeder markets and a recovery in Europe and the US, according to the national convention bureau.

The private sector also posted strong growth for most of 2013. However, anti-government protests, which started in Bangkok in the last quarter of the year and continued for more than four months, spurred a significant decline in business travel and new MICE bookings which threaten to dampen the sector's performance this year.

Patrick Basset, COO for Accor Thailand, told the *Daily*: "Despite a significant drop in Q4 for Bangkok, the rest of the year had a very strong demand. Business groups staying at our hotels in Thailand rose almost 17 per cent in 2013, with the Chinese market alone increasing by 57 per cent last year overall."

Travel specialists also reported strong performance for the best part of last year. Max Jantasuwan, managing director of Events Travel Asia, which focuses on meetings, incentives and conventions, said 2013 was exceptional.

"We bagged nearly two million dollars worth of revenue for 2013, including forward bookings to 2014," he said. "We were excited about this year's potential, but the political situation over the past months resulted in business being cancelled or postponed."

Bangkok followed by Phuket remain the top MICE destinations for Events Travel Asia, which said the opening of the new terminal at Phuket International Airport was a major shot in the arm for the business events sector this year.

However, business on the island is still limited due to the lack of a large-scale convention centre.

In the capital, IMPACT Muang Thong Thani hosted more than 800 events and enjoyed an occupancy of 65 per cent last year.

Bangkok remains a top choice for Chinese incentive travellers, according to the centre's general manager, Loy Joon

How, who said IMPACT has expanded its capacity to more than 52 meeting and conference rooms over the past couple of years and has a target of making Thailand a top conference destination within the region.

Increased air access by value airlines is a key driver of business from Asia.

"Regional air travel via low cost airlines is growing," Loy said. "The conversion of the previously domestic-focused Don Muang airport into a regional low-cost air hub has certainly helped to boost regional MICE arrivals for Thailand."

Data from Thailand Convention and Exhibition Bureau (TCEB) showed that the country welcomed more than one million international MICE visitors in 2013 who generated a revenue of 88.5 billion baht (US\$2.7 billion), representing a year-on-year growth of 13.2 per cent and 10.9 per cent respectively.

Conventions was the strongest performing sector, netting 315,000 visitors (up 8.1 per cent) and a revenue of 31.3 billion baht (9.7 per cent), followed by meetings with 258,000 arrivals (17.4 per cent) and 26.9 billion baht (10.2 per cent), incentives with 248,000 visitors (13.3 per cent) and 15.8 billion baht (9.7 per cent), and exhibitions with 191,000 arrivals (16.4 per cent) and 88.5 billion baht (10.9 per cent).

Asia was Thailand's largest source market, representing 75.3 per cent of all MICE visitors, followed by Europe (10.1 per cent) and the US (4.7 per cent), according to TCEB's president, Nopparat Maythaveekulchai.

In Asia, China, India, Malaysia, Japan and Singapore were the top five source markets.

Despite the domestic political crisis costing the sector thousands of arrivals and hundreds of millions of baht in the first few months of this year, the convention bureau is maintaining its target of 10 per cent revenue growth to 96 billion baht in fiscal 2013-2014.

Nopparat told the *Daily* that MICE buyers are still supportive and a few new events due to take place this year were secured at AIME in February.

Spotlight

MICE blooms in Chiang Mai

After being several years in the making, C-MICE finally opened its doors last year and hosted the second Asia-Pacific Water Summit in May.

The international convention and exhibition centre puts Chiang Mai and the north of Thailand on the regional MICE industry's map as previously events were limited by the capacity of local hotels. For example, Shangri-La Hotel Chiang Mai provides one of the most comprehensive offerings, but its largest space – a 1,515m² ballroom – can accommodate a maximum of 2,000 guests.

C-MICE's unique selling point is its size; not only does the venue dwarf local events spaces, it is one of the largest centres outside of Bangkok and Pattaya and is significantly larger than anything Phuket has to offer.

It boasts 60,000m² of usable space, including 10,000m² of exhibition area and room for more than 470 booths in the main exhibition hall. It can accommodate up to 10,000 delegates. Some 3,000 visitors can fit in the convention hall and the

dining area can seat 2,000 people at the same time.

With its massive capacity, C-MICE targets large-sized events, although its flexible configuration means it is good for a variety of gatherings.

Stesha Wang, MICE manager for Standard Tours, a company that specialises in the inbound Chinese market, said: "This is by far the biggest venue in Chiang Mai or the north of Thailand."

"Quite often (MICE) groups would organise events in the hotels. It's cost effective but when they are larger than 500 people the options are quite limited and they need to start looking for other places. (C-MICE) is a new option."

As to whether it is selling into the Chinese market, Wang said more efforts are needed to raise awareness about the venue. "A lot of our Chinese clients don't know about it," she said. "But we get a lot of queries for events and MICE groups coming to Chiang Mai, so we let them know about it and are getting more bookings that way." – **Greg Lowe**

1,013,502

The number of international MICE visitors Thailand welcomed in 2013, up from 895,224 in 2012 and 840,054 in 2011

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Big wins from China in the bag

MyCEB orders greater in-market presence, writes **S Puvanewary**



Malaysia-China Economic Summit 2013 was a major event for Malaysia

Malaysia has seen strong growth in Chinese business events over the last few years, with the average group size expanding from 190 delegates in 2011 to 340 in 2013, according to data collected by the Malaysia Convention & Exhibition Bureau (MyCEB).

