June 2017

KDN PP51888/02/2017(025626)

TTGmice

Asia-Pacific's intelligent business events resource

Macau is bouyed by mega events

Emerging markets, new tech to drive business travel

Tips on engaging attendees during event's downtime

THE TECHNOLOGY EXPERIENCE

From immersive videos to Virtual Reality product experiences, there's plenty today's technology can do to enhance the delegate experience at business events

TTG Asia Luxury • TTGmice
TRAVEL JOURNALISM
BUSINESS ARTICLE
2016 • 2014, 2013, 2011 & 2009
PATA Gold Awards

TTGassociations
JOURNALISM EXCELLENCE
PRINT & ONLINE
2016
Anak Sarawak Award

TTG Asia
TRADE MEDIA
OF THE YEAR 2015
MPAS Awards

TTG Asia
MOBILE APP
OF THE YEAR 2015
(Merit)
MPAS Awards

會聚澳門

MACAO

Your Business Events Destination

Macao has come of age as Asia's leading destination for large scale meetings and events, infrastructure, catering for the smallest to the very largest of business events.

With over 190,000 m^2 of meeting space, 37,000 hotel rooms all within a compact 30 km^2 and convenient access to 2 international airports.

Macao is a most convenient choice for your next meeting or event no matter what the size.

一站式服務
One-Stop Service

澳門
MACAO
商務活動
Business Events

澳 門 貿 易 投 資 促 進 局
Macao Trade and Investment Promotion Institute

www.mice.gov.mo — mice-onestop@ipim.gov.mo — +853 8798 9292

TTG | Publishing Travel Trade

TTG Travel Trade Publishing is a business group of TTG Asia Media

EDITORIAL
Karen Yue
Group Editor (karen.yue@ttgasia.com)
Xinyi Liang-Pholsena
Editor, TTG Asia
(liang.xinyi@ttgasia.com)
S Puvaneswary
Editor, Malaysia/Brunei
(puvanes@ttgasia.com)
Mimi Hudoyo
Editor, Indonesia (idmfasia@cbn.net.id)
Pamela Chow
Reporter (pamela.chow@ttgasia.com)
Rachel AJ Lee, Yixin Ng
Sub Editors
(rachel.lee@ttgasia.com, ng.yixin@ttgasia.com)
Rebecca Elliott, Adelaine Ng Australia
(rebeccaelliott@hotmail.com,
adelaineng.abc@gmail.com)
Marissa Carruthers Cambodia
(maris.carruthers@gmail.com)
Caroline Boey China & Special Projects
(caroline.boey@ttgasia.com)
Prudence Lui Hong Kong/Greater China
(prului@yahoo.com)
Rohit Kaul India
(rohitkaul23@gmail.com)
Julian Ryall Japan
(jryall2@hotmail.com)
Rosa Ocampo The Philippines
(rosa.ocampo@gmail.com)
Feizal Samath Sri Lanka/Maldives
(feizalsam@gmail.com)
Paige Lee Pei Qi
Assistant Editor, Special Projects
(lee.peiqi@ttgasia.com)
Redmond Sia, Goh Meng Yong
Creative Designers
Lina Tan Editorial Assistant

SALES & MARKETING
Michael Chow Group Publisher
(michael.chow@ttgasia.com)
Ar-lene Lee Senior Business Manager
(arlene.lee@ttgasia.com)
Pierre Quek Publisher, Online Section
(pierre.quek@ttgasia.com)
Ingrid Chung Business Manager
(ingrid.chung@ttgasia.com)
Cheryl Tan Corporate Marketing Manager
(cheryl.tan@ttgasia.com)
Kwek Wan Ling Marketing Executive
(kwek.wan.ling@ttgasia.com)
Cheryl Lim Advertisement Administration
Manager (cheryl.lim@ttgasia.com)
Carol Cheng Asst Manager Administration
& Marketing (Hong Kong, carol.cheng@ttgasia.com)

PUBLISHING SERVICES
Tony Yeo Division Manager
Kun Swee Qi Publishing Services Executive
Lynn Lim Web Executive
Katherine Leong Circulation Executive

OFFICES
Singapore
TTG Asia Media Pte Ltd, 1 Science Park Road,
#04-07 The Capricorn, Singapore Science
Park II, Singapore 117528
Tel: +65 6395 7575, fax: +65 6536 0896,
email: traveltradesales@ttgasia.com
Hong Kong
TTG Asia Media Pte Ltd, 8/F, E168,
166-168 Des Voeux Road Central,
Sheung Wan, Hong Kong
Tel: +852 2237 7288, fax: +852 2237 7227

TTG ASIA MEDIA PTE LTD
Darren Ng Managing Director
Raini Hamdi Senior Editor
(raini.hamdi@ttgasia.com)

Karen Yue
Group Editor

Let's get on with technology

The opening performance at this year's Singapore Tourism Awards gala event was a dreamy dance between man and robot – specifically drones moving to the music and with their human partners. It was something I've never seen before and thought would seem right at home at a party onboard a Starship Enterprise spacecraft.

And it struck me as a good example of how technology could be used to enhance an event experience.

Of course, the sort of technology available in the marketplace today can do far more than put up an unusual dance; they promise to benefit both event organisers who need to achieve ROI on their event spend and event attendees who hope to meet their business goals while being entertained.

Solutions powered by near-field communication, for instance, allow exhibitors at tradeshows and companies at product launches to distribute far more corporate information to targeted individuals and recipients no longer have to lug tons of materials back to their office at the end of the event.

With our community comprising events specialists, one should expect MICE trade events to be at the forefront of technology applications in delegate engagement. How else do you communicate with and impress these expert buyers who, on a daily basis, guide their clients towards the best ways to do events to meet corporate objectives?

Oddly, there are still MICE trade events that utilise manpower-heavy attendee registration procedures when online registration and QR code driven on-site badge collection are already commonplace. And for some organisers who have adopted QR code badge collection, even the process is raw and often human intervention is needed.

Then when you head onto the show floor, you find some exhibitors still relying on brochures or slideshows and videos on tablets to show off their latest products and ideas. Using immersive videos or Virtual Reality to take buyers on a walk through a new hotel or recently revamped event venue, or give them a taste of a helicopter ride over lush vineyards would make a far bigger and more lasting impact, don't you think? If a picture is worth a thousand words, then immersive technology is worth a million.

As my team and I researched on this issue's cover feature on event technology in delegate engagement (*The technology experience, page 11-16*), we uncovered more interesting ideas and not all are so cutting-edge that they are far beyond reach.

If you've got your own ideas on how current technology could be applied at events to deliver a memorable experience, I'd love to hear from you!

BPA WORLDWIDE

TTGmice, endorsed by the Asian Association of Convention and Visitors Bureaus, is published by TTG Asia Media Pte Ltd, and is mailed free-of-charge on written request to readers Asia-wide who meet a set of predetermined terms and conditions. Annual airmail subscription charges are US$70 (Asia) and US$90 (elsewhere). All rights reserved. No part of this publication may be reproduced in whole or in part without written permission of the publisher.

MCI (P) 165/08/2013, KDN
PPS1888/02/2017(025626), ISSN 0218-849X
Printed by Times Printers Pte Ltd
16 Tuas Avenue 5, Singapore 639340

Find us at *www.facebook.com/TTGmice*
Follow us at *@TTGmice*
Get your weekly news update at *www.ttgmice.com*
Follow us at *@ttgmice*

TTGmice
www.ttgmice.com

COVER STORY

11 The technology experience
From immersive videos to Virtual Reality product experiences, there's plenty today's technology can do to enhance the delegate experience at business events. Yet, adoption is not as extensive as events specialists would like. Karen Yue finds out why

COUNTRY REPORTS

17 Taiwan // Wider view of the future
Hungry for more business events, Taiwan now has a structured plan to court more markets in Asia-Pacific, reports Prudence Lui

20 Macau // Buoyed by mega events
With growing capacity to stage large-scale groups and diverse attractions that appeal to the Chinese, the outlook is good. By Prudence Lui

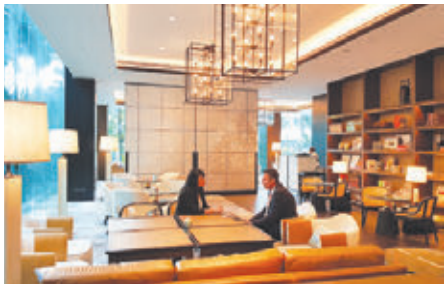
25 Singapore // Singapore invests in stronger presence
Cautious outlook for 2017 as Chinese clients gain more options elsewhere, writes Paige Lee Pei Qi

DEPARTMENTS

1 To our readers
3 Connect
4 Marketplace
8 Talk of the trade
27 How to
28 Case studies
32 People

Snapshots

@ttgmice



Reto Klauser, vice president and general manager of Shangri-La Hotel, Singapore, shows off the revamped Tower Wing to *TTGmice* and explains why level four's function rooms are giving the hotel new power in event delivery.
22 May

The 5th Indonesia Business Event Forum today in Jakarta discusses what Indonesia's business events community can learn from its neighbours and what local exhibition players need to do to succeed.
19 May

Marvel's superheros joined Hong Kong Disneyland Resort in recognising the achievements of some 300 travel trade partners at its Celebration of Sales Excellence 2016 event.
18 May

Ariva Hospitality's executive chairman Cameron Ong tells *TTGmice*'s Karen Yue that he loves new challenges. Now a part of Singapore-listed Rowsley, Ariva has set a target of having 20,000 keys by 2020.
10 May

Facebook.com/TTGmice Twitter.com/TTGmice Instagram.com/ttgmice

What's happening

June 5-8
ILTM Asia, Shanghai, China

June 13-15
The Meetings Show, London, the UK

June 7-11
Bali & Beyond Travel Fair 2017, Bali, Indonesia

Q&A

Janet McNab, managing director of Sheraton Grand Macao Hotel Cotai Central and The St Regis Macao Cotai Central, tells Raini Hamdi how she fills 4,400 rooms daily and 15,500m² of meeting space, and manage hundreds of staff to deliver two different brand experiences

Perspectives

Victor Wee, professor with the School of Hospitality, Tourism and Culinary Arts at Taylor's University, shares his views on the important role business events play in Malaysia's tourism industry

Review

Karen Yue checks out Mercure Singapore Bugis and discovers a surprisingly large collection of meetings spaces inside the new-build cubic hotel

We love

Heritage and culinary flavours collide

The dining scene in Central Jakarta has become a lot more exciting with the recent opening of Plataran Menteng in an area known for its elite residential living spaces since the Dutch Colonial period.

Plataran Menteng sprawls across 1,500m^2 of land and retains the façade of an 80-year-old European-style building as well as an old mango tree that is kept standing in the centre of the restaurant. From what was once a single-storey building, the restaurant is now three storeys high and its glory days are rediscovered through an elegant, homely atmosphere.

More than just being aethestically pleasing, Plataran Menteng does well to satiate hungry bellies and discerning palates.

Its specialisation in fusion Indonesian cuisines inspired by Indonesian and Asian traditional recipes is apparent in dishes like *Salad Putri Dewi* and *Sapo Terong Ikan Asin*. The former is a local spin on the popular Thai papaya salad, but uses finely sliced guava, pomelo and baby tomato instead; the latter is a Chinese-style claypot of eggplant and salted fish.

Plataran Menteng's exquisite settings make it suitable for corporate functions, from product launches to themed dinners

The first floor takes in two dining rooms and two private rooms, and can seat up to 120 guests in all.

The second floor houses two dining areas and five private rooms, three of which can be combined to form a larger space. The private rooms have a varied capacity of six to 100.

On the third floor is a cigar lounge and a 60-seat dining area with a bar and access to the rooftop. This area is suitable for more exclusive private events or pre-dinner cocktails.

Minimum spend applies to exclusive use of various venues.

AccorHotels brings new meeting option to Bangkok

Novotel Bangkok Sukhumvit 20 has opened in the heart of Sukhumvit, bringing with it the brand's signature Meeting at Novotel concept as well as tantalising dining experiences.

