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AUSTRALIA

Bi-monthly October/November 2014

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Dockside Pavilion Distinctively Unique Floating Venue

Brisbane readies for G20
Three-day meetings 'suck'
Are events being dumbed down?





Mr Douglas C.T. Shen – Director General Taipei Economic & Cultural Office Sydney presented prizes to the lucky winners.

TAIWAN

The Taiwan Tourism Bureau recently hosted events at the Sofitel Hotel Sydney and the Brisbane Hilton to launch its new 'Taiwan The Heart of Asia' campaign. Guests at each event experienced a night of Taiwanese culture and gained an insight into why Taiwan is redefining the way we see Asia. The timing of the new campaign coincides with the growth in Australians visiting Taiwan, with a significant 25 per cent for the first six months of 2014. The events included workshop presentations by Taiwan's best local tour companies including Edison Tours, Golden Foundation Tours and MyTaiwanTour who also provided prizes for the events. A number of airlines and hotels also provided their generous support including Scoot,

China Airlines, EVA Airlines, Marriott, Accor and Starwood. Presentations highlighted the fact that Taiwan is one of the safest destinations in Asia, that it's very accessible with direct flights from Sydney and Brisbane, and that the island has one of the most modern infrastructures in Asia.

DUBAI

Dubai's Department of Tourism and Commerce Marketing (DTCM) and Dubai Culture & Arts Authority (Dubai Culture) have signed a Memorandum of Understanding to further unite their efforts in promoting Dubai's cultural and heritage tourism offerings and implement the emirate's vision and strategy. The MoU was signed by His Excellency Helal Saeed Almarri, Director General of DTCM, and His Excellency Saeed Al Nabouda, Acting Director General of Dubai Culture, to support the strategic tie up between DTCM and Dubai Culture relating to various activities. The agreement includes plans to leverage the expertise of each entity in developing programs and events to promote cultural and heritage tourism.

CAMBODIA & VIETNAM

Aqua Expeditions launched its third luxury vessel this month on the Mekong River in Cambodia and Vietnam. Introducing a new standard of luxury and sophistication to the river, the Aqua Mekong is in keeping with the style of the renowned Peruvian vessels - Aqua Amazon and Aria Amazon - small enough to be intimate but equally spacious and luxurious. The attention to detail for which Aqua Expeditions is celebrated is reflected throughout. Measuring 62.4 metres in length, the Aqua Mekong will have 20

outward-facing design suites with floor-to-ceiling windows enabling guests to relax and watch the scenery float by. Each is decorated in an authentic Asian style using locally sourced fabrics and materials. Visit www.aquaexpeditions.com to learn more.

INDIA

The second edition of IBTM India in early September was once again praised by both exhibitors and hosted buyers as an "excellent event with high quality business appointments, educational forum and great networking opportunities." The success of the one-to-one pre-scheduled appointment system guaranteed some 2000 appointments over the course of two days which meant an average of 36 per exhibitor. Hosted buyers represented 17 countries and also came from 13 key cities in India, with exhibitors representing 19 countries. The event saw the release of the India Meetings and Events Industry study. The research revealed that India's meetings and events market is growing dramatically with 51 per cent of respondents reporting an increase in the number of events they have organised in the last 12 months (to July 2014) and 73 per cent expecting the number of events they organise to increase in the next 12 months.

THAILAND

W Hotels Worldwide, part of Starwood Hotels & Resorts Worldwide, Inc. recently announced that its W Hotels brand will debut its third hotel in Thailand with W Retreat Phuket - Phang Nga Bay, with opening scheduled for January 2018. President of Starwood Hotels & Resorts Asia Pacific, Stephen Ho, said the company was excited to bring the iconic W brand to Phang Nga Bay in Southern Thailand. Visit www.whotels.com/phuketphangngabay to learn more.

NEW ZEALAND

More than 300 international experts are expected to travel to Auckland in 2016 after a successful joint bid to host the 2016 International Radiation Symposium (IRS). The symposium is held quadrennially by the International Radiation Commission (IRC), a global network of scientists engaged in research of atmospheric radiation and related disciplines. Buckley-Glavish Professor of Climate Physics Dr Roger Davies and the University of Auckland worked with the Auckland Convention Bureau and Tourism New Zealand's Conference Assistance Programme (CAP) to secure hosting rights. Dr. Davies presented the bid to the IRC in Moscow, Russia last month, securing the symposium for Auckland over a bid from Valladolid, Spain. **m**