Last year saw two major events from China being held in Malaysia – the 2013 International Dragon Award Annual Conference in August, which drew 5,000 local and international delegates; and the Malaysia-China Economic Summit 2013 in October, which was attended by more than 1,000 business leaders from the two countries. The latter had a VVIP guest list that included China's president Xi Jinping and Malaysia's prime minister Najib Razak. Both events were held at Kuala Lumpur Convention

Centre (KLCC).

This year will also welcome several big events from China such as the Saw Clansman Association of the State of Malaya at Resorts World Genting, with an estimated 1,000 delegates; and International Chinese Film Festival in May at Putrajaya International Convention Centre, with more than 2,000 delegates from China. In February, Roche Annual Sales Conference was held at KLCC with 1,400 delegates from China in attendance.

Attractions and hotels have reported good performance in the business events segment last year and expect to see the same in 2014.

Bill Holman, consultant/director, Sunway Lagoon Theme Park, said corporate groups from China has risen year-on-year, with most hailing from first- and second-tier Chinese cities.

The theme park can cater to teambuilding programmes, cor-

porate family days, gala dinners and themed parties. The area by the wave pool can host dinners for 1,500 delegates.

Sheryl Lim, director of business development at Hilton Petaling Jaya, expects to see significant year-on-year growth in the Chinese market this year. "We will be working closely with tourism players to customise solutions for their China bids. (We will) continue to invest in the hotel and leverage Hilton's global assets, knowledge and resources to emerge as the preferred hotel venue for the MICE sector," she said.

The property, recently refurbished, boasts a refreshed exterior, lobby and lobby lounge, as well as 18 meeting rooms including a pillarless ballroom for 1,000 delegates in theatre set-up.

To further penetrate the Chinese MICE market this year, MyCEB is here at IT&CM China and will conduct road shows in Chengdu, Guangzhou, Shanghai and Beijing with Malaysian MICE suppliers. It will continue to work with industry partners to host familiarisation trips for corporate clients and key MICE planners, and leverage on Tourism Malaysia's presence in China as an extended sales team to promote the destination for business events and obtain leads, said Zulkefli Sharif, CEO of the bureau.

MyCEB has also extended its *Malaysia Twin Deal* + + subvention programme to events confirmed by June 30, 2014 (see *Need to know*).

However, BMC Travel managing director, Billy Leong, who found forward bookings to be slow so far this year, has warned that business will be challenging in 2014 due to the stronger Renminbi giving Chinese clients greater buying power and more destination options.

Spotlight

Putrajaya centre aims high for MICE

The management of Putrajaya International Convention Centre (PICC), a 25-30 minutes' drive from Kuala Lumpur International Airport, is actively seeking more international corporate business and aims to turn the centre into a renowned venue for international congresses, conferences and meetings.

The centre's new CEO, Badlishah Ahmad, said key international target markets are

Greater China, regional markets, Europe and the US, and to achieve global reach PICC will join the Malaysia Convention & Exhibition Bureau in its overseas tradeshow participation.

Badlishah said China is on PICC's radar due to good air connectivity and friendly bilateral relations between the two governments, which will result in government-led events.

He added: "With Putrajaya

being the administrative capital of the nation and PICC's convenient location, the centre will be a natural choice for meetings, conferences and congresses.

"We can comfortably accommodate mega events of up to 8,000 delegates. We are the biggest conference and congress facility in the country and the only facility with a Head of State room for 180 pax."

Other facilities at PICC



A good year to visit Malaysia

More than 200 events have been lined up this year in conjunction with *Visit Malaysia Year 2014*, and 50 of these are marked as major highlights. Business groups heading to Malaysia this year can consider coinciding their trips with one of the star events for a memorable pre- or post-meeting experience.

Events to watch out for include *Colours of 1Malaysia*, which showcases the country's diverse cultures and natural attractions through performances at the Merdeka Square, Kuala Lumpur from May 22 to 24; *1Malaysia International Tourism Night Floral Parade or Magic of the Night*, which gathers decorated floats from every state at the Pullman Putrajaya Lakeside – Maritime Centre from June 12 to 15; *Melaka World Heritage City Celebration by UNESCO*, which celebrates the anniversary of this historical moment with a host of cultural activities and presentation of traditional cuisine in Malacca on July 7; *Sarawak Regatta at Tebingan Kuching* September 12 to 14; *Malaysian Motorcycle Grand Prix* at the Sepang International Circuit from October 5 to 11; and the *Penang Bridge Marathon* at Queensbay and Penang Bridge on November 16.

Good things come in pairs

Targeted at international corporate meeting and incentive groups, *Malaysia Twin Deal++* entitles groups of at least 50 delegates to enjoy various exciting value-added support. It offers rewards for both event participants and planners. In addition, 31 participating hotels in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak offer value-added benefits such as discounts on meeting packages, complimentary rooms with minimum 25 paying rooms and free welcome amenities.