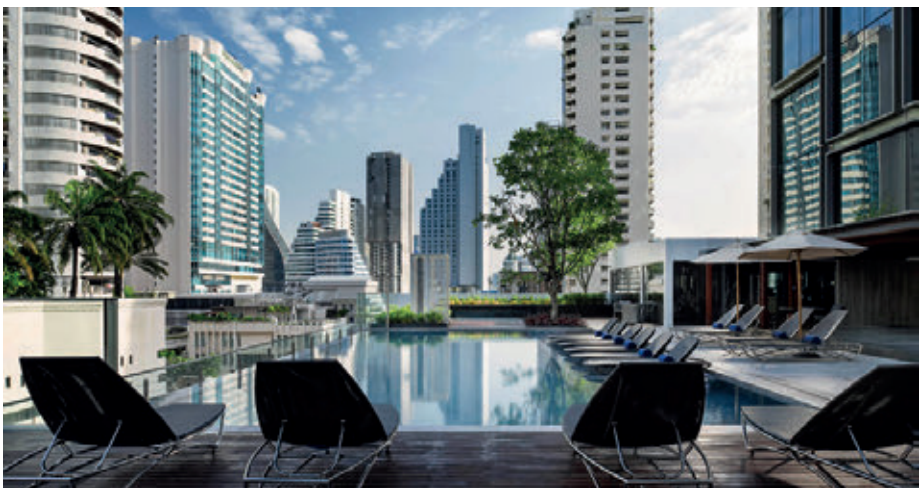
A dedicated meeting floor houses the Benjasiri Grand Ballroom for up to 1,000 guests for a cocktail reception and 450 for a round table set-up, and six meeting rooms for 10 to 60 people.

Two additional meeting rooms are available at Food Exchange and one meeting room at Executive Sky Lounge.

According to Benjamin Krieg, general manager of Novotel Bangkok Sukhumvit 20, the hotel has one of the largest MICE facility in the city.

A host of culinary options can be found at the Food Exchange, a venue designed to transport diners to Bangkok's Chinatown. Based on the concept of live cooking stations with a modern interpretation of traditional food markets around the world, diners can interact with the chefs and dive into a selection of western dishes and authentic Asian delights.

Other dining gems are Gourmet Bar where wines and Thai, Western and fusion dishes come together to promise a relaxing evening, The Pool Bar and Sky on 20 on the 26th floor where the evenin sunset can be caught.



Hong Kong unveils its first urban resort

The closely-watched Kerry Hotel, Hong Kong has opened.

Touted as the city's first urban resort, the new-build 16-storey property sits along the shoreline of Hung Hom Bay on Victoria Harbour and offers 546 rooms.

Built with both business and leisure guests in mind, the five-star hotel dangles facilities such as the 1,756m^2 Grand Ballroom and the 1,125m^2 Hung Hom Ballroom, five F&B concepts, a fitness centre, an outdoor infinity swimming pool, Jacuzzi, steam bath, sauna and spa.

Conceived by architect and interior designer Andre Fu, famed for his innovative approach to hospitality projects, the hotel provides plenty of natural daylight and contains extensive outdoor landscaped gardens. In addition, a curated collection of over 1,000 art pieces are showcased throughout the property – many of which were specially commissioned from leading Asian contemporary artists to complement the fluid design of the property.

Kerry Hotel is conveniently located, being only a brief walk from Tsim Sha Tsui East, Hung Hom Ferry Pier, Whampoa MTR Station and Hung Hom Train Station.

In the pipeline

Mövenpick Hotels & Resorts will manage the 310-key **Mövenpick Hotel & Apartments Lahore**, scheduled for opening in 2021 as part of the Finance and Trade Centre in Johar Town, a mixed-used development earmarked as the city's new commercial hub.

Bangkok **Dusit International** has signed a management agreement with Dhanasansombut Development Co. to operate the first hotel in the heart of Bangkok's famous Chatuchak Market. Yet to be named, the hotel will form part of the mixed-use Mixt Chatuchak complex and offer approximately 250 guestrooms.

Penang's bigger, better destination planner

Penang Convention & Exhibition Bureau (PCEB) has launched the second edition of its Penang Meeting Planners Guide, this time with more than 130 listings of venues, accommodations, restaurants and event suppliers.

The first edition last year contained only 50 listings of convention centres, hotels and unique venues.

Ashwin Gunasekeran, CEO of PCEB, remarked that it is with the support of the industry that the second edition was able to expand its contents.

"Besides convention centres, hotels and unique venues, we have the participation of boutique accommodations, restaurants and suppliers such as DMCs, PCOs, event planners, exhibition suppliers, incentive organisers and many more," he said.

Hot deals

Jai Mahal Palace Jaipur, India

The sprawling property, part of Taj Hotels, has rolled out a Conference Special Package to planners. Included in the package are rooms on twin sharing basis, airport transfer by coach, use of a meeting room from 09.00 to 18.00, buffet breakfast, conference lunch, tea breaks, buffet dinner, and evening entertainment.

The offer applies until August 31, 2017 for a minimum block of 20 rooms for two nights.

E-mail shakti.kavia@tajhotels.com.

Angsana Bintan, Indonesia

For group stays between April 1 and December 15, 2017, Angsana Bintan will offer a package with retreat, meeting and CSR inclusions.

Angsana Bintan Retreats package includes three complimentary privileges for those booking a minimum of 15 materialised rooms, and four for those booking 20 rooms.

Perks that planners can choose from include: Island Suite upgrade; one Island Chill room per group night; one breakout room (Island Suite) for up to 10 pax; two hours of tele match activities; 60-minute spa treatment and 30-minute refreshment and relaxation for a maximum of two guests; and a CSR activity.

E-mail sales-bintan@banyantree.com.

Dorsett Choice

The company's new Dorsett Choice is allowing corporate bookers to earn points from their bookings made with participating hotels in Malaysia such as Dorsett Grand Subang, Dorsett Kuala Lumpur, Silka Maytower Kuala Lumpur.

The reward programme accepts bookings on guestrooms and venues for meetings, seminars and conferences, and points are based on qualified rates per discretion of participating hotels. Points can be redeemed for hotel stay at Malaysia properties and dining and shopping vouchers.

Website www.dorsetthotels.com/choice

Prime Plaza opens activity-packed tented retreat in Bali

Prime Plaza Hotels & Resorts has brought luxury tented accommodation to North West Bali with the debut of Menjangan Dynasty Resort.

Spread across 16 hectares of land, Menjangan Dynasty Resort features safari-style tented rooms and villas, communal spaces crafted in bamboo and 'alang-alang' thatch and a variety of recreational facilities including a spa and a cliff-edge infinity swimming pool.

Guests enjoy views of West Bali National Park, the uninhabited Menjangan Island, craggy folds of Bali Barat's north facing ridges and the towering Mt Raung in East Java.

Said to be the first of its kind in Bali, accommodation at the tented resort are air-conditioned, furnished a queen-size bed, a desk, a rattan-panelled wardrobe, a TV with international channels and DVD player, and styled with natural materials and muted colours.

Catering to outdoor adventure enthusiasts with an appetite for indulgence, Menjangan Dynasty Resort also offers a five-star PADI dive centre and water sports centre and plentiful outdoor activities include trekking, cycling and mountain biking, bird-watching, horseriding, and daytrips to nearby places of interest.

Four Points now in Japan's north

The first Four Points hotel has arrived in Japan with the opening of Four Points by Sheraton Hakodate on May 2.

Located within walking distance of Hakodate JR Station and 20 minutes by car from Hakodate Airport, the hotel is a convenient accommodation option for both business and leisure travellers.

For business event planners, the hotel offers more than 1,200m^2 of versatile function facilities, including a grand banquet hall which can take in up to 600 guests.

Other facilities include an all-day dining restaurant which serves authentic Japanese cuisine alongside international favourites, a bar on the top floor where diners can enjoy night views of Hakodate, and a spa.

A green element in KL

The new-built, 252-key Element Kuala Lumpur is boasting green credentials, having been certified by the Green Building Index for its sustainable and energy-saving features such as daylight glare control, car park carbon dioxide monitoring , rainwater harvesting, non-chemical water treatment and charging stations for electric/hybrid vehicles.

Opened on May 1, the hotel has been targeting eco-conscious clients and there are plans to bundle Zumba or yoga with green meeting packages for its four meeting spaces.

Located within the mixed-use Ilham Tower, from levels 39 to 53, the hotel is the highest in the city.

Round and round the Hilton Garden

Part of the New Hongqiao CBD, the new Hilton Garden Inn Shanghai Hongqiao offers 226 modern guestrooms complete with 43-inch HDTVs, complimentary Wi-Fi and ergonomic chairs and facilities including two restaurants, a 24-hour snack pantry, gym and a self-service laundromat.

For event planners, there is 500m^2 of meeting and banquet space, good for gatherings of up to 200 guests.

The hotel puts guests within easy access of the Shanghai Hongqiao International Airport and Hongqiao Train Station, as well as the National Conference and Exhibition Centre (Shanghai) and the Shanghai Qingpu Industrial Zone.

It is the first Hilton Garden Inn property in Shanghai.

Emirates' renewed retreat

Emirates has reopened its first and business class lounge at Singapore's Changi Airport, after a five-month-long refurbishment.

The lounge is located in the departure area above Boarding Gate C1, and is part of a network of 41 dedicated airport lounges – representing an investment of over USD$360 million – located in major airports worldwide.

All Emirates first and business class travellers, as well as Skywards Platinum and Gold members travelling in Economy Class, will have complimentary access to the lounge, which now has the capacity to accommodate 222 people, up from 179 people.

Decked out with leather armchairs and Italian marble floors, the new lounge features facilities such as LED TVs, shower facilities, a business centre, as well as a prayer room. There will also be a hot and cold food served buffet-style, and beverage services which includes champagne, wines and spirits.

International Garden Tourism Leader Award
– Garden Tourism Awards 2017, Canadian Garden Council

Top 5 landmarks in Singapore – Supertree Grove
– TripAdvisor Travellers' Choice

Best Theme Attraction
– TTG Travel Awards 2016

Take your events out of the ballroom and into the Gardens

2016 CERTIFICATE of EXCELLENCE tripadvisor

Gardens by the Bay is proud to be awarded the 2016 Certificate of Excellence from TripAdvisor, thanks to consistently positive reviews by travellers. Discover the best of sustainability and architectural design in a destination where inspiration blossoms. Enjoy panoramic views amidst fascinating flowers that will add a sense of wonder to any occasion. Please email us at **venue.hire@gardensbythebay.com.sg** to learn more about our unique event spaces.

The Flower Field Hall overlooks the changing Flower Field display in perpetual spring with sweeping waterfront views.

Secret Life of Trees is ideal for private and exclusive events. Enjoy superb views of the Supertrees as they come alive in a nightly display of dancing lights.

Champagne @ OCBC Skyway elevates your event 22 metres above ground. Savour drinks with a view of the Garden Rhapsody show.

@gardensbythebay
gardensbythebay.com.sg
18 Marina Gardens Drive, Singapore 018953

5 Years of Growing Wonder

Gardens by the Bay

Emerging markets, new tech to drive business travel in next decade

Emerging markets and technology uptake will drive global business travel sector growth by 3.7 per cent annually over the next decade from its current US$1.2 trillion, as revealed in a Travelport and WTTC report released at the WTTC Global Summit.

The business travel market in Asia-Pacific will overtake the Americas with a growth rate of 6.2 per cent each year to 2027. China is expected to lead the way with 9.5 per cent annual growth, followed by Myanmar (8.7 per cent), Hong Kong (eight per cent), Cambodia (7.4 per cent) and India (7.2 per cent).

Currently, the largest business travel markets are the US, China, the UK, Germany and Japan.

According to the report, business travel is often the driving force in the overall growth in contribution of travel and tourism to national GDP as companies continue to find ways to develop new markets and maximise their revenues.

The report also incorporates White Paper proposals underlining the need for investment in technology and infrastructure, the removal of visa burdens, tackling cyber security and personalising services for travellers.

As well, technology is expected to play an important role in shaping future business travel, with the report noting that business travellers want mobile phone alerts and handy information about disruptions, flight updates and upgrades.

In addition, the report reveals that the industry needs to focus on serving digitally-connected millennials in order to engage customers more effectively.

CEO of Travelport, Gordon Wilson, commented: "Every day we see business travel growing at a significant rate in many emerging markets with technology playing an increasingly important role in easing the way for those on trips for their work. As an industry we need to continue to invest in the best technologies and infrastructure while governments need to be more business-friendly by removing burdensome visa requirements."

Wilson: investing in business travel technology

JTB sets out to grow Philippine volume

JTB Global DMC Network has set its sights on the Philippine outbound travel market, in particular business travel and events, and is hoping to raise the profile of its members as well as grow bookings through an upcoming roadshow on July 10 in Manila.

Abrar Uppal, senior manager global inbound business with JTB Corp's Global Business Unit Headquarters, pointed out that a recent MasterCard survey on the future of outbound travel in Asia-Pacific found that travel from the Philippines between 2016 and 2021 would surpass those from other developed countries in the region by 1.5 times.