The programme is limited to bookings confirmed by June 30, 2014 and held by December 31 this year.

Swing in style on Langkawi Island

The first Els Club in Asia will open this month on Langkawi Island, giving golf enthusiasts a chance to play on an 18-hole championship golf course nestled in centuries-old lush rainforest with towering tropical foliage. The Els Club Teluk Datai is said to be one of the most incredible courses within the Els Club collection.

A private boardroom equipped with the latest in audiovisual technology is available for up to 24 guests.

For more information on Els Club Malaysia, visit www.elsclubmalaysia.com/about.

A new business class stay in Alor Setar

Alor Setar City, the capital of Kedah, Malaysia, welcomed Grand Alora Hotel early this year. Positioned as a business class hotel, it offers 235 guestrooms, a pillarless ballroom for 1,500 delegates in a banquet setting, two restaurants and a lobby lounge. The club floor, which sits on the highest floor (16th floor), comprises seven suites. The hotel places guests only 10 minutes by car from attractions such as Nobat Gallery.

5,000 The number of people from China who attended the 2013 International Dragon Award Annual Conference in August 2013 at the Kuala Lumpur Convention Centre, making it the largest conference from China last year.

include a plenary hall for 2,800 delegates, a banquet hall for 2,500 people, two multifunction halls, 10 conference rooms, 33 meeting rooms, seven VVIP/bilateral rooms and a VVIP lounge.

So far, the centre has secured one event from China this year. The International Chinese Film Festival from May 5 to 8 will attract more than 2,000 delegates from China, said Badlishah.

To capture more business from China, the centre will work closely with event specialists strong in the market.

Badlishah added: "We are not

just a venue provider, we can also assist with arrangements within Putrajaya for tours, transportation, hotels and entrance fees. We are a one-stop centre."

Throwing her support behind PICC and the Putrajaya area, Winnie Ng, business development director at Pearl Holiday Travel & Tour, said: "Rates in Putrajaya are more affordable compared with that of Kuala Lumpur. There are more than 3,000 hotel rooms in the vicinity of PICC, which makes it easy for us to find accommodation for large groups of 500 or more people." – **S Puvanewary**

Shanghai

上海会奖精英俱乐部推动互助共赢

■刘欣怡=采访报道

上海成立了会奖精英俱乐部(Shanghai MICE Consultant Committee, SMCC),这是一个纯粹的民间组织、一个集合上海会奖行业内精英企业家的联合体,并以信息互通、资源分享、优势互补、合作共赢为宗旨推动上海会奖产业。希望未来会奖行业内能拥有一个属于会议组织者自己的平台,能达到真正意义的交友互助、沟通分享以及提升自我素养和价值的平台。

上海会奖精英俱乐部理事会会长郑蓓

向记者表示,上海会奖行业的起步最早可追溯至1999年财富论坛举办,经由十多年的发展,整个上海的会奖产业已达到相当可观的规模,这个规模不仅是指行业内从业人员,还包括整体会奖行业的营收、行业内从业企业类别也相当多,举凡旅行社、社会奖部、会展公司、会展中心、活动、公关及广告公司等不同领域,皆在其中。然而也正由于会奖行业活动往往具备跨行业、跨部门合作的特点,各企业间至今未



摄影:刘欣怡

能建立有效联络及合作机制。对内,会奖企业不能做到互通信息,共用资源;对外,无法发出统一声音,形成对政策制定者及客户的影响力。

正是在这样的背景下,上海会奖行业部分从业企业共同发起成立上海会奖精英俱乐部,希望借助俱乐部的平台,聚合单个企业之力,形成会奖企业整体影响力和话语权。

俱乐部成立后的主要任务包括:

1. 组织会奖行业的技术及产品、人才及信息方面的研讨交流与培训等,促进行业内信息互通、经验分享与资源整合;
2. 通过一系列活动加强行业自律,并创造健康的竞争环境,促进成员之间

凭借自己的竞争力协同发展,争取整个行业客户、市场及政府对会奖行业的认可;

3. 联合俱乐部成员的力量开展与供应商的项目合作及监管机制,以实现俱乐部成员利益最大化。

4. 此外,也希望藉由平台交流对政府、会奖行业相关部门发出统一声音,表达合理意愿。

5. 未来,俱乐部也将不定期举办行业培训,包括按照不同层级行业从业人员推针对性主题活动;并会定期聚会、对行业相关热议话题进行头脑风暴研讨活动。

郑蓓进一步指出,上海作为中国会奖行业发达城市,首要将其商务会奖目的地形象打造好,从业企业自然能从中获得好处。多年来上海的会展行业发展始终以重展轻会的模式进行,近年上海旅游局也积极推动会议应独立于展览之外,作为单独行业进行市场推广,因此命名上海「会奖」精英俱乐部主要乃希望进一步推动会议、奖励旅游活动在上海的良性发展。