While JTB Corp. has branch offices in Manila and Cebu, the company hopes to encourage travel agencies in the country to also work directly with its extensive collection of DMC partners worldwide. As such, the July roadshow will feature participation by Travel Plaza International (representing the US), Tumlare Destination Management and Europamundo Vacaciones (Europe), JTB Global Marketing & Travel Inc. (Japan), Tour East (Asia-Pacific) and Lotte JTB Korea (South Korea).

"This will be our very first roadshow in the Philippines and our main target is to work closely with the B2B markets (and) to focus on increasing MICE business," he said.

The company's regional headquarters has set a gross sales target of US$4.5 million for the Philippines this year and aims to grow that figure to US$8 million by 2019. **– Karen Yue**

Ancient city Gyeongju makes progress on business events

South Korea's Gyeongju city is on track to achieving its target 50 conferences this year, having already welcomed 25 conferences at press time in May.

A notable win is the 14th World Congress of the Organization of World Heritage Cities, from October 31 to November 3, 2017, which will draw 1,500 participants from across the world.

When asked if culture, heritage and conservation-related conferences were Gyeongju Convention & Visitors Bureau's (CVB) focus, considering the city's rich history and possession of more than 300 Korean National Treasures and three UNESCO sites, its director, Eric Young-ho Seo, said: "(Yes, but) we are also trying to reach out to other fields such as medical, engineering, humanities and government institutions."

Seo: keen on growing South-east Asia

To attract more international conferences, Seo said the CVB is working closely with the Korea Tourism Organization, and institutions such as the Pohang University of Science and Technology in Ulsan to organise teams, make bid proposals and promote the destination.

The CVB has been successful so far, with 32 international conferences held in Gyeongju in 2016, a decent effort for a bureau which was only set up in 2013, Seo pointed out.

Of all the conference participants Gyeongju welcomed in 2016, half hailed from the US and Europe, 20 per cent from South-east Asia and China, and the remaining 30 per cent came from South Korea.

The largest conference Gyeongju played host to was the 66th UN DPI/NGO conference last year, where there were 4,000 participants.

Seo added: "Europe and the US are very far from South Korea, so our immediate target is South-east Asia, as well as Japan and China. However, Chinese participants have dipped because of the missile issue. I hope it will recover soon." **– Rachel AJ Lee**

Indonesia improves air access, more China, India, Australia flights on the horizon

By Mimi Hudoyo

Following Indonesia Ministry of Tourism's announcement in April of a sharpened focus on boosting seat numbers into the country, new pipeline routes have emerged from the offices of Sriwijaya Air, AirAsia, Garuda Indonesia and Angkasa Pura II in Cengkareng.

Toto Nursatyo, commercial director of Sriwijaya Air, said: "This year, we will receive 12 new aircraft so we will be able to bring in more tourists here... China now (makes up) 80 per cent of our international network, and we will expand our network to Australia and India."

He shared that the airline has the rights to fly to 48 cities in China, but will focus on connecting eight cities in China with more destinations in Indonesia, such as Medan and Makassar, on charter basis.

"Currently, we have flights from Guangzhou, Wuhan, Changsha, Nanjing, Zhangjiajie and Fushan (to Bali and some to Manado). These are the major sources of tourists from China."

Meanwhile, AirAsia plans to open new services between Indonesia and China and India via Kuala Lumpur this year, targeted to commence in October and May respectively, according to Dendy Kurniawan, group CEO of AirAsia Indonesia.

Joining in, Garuda's president and CEO Pahala Nugraha Mansury told the media that the airline is now reviewing plans to launch several new services, on top of additional seasonal services to Australia.

"We are having internal reviews on (operations), including plans to open services (from Jakarta) to Moscow and the US as well as from Bali to Chengdu. We will announce the results (soon)," he said.

Sarawak takes new MICE campaign to global markets

Sarawak has begun introducing its latest campaign, *Redefining Global Tribes*, which champions the impact of business events on the global economy, to the trade at various key events worldwide.

The campaign made its global debut at the Associations World Congress in Vienna, Austria on May 2 before heading to the Australasian Society of Association Executives Conference and Exhibition in Sydney, Australia on May 11 and IMEX Frankfurt on May 16.

Amelia Roziman, COO of Sarawak Convention Bureau, said: "*Redefining Global Tribes* is deeply rooted in key Sarawakian tribal values: Unity, Community and Identity. By applying the same principles to our latest campaign, Sarawak intends to solidify all business events communities under one global tribe to give business events a stronger identity in the economy."

To kickstart the new campaign, the bureau and Borneo Tru Events have come together to organise the Tribal Warrior Challenge in Kuching on August 19. The challenge comprises a special obstacle course that can be tackled by business events professionals and members of the public. More than 4,000 participants are expected to join.

Terence Lim, general manager of Borneo Tru Events, explained that the challenge will offer three categories and the trail will be set "within the beautiful landscapes of Borneo".

Amelia said the Tribal Warrior Challenge could be used as a platform for corporate gatherings and events in Sarawak.

Lexis makes Port Dickson a surprising draw for M&I

Despite its location in a leisure destination relatively unknown to international markets, Lexis Hibiscus Port Dickson has acquired enough meetings and incentives in its first year of operations for the segment to make up 15 per cent of total business.

In an interview with TTGmice, Steve Woon, Lexis Hotel Group, senior vice president, sales & marketing, said the hotel has been attracting local, regional and Middle Eastern groups for meetings and incentives, with attendance ranging from 40 to 450 people.

Woon: drawing business events

He believes that the upscale property's advantage lies in its accessibility, located about 90 minutes by car from Kuala Lumpur International Airport and klia2.

Furthermore, with its location along the route commonly taken to popular southern Malaysian cities such as Malacca, Woon believes that Lexis Hibiscus Port Dickson makes an ideal stopover destination and easy add-on to any itinerary.

The property features 639 keys, made up of 117 tower rooms and 522 seawater villas and satisfies event requirements with two sea-facing pillarless ballrooms and 10 function rooms with natural lighting.

While there are enough nature- and water-based attractions in the destination to "easily" keep incentive groups staying at Lexis Hibiscus Port Dickson occupied for two or three nights, Arokia Das, senior manager at Luxury Tours Malaysia, urged local tourism authorities to "leverage on the property to promote the destination in the international scene and attract repeat visitors to Malaysia". **– S Puvaneswary**

Indian MICE players unnerved by new alcohol ban

By Rohit Kaul

The Indian Supreme Court's move to ban sale of liquor at establishments within 500m of state and national highways in a bid to curb drunk driving, is expected to dent business events in the country where land scarcity in the city centre has driven larger, newer venues to be developed close to highways.

S M Shervani, managing director of The Shervani Group, said the impact would be felt down the road when large convention centres built for the future are opened.

"For India to compete with other international cities we need convention halls for about 10,000 people, but such venues cannot be placed in city centres due to the lack of land. They can only come up in areas near highways," Shervani said.

Citing an example, Shervani pointed to an international convention centre being built in Kerala by Dubai-based Lulu Group, slated to be opened in September 2017.

"A huge investment has been made on this facility but with the liquor ban how will it attract domestic (business events), let alone international ones?" remarked Shervani.

And with affordable hotels being located near highways too, Indian hoteliers are just as concerned about the future of their banquet business.

Sudesh Poddar, director of Nataraj Group of Hotels, told *TTGmice*: "(Business event) clients prefer hotels that are near highways as they are reasonably priced as compared to city hotels."

Poddar predicted that event planners, turned off by the liquor ban at affordable hotels in the restricted zone and pricey city centre alternatives, would take their business out of India.

Since the ban was announced and set in motion on April 1, the number of enquiries for new events at hotels in the restricted zone has started to dip, according to sources.

"We expect hotels (in those areas) to lose 60 to 70 per cent of their business events. Different taxation in different states was already making it hard to host a (business event) in India, and now with the liquor ban the situation is even more challenging," lamented Garish Oberoi, vice president, Federation of Hotel & Restaurant Association of India.

"A lot of international business events will now be lost to destinations like Thailand and Dubai," Oberon added.

US, Paris take top spots in ICCA's 2016 rankings

The US has retained its crown in ICCA's 2016 top 10 country rankings while Paris has succeeding in taking over Berlin's spot as the most popular city for international association meetings.

The US hosted 934 meetings in 2016, holding nine more meetings than in 2015. Germany and the UK remain in second and third positions respectively, while France and Spain have swapped places to fourth and fifth respectively.

Italy and Japan have also managed to stay put in sixth and seventh spot, however the latter now shares its seat with China, which has improved by one place.

The Netherlands drops from shared eighth to ninth. In the 10th position, newcomer Portugal (12th in 2015) shares the spot with Canada, whose position is unchanged. January 2018.

Meanwhile, ICCA's researchers have placed Paris in top spot in the 2016 city rankings, for hosting 196 qualified meetings in 2016. The French capital was first in 2014.

2015's champion Berlin has fallen from first to fourth place, while Vienna has climbed two places to second. Barcelona and London remain third and fifth respectively. Newcomer Amsterdam (12th in 2015) shares seventh spot with Madrid, and Lisbon has held on to her ninth position.

Asian winners Singapore has jumped from seventh to sixth, while Seoul has improved from 13th to 10th spot.

MICE groups in Seoul leaning towards active, craft activities

Weebur's profile painting activity

Active and craft-based programmes are becoming increasingly popular for teambuilding and incentive groups that head to Seoul.

Max Kim, manager, Teamax Adventure in South Korea, noted that Asian groups are increasingly preferring active programmes with cultural exposures. To satiate that demand, Teamax launched a Running Man teambuilding programme in Seoul, which requires participants to complete tasks at 10 famous tourist attractions.

Weebur, a company formed in 2014 that runs experiential programmes featuring Korean artists, has also observed clients moving towards craft and DIY – such as portrait painting on canvas – instead of the cultural programmes. **– Rachel AJ Lee**

Visit **TTGmice.com** for more news or subscribe to TTGmice e-News to get updates delivered right to your inbox twice a week

In brief

AOG reels in WFC2020

Adelaide-based All Occasions Group (AOG) has been named the event manager for the World Fisheries Congress 2020 (WFC2020). As the conference organiser, AOG's responsibilities include budget management, exhibition management, sponsorships, and travel requirements for delegates.

AccorHotels backs ICESAP

The Incentive, Conference & Event Society Asia Pacific (ICESAP) and AccorHotels have jointly launched the ICESAP Agency Accreditation Scheme and the Certification in Incentive, Conference and Event Management. AccorHotels will work with ICESAP on improving training standards, supporting education and advancing best practices throughout the sector.

CWT AnalytIQs in Mandarin

Carlson Wagonlit Travel (CWT) has launched a Mandarin version of its travel data reporting tool, CWT AnalytIQs, for China's business travel market. With this, the tool which offers real-time data is now available in seven languages.

THE TECHNOLOGY EXPERIENCE

From immersive videos to Virtual Reality product experiences, there's plenty today's technology can do to enhance the delegate experience at business events. Yet, adoption is not as extensive as events specialists would like. **Karen Yue** finds out why

While in conversation with four event industry specialists on the application of technology in engaging the audience, one constant refrain to emerge was that these are now exciting times to be in for event players.

Evie Loo, senior vice president and managing director, China for Jack Morton Worldwide, told *TTGmice*: "Almost every event experience that we create and work with clients on these days includes some form of technology."

Offering an example, Loo said Jack Morton Worldwide helped to develop and create a Virtual Reality Google Tilt Brush experience at the recent China Porsche Dealer Conference. Event participants got to don Virtual Reality goggles and create their own 3D image in a virtual world surrounding the new Porsche Panamera Turbo. The 3D image is also available for download to the participant's mobile phone as a GIF.

She said: "Different auto brands have used a lot of Artificial Intelligence to enhance their events experiences – with robots deployed to sign guests in at the reception, and to brew and pour coffee in the lounge.

"We have worked with 3D printed models on-site to (produce personalised parting gifts) for guests."

Oni Chukwu, president & CEO at etouches, a global company specialising cloud event management software and sourcing solutions, said: "Immersive technology is advancing well and its applications in business events are many. Augmented Reality, Virtual Reality, immersive videos (also known as 360-degree videos) and (transmitter devices like) iBeacon are all common these days.

"In fact, technology is woven deeper into meeting and events, to a point now that attendees and organisers both realise that without using fairly immersive technology, meetings are not as successful. In my opinion, this is an exciting time to be in the meetings and events industry."

According to Qixin Liow, account manager with Pacific World Singapore, some of the bigger business events handled by the company had utilised a 270-degree projection as an immersive experience for delegates, Virtual Reality masks as entertainment during themed dinners, and QR codes in delegate registration and attendance tracking.

"We are now exploring possibilities of using Xylobands – wristbands with LED bulbs that light up according to action or music," added Liow.

"Clients get cold feet if it is technology they haven't used before, but in order to engage new technology you have to take a leap of faith."

Evie Loo
Senior vice president and managing director, China, Jack Morton Worldwide

Technology is woven deeper into meeting and events, to a point now that attendees and organisers both realise that without using fairly immersive technology, meetings are not as successful.

Oni Chukwu
President and CEO, etouches

Differing rate of adoption

However, the extent of technology being used to engage event attendees is varied.

Pacific World Singapore's Liow said: "We are only skimming the surface of the possibilities for technology at events because a lot of companies are still wary and hesitant to try out new (ideas)."

The scene is different over in China, according to Jack Morton Worldwide's Loo. "Events here are adopting technology much quicker than the rest of the world. Everything here can be scanned and is interactive. Every event is looking to out-do the one before with different technology," she said.

"However, you do find that people here use technology (just to check off a box). Virtual Reality is used in most events, but unless the content is on point and relevant – and this takes a lot of time and budget to perfect, it doesn't convey the correct corporate message," she added.

Clients' hesitancy around technology usage in audience engagement stems from several reasons – costs, lack of knowledge and insufficient time to clearly define objectives.

Liow said new event technology "comes with a much heftier price tag compared to your usual manual and old school ways".

While Chukwu agrees that cost is prohibitive for most, he is seeing changes. He explained: "It is true that there has not been much application of Augmented Reality at meetings and events because that is fairly expensive to work. But think about driverless cars. A year or two ago, people said it wasn't possible to implement and was too costly. Yet it is happening now. Today, the cost of Augmented Reality usage is starting to come down.

"For now, immersive videos are much more within reach because they are affordable, and are being used at events today. It can cost a few thousands of dollars to produce (marketing materials in the form of immersive videos), depending on how elaborate the content is, how you want to engage your delegates, and how many delegates you want to engage."

Loo opined that the problem is "mainly a knowledge issue".

She said: "Many people are unaware of what's available and what's new. Clients get cold feet if it is technology they haven't used before, but in order to engage new technology you have to take a leap of faith.

"We often get the brief to do something that is super creative and never done before, but in the end the client would want an example of it from a previous event! Partly this is down to not having trusted partners – many new ideas come from small start-ups; big corporations are sometimes scared of investing in technology from a start-up agency they haven't worked with before. It's a risk for them, which holds them back."

Pacific World Singapore's senior account manager, Andrea Teo, also suggested that time was another obstacle.

She elaborated: "There needs to be sufficient time invested into a project to have clear objectives, which is often the most challenging, and to decide on the right technology solutions/products to deliver that experience. Time is also needed for User Acceptance Tests to ensure that the (user interface and experience) do not end up marring the event."

Teo believes that the business events industry could see better and more sophisticated adoption of technology in audience engagement. "It's time to move beyond online registration (which is now a given) and look into enhanced interactivity and more experience-personalisation, through the harvest of data and analytics to create tailored event experiences for that top-of-mind recall," she urged.

Examples of available technology that can help "create a better attendee experience", according to Liow, include an emotion tracker that allows organisers to read how attendees are feeling – perhaps too cold or bored with the content on stage – and to implement solutions immediately.

Age, IoT as catalysts

Industry players agree that both an increasingly younger workforce and a wider application of Internet of Things in daily routine will drive corporations to utilise more technology in their event delivery.

Chukwu said: "People don't use use one level of technology at home and a different one at work; they expect the same level of technology and convenience in both environments. Look at the way the Internet of Things has crept into our homes – we can control the functions of our refrigerators or TVs remotely. So, this is familiar to people and they expect the same level of technology when they are at work and at events."

Teo sees millennials as the driving force. She said: "Gen Y-ers were at the forefront of the technology boom and they have grown accustomed to having technology as an integral part of life. Now that they are stepping into the workforce, automation and technology is all the more (essential)."

And brands hoping to connect with the tech-savvy consumer of today must take heed, opined Loo.

"(This is especially true) in China as everyone is stuck to their mobile phone screen 24 hours a day, so creating interactions via the phone is vital," she said.

"However, it's interesting to note that luxury brands that are using technology for engagement through WeChat are moving away from that at events. Instead, personalised items that are crafted, that participants can touch, feel and see are definitely in vogue for luxury brands. That personal human touch, craftsmen and professional age-old experience is a growing trend in luxury events here, and it seems to be a backlash against the over-reliance on technology."

"Education is key. Train and expose more event professionals to technology, make it a common topic of conversation among the trade, and share the knowledge with clients. The more commonplace it gets, the more receptive people will be (to technology)."

Andrea Teo
Senior account manager,
Pacific World Singapore

A look into high-tech applications

Global Sources Electronics 2017

Global Sources Electronics' spring edition held two back-to-back exhibitions on April 11-13 and April 18-21 this year, with the first featuring consumer electronics products including gaming, and the second focusing on mobile electronics.

With Virtual Reality (VR) fast becoming an important technology in electronic products as well as business solutions, Global Sources curated a VR Experience Zone at both events that showcased a variety of VR products and solutions, with the opportunity for international buyers to try out for themselves. More than 10 experiences were featured under three main categories, namely scenery viewing, gaming, and retail and business experience.

For the scenery viewing category, for example, buyers used 3Glasses Blubur S1 VR headset to view 3D content in Microsoft Edge and to experience Microsoft's Windows Holographic Shell which was launched in April. With the devices, buyers visited and experienced ancient Rome, both from a flying balloon and through a walk inside the Rome Colosseum.

When Global Sources Electronics debuted the VR product theme for gaming in April 2016, it became the first electronics exhibition in Hong Kong to do so. Between that and the 2017 edition, Global Sources Electronics has enriched the VR showcase, providing more interesting experiences like VR shopping and VR fitness.

The organiser believes that the showcase has greatly contributed to the acceptance of VR technology in the marketplace and a more creative application of VR in various business sectors. **– Prudence Lui**

Global Sources Eletronics' VR Experience Zone

INTERPOL World 2017

Delegates attending INTERPOL World 2017 Congress – a biennial exhibition and congress that focuses on global security – this July at Suntec Singapore Convention & Exhibition Centre will experience NEC's NeoFace facial recognition technology, used with ZoomTech's Zoom Gate to enhance security and improve customer experience.

Delegates' identity will be checked against NeoFace's Two-Factor Authentication, which consists of face verification and badge validity to ensure only the rightful pass holder can enter the congress premises. For face verification, delegates' live captured facial image will be matched against the pre-enrolled face image in the database for badge validity, the barcode on the badge will be scanned at the gate to retrieve pass holder's identify information and badge validity will be verified.

Zoom Gate's capabilities will be demonstrated with its integration into the facial recognition software to provide backend fast authentication, granting access to the delegates without slowing or stopping them at the entrance.

NEC's NeoFace facial recognition technology

The main objective of this registration arrangement is to showcase the technology available for access control and identity management to the international security community in attendance. It is possibly the first time the two types of technology are being used in tandem at a tradeshow to work seamlessly to recognise a registered delegate and his badge.

Using the human face as a key to security and identity management, event organiser MP International can now tap into biometric face recognition technology to secure entrance to the congress. This not only enhances security, it also improves delegates' experience, and increases efficiency and effectiveness of both process flow and traffic management. **– Caroline Boey**

Routes Asia 2017

With more than 20 high-level speakers and upwards of 2,000 face-to-face meetings scheduled during Routes Asia 2017 at the Okinawa Convention Centre in March 2017, organiser UBM Japan had to manage time precisely. UBM Japan wanted to provide attendees with a straightforward way to maximise their involvement and exposure, and not to waste time being in the wrong place or missing a critical meeting.

DoubleDutch was brought in to produce an app that was deployed on attendees' mobile phones and tablet devices at the event, and it provided a range of information from basic event schedule with locations, speakers and times, to detailed venue maps, links to exhibitors' web sites and details of key contacts.

Intuitive and easily customised, the

app proved popular with delegates – in part because it also had a fun component and permitted delegates to take and share photos in picture galleries. It helped UBM Japan to do away with bulky event catalogues. Similarly, exhibitors no longer needed to hand out brochures as links to their websites, products and contact details were all available through the app. **– Julian Ryall**

Healthcare Information and Management Systems Society AsiaPac16

When Healthcare Information and Management Systems Society (HIMSS) held its 2016 HIMSS AsiaPac conference and exhibition on healthcare and technology in Bangkok from August 23 to 26, it brought with it the new MICEapps, developed by Singapore-based PCO and PEO Ace:Daytons Direct (ADD).

As the official event technology partner for HIMSS AsiaPac since 2013, ADD has been providing the event with custom-made solutions.

For HIMSS Asia Pac, MICEapps was built on Amazon Web Services Cloud solutions to provide users access at any one time. It was successfully deployed to provide seamless and digital data access to event participants, speakers and exhibitors as well as the organiser during pre-event, onsite and post- event.

HIMSS AsiaPac's adoption of MICEapps created a "full digital acquisition" from pre-event registration and cultivation to event engagement and post-event heatmap data analysis.

MICEapps pre-event registration was integrated with HIMSS Membership Application Programming Interface and was able to provide the latest HIMSS single sign-on at HIMSS headquarters.

During the event ADD planted iBeacon geofencing for nearby personalised push notification, tracking and heatmap generation. With each iBeacon heatmap, MICEapps was able to check traffic by using colours to show the "crowd" and the number of people who had received notification or information in each iBeacon device area within the exhibition hall or the respective exhibitor booth, allowing exhibitors to measure their ROI. **– Caroline Boey**

Mercedes-Benz Malaysia E-class launch

Mercedes-Benz Malaysia held a four-day launch event for its new E-class collection at The St Regis Kuala Lumpur in June 2016. It utilised the grand ballroom's massive LED digital canvas, made up of 47 large LED screens on the front wall and the two sides.

The LED screens allowed Mercedes-Benz Malaysia to produce a high impact video presentation of a man in work attire driving the new E-class model along a highway. The surround-view presentation, aided by state-of-the-art light and audio systems, made guests feel part of the experience. They were also able to witness the launch from all the meeting rooms adjacent to the Grand Ballroom through live feed. **– S Puvaneswary**

18th Asia Oil and Gas Conference

At the 18th Asia Oil and Gas Conference, held in Malaysia from October 12 to 13, 2015, organisers International Conference and Exhibition Professionals (ICEP) deployed a suite of services that was part of the EventsAIR event management platform. The platform was used for advanced conference registration, onsite check-in with badge printing, secure access control, speaker and AV services, attendee mobile app and more.

The ICEP team also took advantage of the EventsAIR architecture to boost server performance during the event and utilised the cutting-edge Continuity Server to maintain an offline version of the technology in case of an Internet outage.

By utilising a comprehensive solution, the organisers were able to deploy multiple functions and services throughout the event, all drawing on one central database – a key consideration for the management of accurate details at every step of the programme.

This integration of data avoided the challenges of exporting content to third-party app solution.

EventsAIR covered the full event lifecycle of the conference, and the ICEP team had a fully integrated view of its event, which included speakers, sponsors, exhibitors, VIPs and over 2,000 attendees.

Engagement of all participants was significantly enhanced through the use of many new technology features found in EventsAIR. Lines were minimal during check-in, thanks to the performance of the onsite check-in and badge printing portals. Access was controlled throughout the event utilising a dedicated access control system. **– Caroline Boey**

Mercedes-Benz Malaysia E-class launch

HOT TECH ON THE BLOCK

Poken Touchpoint

Poken Touchpoint, Super Touchpoint and Real-time Touchpoint

Billed as a new way for delegates to experience events, Poken – with main offices in the US and Switzerland – has developed solutions that allow visitors to network and interact with individuals and information in a fun and sustainable way.

A Poken interactive USD device enables the user to collect digital business cards by connecting it to another person's device, and to collect digital material by tapping it on a touchpoint. Downloaded information can be saved to the user's computer, while digital content can be updated post- event.

The Super Touchpoint and Real-time Touchpoint services even do away with the need to provide attendees with a poken, with visitors simply touching event badges to a Super Touchpoint to have information sent directly to their accounts.

As the name suggests, the top-of-the-range Real-time version allows information to be gathered in real time and is ideal for events that need access to up-to-the-minute data.