SMCC第一届理事会主要成员名单

- 理事会会长:上海中旅国际旅行社有限公司总经理郑蓓
- 理事会常务副会长:北京信诺传播公司上海分公司副总裁兼上海总经理曹祖峰
- 理事会副会长:上海港中旅国际旅行社有限公司总经理镇剑虹、上海商务国际旅行社社会奖旅游中心总经理李澜、上海捷航国际旅行社总经理吴毅承、上航国际商务会展公司总经理徐郑
- 秘书长:U-MICE上海公司业务运营总监曹捷

Beijing

北京高端旅游成立六大行业分会

■李佩纯=采访报道

北京市旅游发展委员会继成立买家分会后,又再度成立旅游休闲场所分会、会议公司分会、会议场所分会、会奖媒体分会、科研教育分会。北京高端旅游与会议产业联盟峰会上并同时发布首部北京高端旅游资源推介手册。

会议公司分会代表中旅国际会展公司总裁王欣先生在峰会上提出几点建议,希望由北京旅游委牵头,把分会打造成业内交流的平台、培训的平台、学习的平台、资源分享的平台,同时借助六大分会平台,吸引更多入境游客,更好提升北京国际形象。

买家分会会长单位世界中医药协会联合会副秘书长黄建银先生也表示,2012年首届夏季峰会的举办为高端旅游产业开创了一个常态化的交流平台,而新成立的六个行业分会涵盖了高端旅游与会议产业的各主要领域,是引导和促进产业融合的另一重要举措。

此外,由北京市旅游委指导、北京高端旅游与会议产业联盟出品的首部北京高端旅游资源手册也正式出炉,内容包括了会议会展场地、会展服务商、主题场所、精品线路、特色美食等五册,目前手册先推出中文版,未来还将推出英文版本。这套手册将成为北京高端旅游资源对外推广的视窗,吸引更多国际会议落户北京、拉

动高端旅游产业发展。

另一方面,针对推动和规范北京主题旅游休闲场所的发展,北京市旅游委发布了《关于促进北京主题旅游休闲场所发展的指导意见》(试行),其中「规范经营、品质提升、产业引导、推广促进」的条款成为高端旅游产业代表的关注热点。

北京市旅游委将持续进行高端旅游拓展举措,包括制作一套北京高端旅游与会议资源的宣传推介手册;集中精力打造北京高端旅游与会议产业联盟夏季峰会、中国(北京)国际商务及会奖旅游展览会(CIBTM)、北京高端旅游与会议产业年度盛典等一系列品牌活动等。

在一系列的举措下,北京会奖旅游已进入品质提升期,来自北京市旅游委的统计资料显示,2012年,北京规模以上会展单位实现直接会展收入250.9亿元,比上年增长11.5%。而根据国际大会及会议协会(ICCA)发布的最新资料显示,在2012年全球城市接待国际会议的数量中,北京排在第13位,位列中国城市之首、亚洲第二。中国国际航空公司提供的资料也显示,2012年,世界500强跨国公司驻京机构,通过协定价格购买商务舱以上机票抵达北京的客人同比增长19.8%。

业者乐观预期,北京高端旅游业产业即将进入由量变到质变、产业结构逐步优化升级的时代。

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Sanya 突破瓶颈 三亚须仰赖有效拓展客源

■钟韵=采访报道

多年来，三亚的基础建设及城市规划仍然进展有限，城市形象的塑造、包装仍未臻成熟，以致在酒店供给持续增加、人民币预期走贬的2014年，酒店业者认为，三亚面临着具备更多元选择、同时花销水平更低的周边国家如越南、马来西亚、印尼和泰国等国际度假区的客源竞争；加快基础设施建设、增加旅游景点、优化数字营销等策略，可有助突破发展瓶颈。

政府投入增加景点

不过，为增强海南旅游市场竞争力，政府部门并非未做投入：2013年9月，位于三亚市迎宾大道的三亚千古情景区正式开园，景区内设有崖州古城、科技游乐馆、黎村、苗寨等数十个主题区，还集中了黎族织布、制陶、黎乐、腊染、打柴舞等非物质文化遗产，一年四季节庆活动不断，是体验三亚天涯文化、黎苗文化、原生态民俗文化最集中的地方。景区夜间还有大型歌舞剧《三亚千古情》开演，包含《落笔洞》、《鹿回头》、《海上丝路》、《鉴真东渡》、《洗夫人》、《美丽三亚》等



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剧情，成为三亚新的热门景区。

此外，2014年1月28日~2月28日，位于国家海岸—三亚海棠湾「三亚·凤凰花海」观赏园区免费开放，接待国内外游客。「三亚·凤凰花海」观赏园区种植了上千亩花田。在三亚过春节的人们均可到三亚海棠湾欣赏到这千亩花海的壮丽景观，感受童话般的美丽梦境。

邮轮旅游也成为三亚旅游的新热点。海南边境旅游异地办证政策落地，使游客可以方便快捷地在三亚登上三星邮轮的「双子星号」出境旅游，「海南度假+邮轮旅游」、「到外国去过大年」为中外游客带来了全新体验。同时，三亚水上飞机观光项和三亚直升机观光游开始商业运营，受到游客的欢迎，仅2014年春节黄金周7天，三亚直升机观就接待了近2,000名游客。