The Poken system is small and unobtrusive, yet fun, easy to use and an excellent way to break the ice at business events. It also does away with the need for wireless Internet connection, mobile networks or complicated infrastructure to make digital content available, as touchpoints work with near-field communication (NFC) technology.

The system also permits exhibitors and organisers to identify who collected information and what information is most sought-after.

Konduko

A partnership between Swiss-based Konduko, a provider of activity-based proximity technologies, and Info Salons, a leading registration partner in the Greater Asian event industry, has created what is said to be the "future of digital show bags".

The centrepiece of Konduko's solution is the Konduko Reader, a small, smart proximity sensor that is installed across the event venue and uploaded with valuable content provided by event organisers, exhibitors and sponsors for the visitors to collect with their Info Salons smart badge.

Jo-Anne Kelleway, Info Salons' CEO, believes that the 'opt-in' approach provided by Konduko – where show attendees get to choose the information and materials they want to be sent to their email inbox – "dramatically improves the value of data collected across the entire event for organisers and leads captured for exhibitors".

Smart Café

Singapore-based Crown Coffee developed its proprietary Smart Café service in collaboration with IT companies Dimension Data, Experian, Sigfox and Unabiz, and took it further with the help of DHL during IoT Asia in Singapore this March.

Smart Café gives event organisers the ability to serve large-scale events with quality coffee. Event organisers can also offer exhibitors the option of coffee and café food delivered to their booth at the touch of a button.

First in the Smart Café process are Crown Coffee's super-automatic coffee machines which can replicate the best barista coffee skills at four times the speed, producing 300 espressos per hour with just one operator.

With a click of a Sigfox Unabell smart button installed at a subscriber exhibitor booth,

Smart Café

orders will be trasmitted directly to Crown Coffee and these are then delivered to the booth by DHL, where payment can be settled on the spot or at the end of the day.

At IoT 2017, facial recognition was also offered to customers who registered at Crown Coffee's Smart Café. Customer's captured data allowed for a personalised experience on each visit and the system was able to also detect if the customer was entitled to free coffee.

Crown Coffee can also track customer demographics and the customer's mood, and the data analytics can be provided to the organiser.

Programmable external lighting

LED lights have been around for a while and are popular because the bulbs last longer and use less energy than conventional lighting – but they can also be choreographed to provide a dazzling visual display.

Seoul's Floating Island Convention Centre, already a landmark in the city's Han River, has graceful, curved exterior walls that can come alive as the sun goes down and an event gets

Floating Island Convention Centre's programmable LED exterior

under way. The lighting is embedded into the glass and the tens of thousands of lights are programmed to change in unison, representing the movement of the Han River. The lights can also be programmed to display images associated with a company or to project a logo.

Fashion house Fendi made a statement by splashing the company's logo across the building when it hosted a fashion show at the venue, while the entire structure was bathed in pink for breast cancer awareness events. The Embassy of the United States held its Fourth of July celebrations at the venue and requested that the exterior be 'painted' in red, white and blue to reflect the country's national flag.

ShowGizmo+Crowd Mics

New Zealand-based event app company ShowGizmo and Crowd Mics in Phoenix, Arizona came together to create an app that turns smartphones into wireless microphones at conferences and events.

Called ShowGizmo+Crowd Mics, the product uses Crowd Mics technology which is powered by the event venue's Wi-Fi and audiovisual system, and connects the producer device to smartphones in the audience. The producer device receives and accepts requests to talk, which enables the individual microphones.

The app is expected to encourage audience participation and removes the hassle of running multiple microphones around the room.

Eyeliner

Eyeliner is the core of Musion's technology, with its imagery often referred to as a hologram. The visual effect is created through Musion's patented holographic projection system and with a specialist foil invisible to the naked eye as well as clever lighting. Eyeliner systems can be tailor-made and is flexible, scalable and quick to install.

While the Eyeliner gained famed from being used to bring back on stage the late rapper Tupac Shakur at Coachella festival, wowing millions worldwide with the realistic illusion, the product has also been adopted by corporates at their events.

At the GBTA 2015 Conference in Orlando, NH Hotel Group had the Eyeliner system erected in the main entrance atrium and used it to feature speeches and presentations by holographic representations of notable individuals in the business.

O2O2O Solution

Jointly developed by UBM and Alibaba's B2B business units – including Alibaba.com and 1688.com, the leading platforms for online wholesale trade of the Alibaba Group – O2O2O Solution encompasses the best qualities of the online and offline worlds of trade sourcing.

Launched n September 2016 for SIGN and LED CHINA in Shanghai, exhibitors were given online product and company showrooms by Alibaba B2B through the O2O2O Solution. This allowed potential buyers to search and view their listings, contact the exhibitors and request a meeting ahead of the event.

The O2O2O Solution experience continues live onsite where exhibitors and visitors can meet face-to-face in the lounge, in private meeting rooms, or at their booths.

Onsite visitors can also better search for best-fit suppliers on the spot with the help of the O2O2O Solution Concierge.

As for the final "O" in O2O2O Solution, buyer and seller can place orders online and enjoy the logistics of Alibaba B2B and the benefits of its Trade Assurance programme aimed at boosting trust between buyers and sellers engaged in cross-border trading.

By integrating online and offline trading, O2O2O Solution offers unprecedented convenience for buyers to search and contact sellers, arrange meetings and place orders online. It also provides a new value-add where the online showroom further enhances business opportunities for exhibitors and visitors.

MICEapps

The all-in-one MICEapps by Singapore-based Ace:Daytons Direct (ADD) comprises 50 modules on one platform and uses a central application programming interface key subscription mechanism to let users subscribe to different app modules that are designed to work as a standalone or be used in conjunction with other modules for a more complex solution.

The initial rollout in mid-2015 was built based on ADD's PCO and PEO requirements to fulfil full-service conference and event management responsibilities, to serve global customers in planning, engaging and analysing data during pre-event, onsite and post-event.

The solution has been fine-tuned since then, and in 4Q2015 ADD improved the user interface and experience, and added new functionalities including complex abstracts submission and reviewing modules and self-service check-in MICEkiosk.

Self check-in kiosk

Provided by Malaysia-based Smart Reg System, the self check-in kiosk promises to simplify on-site registration procedures for event attendees and cut duration down to less than 10 seconds. Event delegates are provided with a QR code after registering online for the event. On the event day, they will scan the QR Code at self check-in kiosks supplied by Smart Reg System and immediately retrieve an entrance pass.

The technology is scalable and can be used for events of all sizes.

Smart Reg System improves the delegate experience by making the registration process hassle-free, allowing event organisers to provide a systematic and fast registration process. It also reduces manpower, thus saving organisers cost on labour.

Open Source Digital Signage

Xibo's Open Source Digital Signage integrates with digital displays at any large facility to show custom content on all or each of the displays, as and when required. This enables venues to play various forms of media on loop on specific displays, and schedule changes and updates on demand. Xibo also helps to design screen with videos, images, texts, and tabular data, etc. The digital signage solution is a suite of applications that include Content Management System (CMS) and Xibo Message Relay.

The solution is now available in cloud as well, in addition to android and windows platforms.

To use the solution one needs a CMS installation, downloadable from Xibo website, and at least one signage player.

Xylobands

Invented specifically to connect live acts with the audience, Xylobands wristbands can be integrated with any production style – offering a full RGB spectrum of colours, patterns and effects – to flash in time with the music and reflect the mood of the event. Event attendees wearing a Xylobands wristband becomes an essential part of the show and they are a perfect way to ensure branded photos and social media shares.

Xyloband

Wider view of the future

Hungry for more business events, Taiwan now has a structured plan to court more markets in Asia-Pacific, reports Prudence Lui

The fifth edition of the Bureau of Foreign Trade's four-year MICE Industry Promotion Program (Meet Taiwan), launched in January, has taken on a new approach, following much success in building Taiwan's global reputation as a destination for business events.

In April, the Taiwan government established the New Southbound Policy for Meet Taiwan, which calls for more cooperation on investment, trade, industrial development, tourism, culture, and talent exchange with 18 countries. The countries are the 10 ASEAN members, six South Asian countries, as well as Australia and New Zealand.

Meet Taiwan's deputy executive director, Lily Su, said the new approach was needed due to flourishing business opportunities on the back of South Asia's population boom and emergence of outbound Muslim groups from Indonesia and Malaysia.

Meet Taiwan's pursuit of the Muslim business events segment will gel with the country's ongoing efforts in increasing the number of Halal-certified dining options and facilities.

Su shared that a collaborative approach will be adopted to achieve the aims of the New Southbound Policy. For instance, Meet Taiwan will forge partnerships with government agencies involved in business events in target markets and connect Taiwanese business event suppliers with Asian buyers. A clearer format of such cooperation is still being discussed, according to Su.

For the Indian market, Meet Taiwan has set its sights on the high-end, small-sized corporate incentive groups and will work on its courtship through Taiwan External Trade Development Council's three liaison offices in Kolkata, Mumbai and Chennai.

Su explained that these three offices have extensive market experience, which will help Meet Taiwan achieve its objectives.

"We will focus on India's stronger industries such as automobiles and IT, as they are more likely to generate (business events)," she added.

According to Su, efforts to attract these groups had started in 2016 and numbers have risen slightly. To further grow Indian business event volume, Meet Taiwan will exhibit at the Business and Luxury Travel Mart in Delhi on October 26 and 27.

For the other Asian markets covered by the New Southbound Policy, Meet Taiwan is hoping to increase corporate incentive movements especially from Thailand and Vietnam, aided by the visa-free allowance for Thai nationals and a streamlined visa application process for Vietnamese nationals.

Su believes that Taiwan has plenty to offer to South and Southeast Asian travellers, who have been observed to prefer experiential activities.

"(Delegates) can experience hands-on encounters during their stay and gain distinct impressions from their visit," she said, adding that in line with Taiwan tourism

Clockwise from top: Tropical Rainforest Greenhouse in National Museum of Natural Science, Taichung; Lotus Lake in Tainan Park, Tainan; Daxi Bridge in Taoyuan

authorities' focus on eco-tourism, a TAITRA fam trip last year had introduced a variety of eco-friendly activities such as making soap out of waste oil, experiencing local industry by visiting and working at salt pans in southern Taiwan, and creating handmade scarecrows.

At the same time, Meet Taiwan has been promoting second-tier cities like Taichung, Tainan and Taoyuan as future MICE cities. These cities have started constructing dedicated event venues and boast their own strong industries which give international planners impetus to pick them for future events. Tainan, for example, is building the Tainan Convention Centre while Taichung is renowned for manufacturing bicycles.

Meet Taiwan's decision to expand its target markets was met with support from some local players.

Asia Concentrate Corporation's director, Pairry Chiang, said: "It's always good to decentralise risk, and Taiwan had relied too much on the Chinese travel market over the last few years. Since South-east Asia and South Asia are relatively new to business events compared with the West, there is hope for (business growth)."

Chiang revealed that her company "has been looking at" expanding business from South-east Asia for a long time now, and Meet Taiwan's latest direction will enable Asia Concentrate Corporation to put its plan into action.

Aiding her and her industry peers, she said, is a competition launched by TAITRA in mid-April. Participating event companies are required to pitch a plan to promote Taiwan as an event destination, and the winner will be funded to turn the pitch into reality.

The company will host its own roadshow in the region this year, and Singapore, Malaysia, Indonesia and Thailand will be prime targets.

Chiang is also eager to bring its practice of meetings design to the new markets. She said: "Meeting design is the art of matching the form or format of a meeting to its aims. Asia Concentrate Corporation is the only organisation practising meeting design in Asia at the moment. We start doing so in 2016, in partnership with Mindmeeting from the Netherlands which has over a decade of experience."

Commenting on the New Southbound Policy, K&A International Co. president, Kitty Wong, said for the programme to succeed, Meet Taiwan must be aware of the differences between the various markets in South Asia and South-east Asia.

"What works in Vietnam might not get you the same success in India, especially when it comes to meeting planning. It took me five years to build up K&A's network in Thailand and Malaysia," said Wong.

"It's always good to decentralise risk, and Taiwan had relied too much on the Chinese travel market over the last few years."

Pairry Chiang
Director,
Asia Concentrate Corporation

{ Developments to watch }

1 More government-level decision-makers in Taiwan are wising up to the advantages of business events, resulting in a rise in knowledge exchange opportunities and public-private discourse within the industry. For instance, the Asian MICE Forum, organised by the Taiwan External Trade Development Council, will be held in Kaohsiung for the first time this September. The Annual General Assembly of the Asian Federation of Exhibition and Convention Associations will be held in conjunction with the Asian MICE Forum.

Kaohsiung will be in the spotlight when Asian MICE Forum convenes in the city; Kaohsiung Exhibition Center pictured

2 Starting June 1, Taiwan's Ministry of Foreign Affairs will further relax visa rules for nationals from South and South-east Asia, under its New Southbound Policy, to attract more visitors for tourism and business. Changes include the extension of a visa exemption trial programme for nationals of Thailand and Brunei to July 31, 2018. A visa exemption trial will be offered to Philippine nationals for a period of one year, while the eligibility for online visa applications will be eased for nationals of Cambodia, India, Indonesia, Laos, Myanmar and Vietnam.

3 Cruising opportunities for corporate groups in Taiwan are on the rise, with Star Cruises' move to launch 15 new Hong Kong-Philippines-Taiwan (Kaohsiung) routes this year. The development was made possible by the Ministry of Transportation and Communications' Tourism Bureau through the Asian Cruise Cooperation.

{ Talking numbers }

217
The number of international conferences held in Taiwan in 2016, only two more than what 2015 saw

44,000
The number of international visitors to Taiwan for incentive programmes in 2016. They were part of 297 groups from more than 10 countries

268
The number of exhibitions held in Taiwan last year, up from 159 in 2013

12,000
The number of athletes from 150 countries who will be coming to Taipei for the 2017 Summer Universiade, the world's 2nd largest sporting event besides the Olympic Games. Venues in Taipei and four adjacent cities will be utilised from August 19 to 30

{ Review central }

Morton's The Steakhouse By Prudence Lui

Morton's The Steakhouse entry into Taiwan in December 2015 has been seen as a further elevation of the destination's dining scene, which has become rather competitive with the growing presence of international F&B brands. But healthy competition often benefits consumers, and in Morton's case, it brings to the table yet another fine dining option for corporate gatherings.

Concept Morton's needs little introduction. Well knowned for its fine quality meats across the globe, this new outlet in Taipei City promises the same. Its menu features signature items such as the 24-ounce Porterhouse, the 20-ounce New York strip steak, and a 16-ounce prime ribeye, along with other satisfying options like fresh seafood and decadent desserts.

Décor wise, this Morton's uses a stylish palate of silver and black, muted metallic wallpaper and oversized drum chandeliers to evoke the spirit of Manhattan. I particularly enjoyed the views of Taipei 101 and Taipei city from every corner of the restaurant.

MICE application With its location in the financial district and close proximity to several five-star hotels, Morton's makes a convenient venue for business luncheons or post-meeting dinner parties.

The restaurant offers a 135-seat dining room and three private dining rooms with seating for six to 22 guests.

Restaurant buyouts are possible, but bookings must be made three months in advance. The entire venue can take up to 170 guests.

There is also an open-air sky bar with direct access from the restaurant. It makes a lovely venue for pre-event cocktails but only when the weather is willing as there are no forms of shelter in sight.

Morton's comes prepared to serve the corporate market, armed with a dedicated sales and marketing staff who takes care of such bookings and who is able to advise clients on their event arrangements and dining options. Menus can be customised for events.

Service Besides being renowned for its steaks, Morton's has also been loved for its premium service which I've got to experience for myself.

Operation hours
Bar
Monday to Thursday: 11.30 to 23.00
Friday to Saturday: 11.30 to 23.00
Sunday: 11.30 to 22.00

Dining room
Monday to Thursday: 11.30 to 22.00
Friday to Saturday: 11.30 to 23.00
Sunday: 11.30 to 22.00

Contacts
Email: mttpcsm@ldry.com
Website: www.mortons.com
Address: Level 45, Breeze Xinyi, No. 68, Section 5, Zhongxiao East Road, Taipei

Clockwise from top: Resort giants on Cotai Strip; 17th-century Guia Fortress; Studio City

Buoyed by mega events

With growing capacity to stage large-scale groups and diverse attractions that appeal to the Chinese, the outlook is good. By Prudence Lui

The year 2016 had been a year of big business events for Macau, particularly those hailed from China. Some of these heavyweights include the Tai Hu World Culture Forum with 800 delegates, Herbalife (China) Extraordinary Tour 2016 with 7,000 delegates, Greater China Nu Skin Academy with 5,000 delegates, and Jeunesse Greater China Meeting with 10,000 delegates.

In all, there were 905 China business events in 3Q2016, including 257 meetings, 17 exhibitions and three corporate incentives.

Macao Trade and Investment Promotion Institute (IPIM) expects the number to climb slightly by the end of 2016, although official figures for the final quarter are not out at press time.

In comparison, there were 909 events from China in 2015.

Macau, which is adding capacity for large-scale events as well as major infrastructure and diverse attractions that will appeal to the Chinese market, can expect to see further growth, according to an IPIM spokesperson.

With mega Chinese corporate gatherings flourishing in Macau, the destination now hopes to grow corporate meetings and incentives from China this year and is dangling its supply of high-end accommodation, ease of access from China and the lack of a language barrier to charm planners.

According to an IPIM spokesperson, Macau is seeing great success in this pursuit.

Supporting IPIM's efforts are revisions made at the start of this year to two existing programmes aimed encouraging business events to head to Macau. Both the *Convention and Exhibition Stimulation Programme* and the *International Meeting and Trade Fair Support Programme* now offer an extended deadline for application; introduction of subsidies to finance the planning and management costs for the hiring of local PCOs; and the introduction of transportation subsidies to encourage trade visitors to explore the community.

These revisions, which came into effect on February 21, aim to optimise the application procedures and attract a greater number of international business events to be organised in Macau, thus promoting economic diversification.

The private sector has been keep-

AN EVENT LIKE NO OTHER

Plan an event like no other at this award-winning destination with a dazzling array of entertainment, iconic venues and state-of-the-art meeting facilities.

Book our Meeting Package now to enjoy the below offers:

20 pax or more	Buy 5 Get 1 Free
100 pax or more	Buy 3 Get 1 Free

*Bookings must be confirmed by 30 June 2017; applicable for events held in 2017

Bookings and Enquiries

T (853) 8865 8888 E salesenquiry@melco-resorts.com W studiocity-macau.com

READERS' CHOICE AWARDS cei 2016 BEST NEW VENUE 2016

STUDIO CITY MACAU 新濠影滙

(853) 8865 8888 studiocity-macau.com | A Melco Resort 新濠度假酒店

ing busy too, in their efforts to win over more Chinese planners.

Ruth Boston, vice president, destination marketing and sales with Sands China, told *TTGmice* that its intensified marketing efforts in China's first and second tier cities have led to significant growth in 2016.

"Mainland China is our number one market, with the majority of business coming from Beijing and Shanghai. There is also significant growth from Chengdu, Tianjin, Nanjing (and Guangzhou)," said Boston.

In 2Q2016, Sands led roadshows into China to promote the opening of its new The Parisian Macao integrated resort, which started welcoming guests in September 2016.

Despite Macau's expanding inventory of high-end properties, Boston regards the luxury business events market as a strong performer for Sands resorts.

"The incentives market along with the multi-level marketing sector saw growth in 2016, and we are hoping to expand and capture more of this market this year. 2017 is already showing positive growth compared to this time last year," she added.

Opened in October 2015, the 1,600-key Studio City integrated resort has seen good business from China. According to its spokesperson, Chinese corporate groups are open to using the resort's unique facilities, and have rented its 300-seat theatre for private functions. The spokesperson said China would continue to be a prime target for business events coming into the property this year.

"Our strategy to tap China will be to explore China Fortune Top 500 companies."

Paul Kwok
General manager
Grand Hyatt Macau

At Grand Hyatt Macau, corporate demand is rising from China, the hotel's third biggest source market in 2015 and 2016.

General manager Paul Kwok said noted that corporate meetings delivered the highest numbers to his hotel in 2016. Moving forward, he plans to grow business by courting China Fortune Top 500 companies.

Kwok added that Macau's plentiful large venues make it attractive for direct marketing companies which tend to lead massive delegations for events.

Also reporting a good year with Chinese business events in 2016 is Tina Lit, director of marketing and business and AGM with CITS, who has seen meetings driving growth.

"We expect a better year in 2017 as the Macau government is strongly supporting the trade with many initiatives like subsidies for overseas meeting groups. And with many new hotels coming online this year, clients will enjoy more accommodation options and room rates will become more (affordable)," Lit said.

{ Talking numbers }

14,000
The number of delegates in attendance at the Amway Diamond Recognition Meeting, one of the largest events to be hosted in Macau last year. Three other large-scale events that year drew 20,000 people

1,000
The minimum number of delegates in attendance at the 5th GSMA Wholesale Agreement & Solutions Working Group, held in Sheraton Grand Macao Hotel, Cotai Central from March 27 to 30, 2017. The show had returned to Macau after a decade

Attendees at the 5th GSMA Wholesale Agreement & Solutions Working Group

843
The number of meetings and conferences held in Macau in the first three quarters of 2016, a year-on-year increase of 16 per cent. Meeting participation rose 37.7 per cent to 106,000. The average length of stay of event delegates was 1.4 days

39
The number of exhibitions held in Macau in 3Q2016. These events produced 1,078,800 delegates for Macau

MACAO FAST EMERGING AS ASIA'S IDEAL MICE DESTINATION

Sheraton Grand
MACAO HOTEL
COTAI CENTRAL

ST REGIS
MACAO • COTAI CENTRAL

With diverse dining experiences, world-class entertainment, unparalleled meeting facilities and endless duty-free shopping, Macao is rapidly emerging as Asia's favourite meetings destination.

Complex hotels provide ease of accessibility

Located at 10 minutes away from the Macao International Airport and Taipa Ferry Terminal, 15 minutes from Macao's key UNESCO World Heritage Sites; Sheraton Grand Macao Hotel and The St. Regis Macao seamlessly connect within one complex at the heart of the glittering Cotai Strip. The hotels offer flexible meeting spaces with direct access from hotel rooms to meeting floors, as well as to over 850 world renowned duty-free shopping outlets and over 150 international dining options.

Fresh injection of rooms and spaces

Sheraton Grand Macao Hotel is the largest hotel in Macao boasting 4,001 rooms and suites of which more than 2,500 are twin rooms. The St. Regis Macao offers a new standard of luxury and uncompromising service, with 400 exquisitely furnished guestrooms including 122 suites as well as the signature St. Regis Butler Service.

Meeting spaces designed to impress

Sheraton Grand Macao Hotel has over 14,000m² of meeting space, including the 4,891m² pillar-less Kashgar Ballroom which is suitable for any occasion and can accommodate up to 5,000 guests. Together with three junior ballrooms at Sands Cotai Central, the total space can be broken up to 166 meeting rooms. Three expansive pool decks surrounded by lush tropical foliage - including the popular "Tiki"pool area - offer spectacular views of the Macao Eiffel Tower and Cotai Strip and can be utilised for events with a difference.

For intimate or grand meetings, The St. Regis Macao offers a number of refined venues to choose from including the regal Astor Ballroom which seats 610 guests. Most of these meeting rooms have warm natural daylight, brightening the room and meeting experience at the same time.

The event team in Sheraton Grand Macao Hotel is designed to impress groups of all sizes with various themed packages; while at the elegant The St. Regis Macao, sophisticated venues for social gatherings include The St. Regis Bar and Pool offer guests an inviting retreat.

Earn rewards with SPG Pro

Free to join, as a SPG Pro member you receive Starpoints® for Free Night Awards and Award Flights without blackout dates, exclusive experiences with SPG Moments and so much more.

'Smart Meetings' Offer

Booking period: Now till 31 Dec 2017
Stay period: Now till 22 Dec 2018

Book an event at Sheraton Grand Macao Hotel or The St.Regis Macao and enjoy up to all of the following five offers*:

BENEFITS

- **Discount - 5%** off master bill
- **Hotel - Complimentary** rooms and room upgrade: 1 per 25 rooms, each
- **Facilities - 20% off** audio-visual equipment rentals
- **Ferry - 50% off** ferry tickets
- **Entertainment - 50% off** entertainment to enhance your event

Book more and get more:

- Book 25-50 rooms on peak and enjoy 1 offer
- Book 51-100 rooms on peak and enjoy 2 offers
- Book 101-250 rooms on peak and enjoy 3 offers
- Book 251-550 rooms on peak and enjoy 4 offers
- Book 551 rooms or more on peak and enjoy all 5 offers

**Terms & Conditions apply*

Contact the team now at **+853 8113 0700** or email: **sales.macao@starwoodhotels.com**

{ Developments to watch }

1 The new 200,000m² Pac On Ferry Terminal located next to the Macau International Airport and Cotai will open this year. Connected to Hong Kong (through the Hong Kong International Airport) and Shenzhen and with a capacity to handle 400,000 passengers daily, the new facility will improve access for Macau. The terminal will be equipped with 88 immigration counters, three multifunctional berths for large ferries and cruise ships, and a heliport for five helicopters. The terminal floor area is reportedly four times bigger than the initial plan.