这体现了除利用沙滩、海水等

传统资源外，海南也开始朝加强文化、生态、邮轮、空中飞行等丰富多元的业态之路迈进，以进一步提升目的地对国内外游客的吸引力。

加大国际市场推广

海南省旅游委表示，海南作为较成熟的国内目的地，中国内地市场已不再拥有巨大的成长空间；突破口应从国际市场切入。为此，旅游委也做足了国际市场营销工作。据相关负责人介绍，旅游委将重点针对俄罗斯、韩国、澳大利亚、以及新加坡等东南亚国家，有计划、分批次开展系列宣传促销活动。

首先是结合国家旅游局的境外参展及专项宣传促销活动，有计划、分批次地组团到各主要境外客源地参展和举办系列宣传促销活动。业者指出，海南省旅游委对于国际市场的营销推广确实相当积极；这包括支持业者赴新加坡、台湾、迪拜等客源地参与多场高尔夫及旅游业内展会等，以扶持海南旅游业的海外市场推广。

其次是针对重点海外客源地和海外目标市场，多管道积极邀

请海内外客源地的主要电视媒体至海南省采访、拍片，邀请海外旅行商和媒体采访踩线考察，通过专题报导、拍摄专题片和开辟专版等方式进行广泛有效的宣传推广。

再次是集中资金进行新媒体宣传和旅游形象塑造，针对主要境外客源地加大广告投放力度，并利用知名旅游网站，积极开展海南旅游形象的宣传推广和重点旅游线路、产品的宣传，开展评选活动等，重点推介海南的婚庆旅游和海洋旅游产品。

最后，积极推进加大重点客源地城市包机补贴力度；联合省政府民航办，在积极推动加密目前现有国际航线的基础上，不断加大重点客源市场的包机补贴力度，吸引更多的包机商或航空公司运营外国至海南的国际航线。

掌握发展契机

1. 新资源的开发：旅游委表示，海南的战略定位为其博得国家特殊重视，政府对三亚的休闲、会展，甚至是黎族和宗教文化的旅游资源开发都作出大量投入，让海南除了阳光、蓝天、沙

滩、海水之外，还有更丰富的资源为游客呈现。近期内，亚洲规模最大的免税购物中心将开幕，相信亦将对海南旅游业的发展起到很好的拉动作用。

2. 回头潜力：旅游委指出，海南是可以多次体验、多次回头休闲度假的目的地，因此和文化景观相比，它的二次消费人群非常庞大。尤其目前旅行团的行程安排通常较为舒缓，以自由行或半自助形式重游海南的游客，非常乐于探索第一次没玩到的景点，包括天涯海角、五指山、博鳌论坛旧址等等。

但是，随着更多可利用资源的面世，旅行社进行产品更新与创新也是当务之急。业者表示，近几年海南产品并无特殊变化；去年较值一提的是据电影「私人定制」设计的三亚旅游路线，不过，「私人定制」的跟团和半自由行产品仅为蜈支洲、凤凰岭、亚龙湾天堂森林公园等旧景点作了新的包装。

旅游委表示，海南各项产品同质化现象比较明显。推出更多不同的产品，吸引回头客，是未来提高海南产品销量很重要的关键。

Guangdong 交通飞跃发展 广东会展后势可期

■张广文=采访报道

便捷的交通将为广东会展业带来更多客流。广东省的交通可望呈现飞跃式的发展，2013年仅为开端，不但有7条高速公路建成通车、深圳到厦门的厦深高铁开始通车，同时，广州和深圳还分别增添了多条新国际航线。

高速公路

高速公路方面，全新的7条高速公路包括二广高速怀集支线、云罗高速二期双东至浔滨段、梅大高速公路一期工程三角至大埔段、广明高速公路延长线、深圳市梅观高速公路扩建工程、广深沿江高速公路广州至东莞二期、深沿江高速公路深圳段。未来，还将开工13条高速公路。

高速铁路

除了高速公路的迅猛发展之外，高铁在广东的铺路，也在积极打造中。2014年春运实行新的



摄影·张广文

↑深圳宝安机场全新T3航站楼于2013年11月底投入使用。

列车运行图，广州南将有高铁首次直达济南和青岛；京广、广深港高铁也将进一步加大动车组开行密度。

未来，广州到南宁的南广高铁，以及广州直达贵州、成都的贵广高铁，预计在2014年建成通车。而目前正在建设中的项目还包括了：深圳到茂名的深茂高铁、湛江到茂名的茂湛高铁，以及连通广州、深圳、香港的广深港高铁香港段；筹备中的项目则有：杭州到广州的杭广高铁、梅州至潮汕的梅汕高铁，以及广州

经惠州至汕尾的厦深高铁广汕支线（又称广汕高铁或广惠汕高铁）。

截至2013年，已经开通高铁的广东城市已达14个，而到2015年，计划将开通高铁的城市将新增4处：梅州、云浮、河源、肇庆；2015年之后，阳江、茂名和湛江也将陆续有高铁开通。

地铁网络

此外，广州地铁建设正在大规模的推进中，广州地铁6号线（萝岗线）已在2013年年底开通，使得目前广州运营的地铁线路一共9条，而未来广州还要建成开通多条新线路，包括3号线东延段、4号线南延线、7号线（大学城线）、8号线北延段、11号线（环线）、13号线（东西快线）首期、13号线（东西快线）二期广佛二期等；预计到2020年，广州将拥有共22条地铁线路。

相比广州的庞大地铁网络，目

前已开通5条地铁线路的深圳，也在积极的建设罗湖区太安站至动物园站的7号线、深圳湾至文锦站的9号线和福田中心至松岗的11号线，预计将能在2016年全面实现通车运营；而深圳北站至松岗的6号线和罗湖区国贸站至盐田区小梅沙站的8号线，则仍在筹备中。

航空运输

航空方面，广州白云机场于2013年12月初的年旅客输送量已突破5,000万人次，全年有望达到旅客输送量5,200万人次，仅次于北京首都机场，居全国第二，并首次跻身全球「五千万级」机场行列。

2013年，白云机场新开拓了13条国际航线，目前计划在2014年开通的线路包括广州往返多伦多、纽约、布宜诺赛勒斯等，而广州往返基督城或惠灵顿的航线仍在洽谈中。预计到2015年，白

云机场国际航线将可达到130条左右，有望追上香港机场国际航线数。

目前广州白云机场的二期工程和第三条跑道正在紧锣密鼓的建设中，第三跑道、二号航站楼预计分别将于2014年、2016年建成投入使用，未来产能将可以满足50万架次、8,500万旅客量和200万吨货邮量的运营需求。

再者，以往国内旺、国际冷的深圳宝安机场，在2013年11月底全新T3航站楼投入使用之后，渐成国际航线新宠。除了已开通的国际航线，南航还在2014年1月15日至22日八天内，密集新开深圳往返印尼巴厘岛、韩国济州、马来西亚沙巴共三条定期国际航线，并计划在3月新开往返泰国曼谷的定期国际航线。同时，南航还在紧锣密鼓筹划深圳往返柬埔寨金边、韩国首尔等定期国际航线。

体验新旅程 分享新成就

NEW ZEALAND MICE CHINA ROAD SHOW 2014



新西兰商务会奖路演亮相中国,开启高端商旅新机遇

2014年4月9日,新西兰旅游局携手新西兰航空,与另外八家新西兰旅游业合作伙伴及运营商首次在北京举办2014年新西兰商务会奖路演活动(Business Events Roadshow),旨在将新西兰定位成独一无二的高端商务会奖旅游目的地,以鼓励更多中国公司前往新西兰。而4月11日,另一场同等规模的新西兰商务会奖路演活动将在上海举办。

作为新西兰旅游局和新西兰航空在中国市场推广商务会奖旅游的重要项目,此次路演活动邀请了北京和上海众多负责公司会奖旅游的决策者、资深商务会奖从业者一同参加,为中国与新西兰两国的商务会奖旅游业人士搭建一个良好的沟通平台——让更多新西兰商务旅游供应商能深入了解中国市场的同时也让受邀的中国企业更全面地了解新西兰商务会奖旅游产品。双方以此来寻求合作机遇,共同宣传和推广新西兰高端会奖旅游目的地。

创建商务会奖部门,大力推广商务会奖旅行

去年,新西兰旅游局分别在中国、新加坡、美国以及澳大利亚新成立了商务会奖部门(Business Events Department),以积极推动和提高新西兰商务会奖旅游在国际市场的竞争力和影响力。通过举办商务会奖旅游的市场活动、组织业务培训和增加线上产品内容介绍等向各目标市场展示新西兰最新的商务会奖旅游产品和众多优质资源。

“新西兰政府从2013年开始就着重投资扩建奥克兰、惠灵顿、皇后镇和基督城四地的会务基础设施,预计到2018年,新西兰商务会议场馆总体可容纳人数将增加到7,000人以上。”新西兰商务会奖部门全球经理比恩·斯普里策(Bjoern Spreitzer)说道。

主打高端体验,看好中国市场

作为高端的商务会奖旅游目的地,新西兰能为前来参加奖励旅游的游客提供一系列高端旅行项目,如奢华酒店住宿、世界百佳高尔夫球场、私家直升机观光以及

精致美食美酒体验等,绝对能实现游客对于完美旅行的期许。

而新西兰丰富的旅游体验和户外活动也可以满足商务人士对于高端商务活动的需求,如帆船出海、蹦极、高空跳伞、喷射快艇和白水漂流都是公司团队活动的必选体验。与此同时,新西兰其震撼人心的风景、独具魅力的毛利文化和热情纯朴的人们能使来自全世界各地的商务游客享受非凡的旅行体验。



随着中国已成为新西兰第二大入境客源国,其商务会奖旅游市场的潜力也受到新西兰旅游局的关注。“此次中国市场的商务会奖路演将会是新西兰推广高端商务旅游目的地重要的第一站,显示了新西兰对中国高端商务会奖旅