2 While sea access is being improved, work is also underway for Macau to gain a stronger air gateway. Macau International Airport (MIA) is maintaining its push for route diversification. In 1Q2017, new connections were added. They include charter services from Sihanohkville operated by Cambodia Angkor Airlines and from Siem Reap by JC Cambodia International Airlines. In March, Tigerair Taiwan commenced scheduled Taichung-Macau services. A new Jakarta-Macau service can also be expected this October.

3 Macau is getting more connected than ever, with 18 new *WiFi Go* hot spots being added to government venues, major tourist attractions, tourist routes and popular districts. These include the Treasure of Sacred Art of St. Joseph's Seminary, Tap Seac Gallery, Patane Library, Cinematheque Passion, Anim'Arte Nam Van, Civic Education Resource Centre, Taipa Ferry Terminal and Macao Consumer Council. With these new hot spots, Macau now offers 201 free Wi-Fi zones. At the same time, travellers can look forward to faster Internet speeds this year.

{ Review central }

The Parisian Macao

By Prudence Lui

Opened last September, The Parisian Macao is the last piece of the puzzle that completes American developer Sheldon Adelson's grand dream for Macau. The integrated resort is designed with a French flair and promises an affordable luxury experience alongside various non-gaming attractions for both guests and visitors.

Rooms Compared to its mammoth sister property The Venetian Macao, the 3,000-room The Parisian Macao appears small and cosy, which to me is a good thing. The French ambience is comforting and feels authentic, and I could walk around the property without getting lost.

More than one-third of the hotel rooms have a view of the massive Eiffel Tower replica. However, I got myself a 33m² deluxe room that overlooks Four Seasons Hotel Macao and The Venetian Macao. The room, dressed in beige, white and red, is functional with basic amenities that business travellers would appreciate – a writing desk, a flat-screen TV, and a bathroom with both shower and bath.

MICE facilities The Parisian Macao has smartly placed all its Paris-themed meeting venues at one end of level five, with them all covering 5,200m² of space. The largest venue is the Parisian Ballroom which can accommodate gala dinners for 2,600 guests. The other meeting venues include five meeting rooms, two boardrooms, a Business Centre, outdoor spaces and the 1,200-seat The Parisian Theatre.

I like that the meetings floor is linked to Hall E at The Venetian Macao via a covered walkway. It takes a mere two-minute walk to get from one end to the other, allowing meeting planners with massive gatherings on their hands to easily combine spaces in both properties.

Other facilities The Parisian Macao's Eiffel Tower, while only half the size of the original in Paris, towers still above Macau at 38-storeys high. There are observation decks on the seventh and 37th floors, which are accessible by two elevators that zoom up to the top in 40 seconds.

The panoramic views from up there are beautiful.

There is also a nightly 20-minute illumination show with music from 19.20 to midnight.

Further entertainment can be found at The Parisian Theatre which is presently running Thriller Live, a tribute concert to Michael Jackson. This will end on September 3.

For business travellers who are extending their time in Macau with their family, the 2,000m² Qube Kingdom indoor playground will tantalise young ones. There is also Aqua World, a pay-for-play water park with a pool and three slides.

Room count 3,000
Star rating Four
Contact
Website: www.parisianmacao.com
Tel: (853) 2882-8833

Singapore invests in stronger presence

Luciano Mortula/Shutterstock

Cautious outlook for 2017 as Chinese clients gain more options elsewhere, writes Paige Lee Pei Qi

Chinese arrivals to Singapore from January to November last year recorded an impressive year-on-year increase of 36.1 per cent, to 2,637,240 visitors, according to Singapore Tourism Board's (STB) latest statistics.

While STB does not track MICE arrivals by countries, Low See Peng, regional director, Greater China, STB, said Singapore was regarded as an attractive destination for the Chinese in 2016, leading to a "positive growth" in Chinese business traffic.

Low said STB's various incentive schemes aimed at event planners, such as the INSPIRE programme which provides value-added services and the Business Events in Singapore (BEiS) scheme which provides funding support, have helped to boost business arrivals from China.

According to Joseph Sze, director of CSI Marketing China, Singapore is favoured for meetings and incentives. He said: "There are many creative itineraries that can be delivered with a memorable impact, and that is what Chinese clients want."

However Sze pointed out Singapore's limitation in accommodating mega Chinese groups with more than 1,000 pax.

He added that Singapore ought to pay attention to Chinese clients' rising expectations for innovative event content as a result of "a fast-changing China MICE industry landscape" and intensifying competition from other destinations.

Michael Chong, managing director of Global Events Management & Travel, observed the same: "Regional countries are becoming more appealing to the Chinese business event market and as such Singapore has lost some clients."

Clockwise from top: fish-eye view of Singapore's business district; comfort in familiar food, Hokkien prawn noodles; ION Orchard shopping mall

Rising costs in holding meetings and incentives here pose another problem.

That said, Chong believes that Singapore's high level of safety and security, and familiar food, culture and language stand the city in good stead to keep Chinese groups coming.

For MCI Group Asia Pacific though, Chinese business has been gloomy and numbers have dwindled over the last few years, according to Vincent Yap, regional director of South East Asia, marketing and communications.

Yap said: "The allure of Singapore as a venue for business meetings and incentive trips for Chinese companies has lost or is losing its appeal, even more so with the tightening of travel regulations and budgetary cuts in China.

"With a limited budget, companies are restricting the number of meetings and instead, looking at a farther destinations like Europe. The uncertainty in Europe and the weaker euro have opened greater opportunities for the Chinese market to consider it as a destination."

STB's Low is equally cautious about the year ahead, saying: "We expect macroeconomic factors such as the general bearish economic outlook to have an impact on business traffic and expenditure from China. Nonetheless, we believe Singapore remains a compelling and attractive destination for business travellers."

To keep Singapore competitive, STB is creating opportunities and platforms for local business event stakeholders and Chinese industry players to network and keep each other updated on Singapore's latest meeting and incentive offerings.

For example, the MICE Conference which comprises industry forums and workshops for China travel agents and corporate clients, will return for its third edition in 2017, Low said.

She also emphasised the STB is strengthening its in-market presence in China. In 2016 it appointed six major MICE travel agents in China as Singapore MICE Strategic Partners to build a pipeline of corporate clients through a series of awareness-building activities such as familiarisation trips.

"The allure of Singapore as a venue for business meetings and incentive trips for Chinese companies has lost or is losing its appeal, even more so with the tightening of travel regulations and budgetary cuts in China. "

Vincent Yap
Regional director, South East Asia, marketing and communications
MCI Group Asia Pacific

{ Talking numbers }

S$238.40
Equivalent to (US$171.20), the standard average room rate of hotels in Singapore during January and February this year, down 1.5 per cent year-on-year

2,700
The number of international attendees at the European Society for Medical Oncology Asia Congress last December, the first edition hosted outside Europe

12,000
The number of international delegates at the inaugural Singapore FinTech Festival 2016

{ Developments to watch }

1 Singapore is making herself more attractive for business events, with a new and improved version of the *Singapore MICE Advantage Programme* (SMAP) launched recently at IMEX Frankfurt. Jointly led by Changi Airport Group, Singapore Tourism Board (STB) and Singapore Airlines, the second edition SMAP gets support from two new partners – luxury airport terminal JetQuay and ride-sharing giant Uber. Only qualified events may enjoy SMAP support. Applications must reach STB by December 31, 2019 and all events should take place before December 31, 2025.

Meanwhile, the *In Singapore Incentives & Rewards* (INSPIRE) programme for Europe and North America has also been extended for an additional year until December 31, 2018.

2 More details on the brand new Changi Airport Terminal 4 – slated for opening in 2H2017 – have emerged. With more than 80 outlets over 16,000m^2, the new terminal will be a shopping and dining haven featuring popular brands, innovative concepts and unique experiential zones.

More than a quarter of retail and F&B tenants will be new to Changi Airport. Another first for the airport, T4 will also feature a heritage zone, inspired by Peranakan shophouses nestled around Singapore, and designed to take passengers a step back in time while shopping and dining.

3 More frequent business interactions between Singapore's furniture specialists and those overseas can be expected in the near future as the government moves closer to establing a modern business hub for the industry in Sungei Kadut. Central to this development is the eight-storey JTC Furniture Hub @ Sungei Kadut, scheduled to open by the end of 2018. The building will be home to the proactive Singapore Furniture Industries Council, which organises the International Furniture Fair Singapore and SingaPlural as well as numerous educational seminars for its members. Future-ready companies from the five key industry clusters of contract manufacturers, furniture manufacturers, retailers/wholesalers, designers/design studios, and materials and equipment suppliers are expected to move into the facilities which will offer its own workshops, labs and meeting spaces. **– Karen Yue**

Changi Airport Terminal 4

Utilising your event's downtime to engage attendees

Engaging event delegates year-round is necessary, and it can be achieved easily and at a low cost. eTouches' Lauren William shows you how

We often think of the event life cycle in three stages: pre-, during and post-event. But what's an event planner to do during that long stretch after attendees have gone home and before registration opens for the following year?

While you can definitely take a brief break to reevaluate and analyse ROI metrics once your event has concluded, there's no reason to slow down your efforts to engage current and prospective attendees. Not only will it keep your event in the back of their heads throughout the year, but it helps your brand to have fresh content on your event website and social media pages.

Creating engaging content during your event's downtime is usually simple and low-cost, if not free; all you need is a little creativity. Here are some easy ideas:

Share aggregated content on social media

Instead of being a source of inspiration and ideas one week out of the year while onsite, become a resource that your attendees consult daily. Along with your standard event promotion, share two to three industry news stories on your social media accounts. Not only will attendees be reminded of your organisation on a daily basis, but they'll come to rely on you for the latest developments, most popular stories and technology news in your respective industry. This is also a great opportunity to ask readers about the content they're seeing by sparking conversation in the comments section.

Maintain a blog

Get inspired yourself by writing about what you find on your event's blog. Quick tips, listicles, reviews and other topics make for easy to share content that you can create once week or even just a couple times a month. You'll be seen as a committed partner in your respective industry instead of an entity just trying to make money off registration fees.

Create content with popular speakers

Consider asking or requiring popular speakers to contribute in other ways to promote your event and engage with attendees. Perhaps it's writing up a Q&A article, providing a guest blog post, participating in a video interview, committing to a Twitter chat, or all of the above.

Contests and discounts

Get your attendees' attention with many opportunities to participate in contests to earn registration and accommodation discounts, VIP statuses, invitations to special events and other perks. Have these contests be interactive and/or feedback driven to get the most out of their participation. For example, you could have attendees enter to win by filling out brief surveys, answer Twitter polls, like/follow all of your social media accounts, share photos, etc.

Get inspired by your data

Your survey, demographic and attendance data can be the foundation for excellent content to create and share during your event's quiet months. From small shareable graphics and larger infographics, to fact sheets and white papers, use any compelling data that may pique your attendees' interests. It could be used in an Instagram post to encourage registration for the following year (i.e. "90% of attendees would recommend ABC Conference to their colleagues! Learn why by clicking the link in our bio.") or simply act as a useful industry resource (i.e. "Check out what technology ABC Conference attendees love most in our latest white paper!").

Keep your app updated

Just because you're not onsite doesn't mean your event mobile app should go dormant. A week or so after your event ends, take down outdated content and leave placeholders and post information for the following year. While it's best to not overdo it during the off-months, the occasional push notification reminder is a great way to keep the app updated and your attendees informed. It's also a great place to encourage attendees to continue networking with each before and after your event.

Don't forget about email

Though not the fanciest or newest of communication tools, it's still important to send good, old reliable emails to your attendees. Instead of constant reminders to make early bird registration, build a newsletter that showcases all the engaging new content and resources you create each month, as well as the latest information and announcements about your event.

etouches

This article was first published on blog.etouches.com. etouches is a leading end-to-end event management software solution, providing intelligent technology that streamlines event management, delivers insightful event data, is integration-rich and optimises user and attendee experiences.