游市场的重视,”新西兰旅游局亚洲区总经理克雷格(David Craig)表示,“随着全球商务会奖旅游产业的飞速增长,新西兰作为商务会奖旅游目的地的优势也会越来越明显。这里纯净的空气、丰富的地貌、完备的设施和有趣的活动会成为想要寻求独特商务会奖旅游体验客户的首选。”

此外,不断完善和便捷的航空服务与逐渐放宽的旅游签证政策更是让新西兰拥有更多机会争取中国商务会奖旅游市场。2013年1月,应中国市场日益增长的需求,新西兰航空加密上海直航服务至每周7班,往返奥克兰及包括皇后镇、惠灵顿、基督城、罗托鲁瓦在内超过25个新西兰国内目的地航班,并便捷连接澳大利亚

及斐济、库克群岛等南太平洋岛屿。“如今,商务会奖旅游已成为促进新西兰航空业务增长的重要因素,其发展潜力也越来越明显。而与新西兰旅游局长期的合作伙伴关系,也成为拉动新西兰商务会奖旅游向前发展行之有效的方式,”新西兰航空亚洲总经理鲍迅捷(Sandeep Bahl)说道。

与新西兰旅游局和新西兰航空一同参与路演的另外8家新西兰当地会奖旅游合作伙伴及运营商包括:罗托鲁瓦活动及场地公司(Rotorua Events & Venues)、奥克兰会议局(Auckland Convention Bureau)、新西兰泛太平洋旅行社(Pan Pacific Travel)、探险集团有限公司(Explore Group Ltd)、皇后镇会议局(Queenstown Convention Bureau)、新西兰中国旅行社(China Travel Service (NZ) Ltd)、A华国际旅游集团(A China Travel Ltd)、真实旅程(Real Journeys Ltd)。

Southern Taiwan

高雄展览馆舒缓场地不足问题

■钟韵=采访报道

台湾MICE发展一个很大的制约是南、北分布不均。目前除酒店及以岛内市场为主要服务物件的高雄国际会议中心 (ICCK) 外,台湾南部并没有足以满足会议和展览需求的大型场地。不过,这个问题在高雄展览馆启用后获得纾解。

今年4月14日,由台湾经济部投资新台币30亿元(约6亿人民币)兴建的高雄展览馆正式开幕。高雄展览馆投入使用后,台湾对外贸易发展协会高雄办事处主任吴俊泽表示,MEET TAIWAN将积极协助高雄会展中心的营销及推广,包含邀请买家至会展中心参访,以及海外推广时向买主推介,希望让更多买家知道台湾除了台北之外还有许多值得办理会展活动的特色城市。

他指出,高雄在MICE产业的发展目标并不是取代台北、将原

定于台北举行的展会吸引到高雄来举办,而是依托紧固件、游艇、食品、水处理、化学等高雄自身优势产业,将原有展会规模加以提升,另再挖掘新的潜力领域;而这不局限于会议和展览,更包括创意发挥空间更广阔的各类型活动 (Events)。

以台湾国际扣件展为例,前两届囿于空间限制,仅100~200家展商使用300~400个展位;移师高雄展览馆之后,规模上看350家厂商800个摊位,厂家数量增加约50%,展位成长近一倍。

面对国际市场,中国大陆毫无疑问是最重要的目标客源和合作物件。签证限制对大陆MICE市场的影响向来较小,然而碍于好场地的缺乏,高雄虽一直有大陆参会者到访,却一直无法合作举办大型展会。随着新场馆落成、「两岸服务贸易协定」签订,许多台湾PEO展现出与对岸业者



摄影:钟韵

合作的强烈意愿。

高雄展览馆助推会展兴隆

高雄展览馆股份有限公司业务经理郭琳玲介绍,高雄展览馆面积4.5公顷,历时2年完工,建物采屋顶与墙面融为一体波浪造型,呼应海港水岸城市意象,已取得7项银级候选绿建筑指标及5项候选建筑指标。除各类型会议室、会议厅外,展览馆室内外包含1,500个标准展示摊位,挑高最多达27米,搭配每平方米5吨的楼

板荷重,50公分宽、60公分深的配线沟槽等设计,相当适合大型机具或船舶展示。

这些设计与展览馆所在位置有关:高雄展览馆后方毗邻高雄港22号码头,在游艇等产业集群的南部,展览馆将能促进会展业与当地优势产业共生共荣。

实用价值之外,滨港的位置及建筑物本身的设计都使高雄展览馆具备非常强的美感:从临海展厅落地窗,可直接看到对面旗津岛;展览馆也已积极招商,企图将

室内区域打造成融合餐馆、咖啡馆、高端品牌商店的生活空间。

2年内,海洋文化及流行音乐中心、可停泊2艘国际观光邮轮的高雄港埠旅运中心、高雄市立图书馆总馆等的陆续进驻,将使这片「亚洲新湾区」的综合娱乐性和MICE接待能力都大幅提升。

当然,交通便捷性也不可忽视:实际上,高雄展览馆并不靠近高雄市区。目前,除驾车外,从捷运三多站也可步行到达;环状轻轨交通路网2015年建成后,参会者也可利用会展中心正门口的轻轨站在与会期间出去走走。

高雄展览馆在接下来的12.5年将由德国、台湾合资公司Uniplan运营管理;4月14日的「台湾国际扣件展」将作开馆展会,其后「台湾国际游艇展」将于5月举行;展览馆目前也已经与超过15个展览和20场医疗、学术、国际协会等不同领域的会议进行接触。

India

经济发展催生印度贸易展览会

■刘欣怡=采访报道

近年来,印度经济一直保持高位增长,这也在很大程度上促进了印度贸易展览会行业的向前发展,在印度举办的贸易展览会及活动数量,增长亦十分明显。多位中印业者皆表示,前往印度的中国参展团、参加印度国际展会的中方买家团以及参与国际会议之公务团等会展生意,往往较旅游团队稳定且规模大,包括孟买、班加罗尔等城市都是国际展会主要举办城市,也逐渐发展出会展旅游经济模式。

据了解,孟买是印度重要商业中心,也是吸引国外投资最多的地区,出口总额可达到全国的1/3,孟买会议展览中心是印度最大的私营贸易展览中心,经常举办大型展览会活动,主要包括汽车相关零组件展会、工业机械、医药及化学等,其中来自中国的参展团也颇具规模,一般都有数百人团队组织前往;南部地区班加罗尔是印度的重要软件基地,近几年随着国际大型企业的进驻,每年来自海外的企业会议团也渐成规模。

业者指出,一般来自中国的会议参展团都需要全程安排,包括从签证、机票到当地交通、住宿、餐食以及会议展览之余的一到两天印度旅游行程等安排,目前MICE团队的消费水平也较高,相对较有利润。

此外,随着印度经济的不断发展,大城市地区的贸易展览会活动出现超负荷状态,一些国际展会于是转移到周边市区,比如位于印度南部的班加罗尔及金奈都是正迅速发展中的两大城市;也由于该地区经济发展快,催生

了很多新的展览会活动的出现,比如,每年就有大量的工业展览会在班加罗尔举办,包括印度物流工业展 (Cemat Inida)、印度动力传动与控制技术展 (MDA Inida)、印度地面装饰材料展览会、印度国际工业自动化展览会 (Industrial Automation India) 和印度辐射工业展览会等。

据统计,这些大型国际展览会每年都吸引来自世界各地至少20多个国家、超过数百家的参展商参加,展会所需的面积超过11,000平方米。

另据介绍,位于新德里南部的古尔冈市,距离新德里市中心大约30公里,处处都是高楼大厦和华丽的购物中心,该市已经发展成为拥有现代化服务设施的经济中心,也经常举办一些展览会活动。

另外,位于新德里东南部的诺伊达为一个工业城市,印度世博中心就坐落于此,这里已成为一个活跃的商业中心。印度世博中心是一个多功能设施齐全的活动中心,亦逐渐成为国际性展会活动举办地。

Survey

中国及亚洲会奖市场增长强劲

■钟韵=采访报道

根据一项《中国及亚洲地区会奖行业调查报告》指出,和世界其他地区相比,中国和亚洲的会奖行业发展非常乐观。其中,会奖行业中表现最好的领域是企业 and 行业协会所举办的会议和大会。

据指出,中国及亚洲会议活动的主要来源产业依序为:制药/医疗,汽车,金融/银行/保险,制造业/工业,电子/通信,农业,政府

/行政,石油天然气、公用事业,艺术与休闲及化妆品。报告也指出,中国政府正努力从过度依赖制造业转向服务经济,为会议行业的增长奠定坚实的基础。

此次报告的调查样本中,68%的买家过去12个月在中国组织了6,106次活动,平均每个受访者组织了44场活动,远高于前一年的数量;71%的受访者也表示未来12个月会在中国组织活动;每个买家在中国举行的活动平均支

出818,038美元。

报告还显示,60%的买家在过去12个月举办了更多的会议和活动,并有55%的买家预计未来12个月举办的会议数量将持续增长,53%的买家并预计其预算将持续增高,57%的受访者认为亚洲的会议与活动业务在未来12个月会增长。

值得注意的是,买家在中国国内组织会议和活动的数量自去年以来有了大幅度增长。目前买家

在中国最感兴趣的会议城市包括北京、广州、海南、上海和厦门。

供应商方面,受访者在亚洲活跃的五大市场包括中国大陆、日本、香港、新加坡和越南;在中国涉及的主要城市则包括北京、上海、厦门、青岛和广州。值得关注的是,供应商对市场的看法比买家保守,过去12个月的活动增长率及对未来预测的活动增长率都较低。

对于未来12个月对其活动有最

大影响的因素,买家和供应商认为其分别为:业务发展和扩展、市场变化和需求上升、成本上升(如机票、酒店、场馆)、科技的应用、中国和全球的经济状况、新活动类型和新目的地、政府政策及全球政治稳定。

全球竞争日益激烈,同时面临成本增长的挑战,而技术革新和变化所产生的影响力也很强:66%的受访者认为新技术正在改变会议活动的内容和形式。

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