Benefit of an expert touch

To reward its top performers with a trip to Japan, US-based life insurance company finds working with destination experts to be the best route. Julian Ryall writes

Event
Transamerica Direct 2016 Client Conference

Organiser
The J Team DMC and The Walkshop

Venue
Meiji Shrine, Tokyo

Date
August 6, 2016

Number of participants
30

Event brief

The Transamerica Direct 2016 Client Conference was a three-city incentive programme for the top clients of the US-based Transamerica Life Insurance Company taking in Tokyo, Kyoto and Osaka.

During their stay in Tokyo, the group took part in The Walkshop, an English-language guided walk through the dense forest that surrounds Meiji Shrine. More than merely providing an explanation of the site's history and significance, Walkshop participants are encouraged to focus on the three concepts of knowing, being and doing.

Drawing on East Asian culture to examine these important concepts, and how they interact, promotes efficient and effective action that can be applied in the work place or private life.

Challenges

The challenges occured in two stages – in the initial planning and after the event had commenced.

Senior management of Transamerica Direct had already selected Japan as the destination, so it was up to Amy Ingalls, director of the company's Meeting Planning & Events office, to devise a programme that would engage a group of seasoned travellers and provide them with more than they could get from simply walking around the shrine with a brochure.

On site, weather was an issue as Tokyo is notoriously hot and humid in the summer with temperatures peaking in August. The heat can be energy-sapping and, in extreme cases, lead to people being taken unwell.

The final complication involved participants' desire to snap as many selfies as possible. Some wandered off to take photos during the event, interrupting the flow of the event.

Solutions

Given that the party was largely made up of experienced travellers, Ingalls believes she made the right choice by engaging a DMC with local skills and knowledge, and then following their advice for a Walkshop event.

Weather issues were somewhat alleviated by warning the participants well in advance. With hindsight, Ingalls said future events should have staff stationed along the route ready to hand out cold water.

Banning selfies outright is impractical – and will not go down well with participants – so Ingalls resorted to explaining the schedule clearly to participants and included a set amount of time at the outset and end for them to get snap happy.

Key Takeaways

"I would choose (Japan) again as it is one of the cleanest, safest countries that I have ever visited, while the locals are all very polite and welcoming to tourists," Ingalls remarked.

She was also pleased to have left the programme in the hands of a "fantastic" DMC, which knew the ideal excursion to both educate and entertain.

"I worked with James Kent at The J Team DMC and they (the team) were fantastic and very detailed," she said. "They know the country very well and have a deep understanding of incentive programmes and the attendees."

She gave the thumbs up to how The Walkshop provided "interaction and knowledge" to participants.

"The Walkshop was great for this age group; the average age was approximately 48," she added. "The participants asked a lot of questions and enjoyed the interaction with Adam (Fulford, who devised the experience). But it is possible that a younger age group might not enjoy this format as much."

Anasri Onn

Huynh Xuan Hanh

Kanchan Kanwar

Qian Jin

Tane Picken

Adrian Lampe
Adrian Lampe is the new general manager of Mantra Southbank, Melbourne. Lampe has been with Mantra Group for five years, and was most recently general manager of BreakFree on Collins, also in Melbourne.

Anasri Onn
Park Hotel Farrer Park has appointed Anasri Onn its director of sales. He has held directorial positions in areas of sales and marketing throughout his 20-year hospitality industry career.

Anjela Wong
Anjela Wong has been named MICE account director, Singapore/South-east Asia for Outrigger Resorts. Wong held key roles in leading corporations and hospitality groups in Singapore and was director of global accounts for HelmsBriscoe, 2013 to 2017.

Huynh Xuan Hanh
La Residence Hotel & Spa has appointed Huynh Xuan Hanh as director of sales. Hanh has worked with several hotels in Vietnam including Vinpearl, Sofitel Saigon Plaza and Renaissance Riverside Hotel Saigon.

John Burke
Kuala Lumpur Convention Centre has appointed John Burke as deputy general manager. He joins from Oman Convention & Exhibition Centre where he was director of operations.

Kanchan Kanwar
Kanchan Kanwar is now the general manager of Grand Park Orchard. She has held leadership roles within global hotel companies in Asia.

Manuel Lang
Banyan Tree Phuket's new hotel manager is Manuel Lang, who brings with him over two decades of hospitality experience.

Olivier Lenoir
Olivier Lenoir has been picked to lead the opening of the new Andaz Singapore, scheduled for September. He began his career with Hyatt Hotels Corporation 17 years ago, and was last hotel manager at Grand Hyatt Singapore.

Qian Jin
Hilton has named Qian Jin as the company's first area president for Greater China and Mongolia. He spent the majority of his career with Starwood Hotels & Resorts, becoming president for Greater China, before taking on his most recent position as president of Wanda Hotels & Resorts.

Rene Mayer
Rene Mayer has joined Fairmont Jakarta as direct of sales & marketing. He held the same position at Fairmont Sanur Beach Bali, where he oversaw the transition and rebranding of the Regent Bali to a Fairmont property in 2014.

Sharmini Moganasundram
Sharmini Moganasundram has been named general manager of the new Park Hotel Farrer Park. She has more than two decades of international hospitality experience.

Tane Picken
Tane Picken has returned to Shangri-La's Rasa Sentosa Resort & Spa as general manager, replacing Ben Bousnina who has retired. Picken was resident manager of the resort in 2014 and 2015, before moving to Penang to take on roles of hotel manager at Golden Sands Resort, Penang by Shangri-La and then general manager at Hotel Jen Penang.

One minute with Luis Garcia

Luis Garcia has joined the pre-opening team at Sofitel Kuala Lumpur Damansara as executive assistant manager of F&B, moving up from Sofitel Krabi Phokeethra Golf and Spa Resort where he was director of F&B

What's the one biggest excitement for you in a pre-opening project?
The biggest excitement for me is that once the hotel is opened, it will bear my imprint for a long time to come. (Pre-opening work) is also a brand new experience which requires a lot of hard work, passion and commitment, and it is the most fundamental period for a successful hotel.

It is essential for us to get the right people on the team to represent our culture and embrace our vision with passion while presenting our guests with service from the heart.

When deciding on dining concepts for new restaurants, where do you draw inspiration from?
The concept of the hotel's F&B outlets is influenced by our guests. While our main objective is to maintain authenticity, creativity, and consistency of gourmet selections, we also focus on invoking our guests' senses by celebrating gastronomy through a unique blend of Malaysian cuisine with a French twist in some aspects, to elevate our guests' dining experience to a new level.

Are dining facilities in a hotel an important consideration for meeting planners? Why so?
Absolutely. These days meeting planners are seeking tailor-made dining menus, and we aim to deliver healthy and sustainable options as well as innovative flavours.

Our chefs will work with meeting planners to offer a range of gastronomic selections that will exceed our guests' expectation.

TTG TRAVEL AWARDS 2017

TTG TRAVEL AWARDS 2017

Cast Your Vote Now!

You Determine Who Clinches The Top Honour In The Industry

TTG Travel Awards, Asia-Pacific travel trade's most celebrated event, is back for its 28th year to honor the industry's crème de la crème. Tell us which company has made exemplary achievements and contributions that have raised the bar of excellence and taken the industry to greater heights.

Vote now and help your favorite travel suppliers and agencies bring home the title of being the best in the travel industry.

www.ttgasia.com/ttg-awards

Closing Date: 7 July 2017

An event by: TTG | Publishing Travel Trade — TTG Travel Trade Publishing is a business group of TTG Asia Media
Organised by: TTG ASIA
Supported by: TTG CHINA 旅业报 | TTG | TTGmice | TTG BT mice 企业旅游报 CHINA | TTGassociations | TTG ASIA LUXURY for buyers of premium travel and luxury meetings

Award Categories

1. Travel Agency Awards
Winners in this category are decided by votes from industry suppliers.

- Best Travel Agency – Australia
- Best Travel Agency – China
- Best Travel Agency – Chinese Taipei
- Best Travel Agency – Hong Kong
- Best Travel Agency – India
- Best Travel Agency – Indochina (Cambodia, Laos)
- Best Travel Agency – Indonesia
- Best Travel Agency – Japan
- Best Travel Agency – Malaysia
- Best Travel Agency – Singapore
- Best Travel Agency – South Korea
- Best Travel Agency – Thailand
- Best Travel Agency – The Philippines
- Best Travel Agency – Vietnam
- Best Corporate Travel Agency
- Best Online Travel Agency

2. Travel Supplier Awards
Winners in this category are decided by votes from travel consultants and experts.

Airline Awards
- Best North American Airline
- Best European Airline
- Best Middle Eastern Airline
- Best South-east Asian Airline
- Best North Asian Airline
- Best China Airline
- Best Pacific Airline
- Best Regional Airline
- Best Asian Low-Cost Carrier

Hotels, Resorts, Serviced Residences & Spa Awards
HOTEL Chains
- Best Global Hotel Chain
- Best Regional Hotel Chain
- Best Local Hotel Chain
- Best Hotel Representation Company
- Best Luxury Hotel Brand
- Best Mid-range Hotel Brand
- Best Budget Hotel Brand

HOTELS – Individual Property
- Best Luxury Hotel
- Best Mid-range Hotel
- Best Budget Hotel
- Best Independent Hotel
- Best Boutique Hotel
- Best City Hotel – Bangkok
- Best City Hotel – Delhi
- Best City Hotel – Hanoi/Ho Chi Minh City
- Best City Hotel – Jakarta
- Best City Hotel – Hong Kong
- Best City Hotel – Kuala Lumpur
- Best City Hotel – Macau
- Best City Hotel – Manila
- Best City Hotel – Seoul
- Best City Hotel – Singapore
- Best City Hotel – Taipei
- Best City Hotel – Tokyo
- Best New City Hotel
- Best Airport Hotel

RESORTS – Individual Property
- Best Beach Resort
- Best Resort Hotel (Non-Beach)
- Best New Beach Resort
- Best Integrated Resort

SERVICED RESIDENCES
- Best Serviced Residence Operator

SPAS
- Best Spa Operator

BT-MICE Awards
- Best Airline – Business Class
- Best Business Hotel
- Best Meetings & Conventions Hotel
- Best BT-MICE City
- Best Convention & Exhibition Centre
- Best Convention & Exhibition Bureau

Travel Services Awards
- Best Airport
- Best GDS
- Best Cruise Operator
- Best NTO
- Best Theme Attraction

3. Outstanding Achievement Awards
The winners in this category are decided by the TTG editorial team.
- Travel Personality of the Year
- Destination of the Year
- Travel Entrepreneur of the Year
- Best Travel Marketing Effort
- Most Sustainable Travel Company
- Best Trade Supporter

4. Travel Hall of Fame
Honoring organisations that have won at least 10 consecutive years at the awards.

These special award winners will be recognised at every TTG annual awards presentation ceremony. Votes for them will not be counted.

Inducted Travel Hall of Fame honoraries are:
- Singapore Changi Airport (2002)
- Singapore Airlines (2002)
- Hertz Asia-Pacific (2005)
- Royal Cliff Hotels Group (2006)
- Star Cruises (2008)
- Abacus International (2009)
- Silkair (2010)
- Lotte Tour (2011)
- Hong Kong International Airport (2013)
- Raffles Hotel Singapore (2013)
- Banyan Tree Hotels & Resorts (2015)
- Regal Airport Hotel (2015)
- Qatar Airways (2016)
- Thai Airways (2016)
- Thailand Convention & Exhibition Bureau (2016)

VOTING INSTRUCTIONS AND GUIDELINES

For Travel Agency and Travel Supplier Awards

1. Please use the correct voting form.

Voting Form A: Travel Agency Awards
For voting by hoteliers, airline staff, car rental companies, cruise operators, national tourism organisations, GDS companies and all other travel professionals (except travel consultants, tour operators and destination management companies).

Voting Form B: Travel Supplier Awards
For voting by travel consultants, tour operators and destination management companies only.

Online Voting Forms
You can also opt to vote using our online form www.ttgasia.com/ttg-awards

2. Voting Criteria

Please refer to the voting criteria for each category and title to ensure that all judging is done on an equal basis.

3. Voting Rules

i. Only one voting entry per person is allowed – using the voting form or online voting.
ii. All votes are confidential.
iii. Voting forms are published in selected TTG Travel Trade Publishing print titles and issues and are also available online at www.ttgasia.com/ttg-awards
iv. No responsibility will be accepted by the organisers for voting forms lost, delayed or damaged in the post.
v. There are no pre-nominated contenders for any voting awards.
vi. The results for TTG Travel Awards 2017 are final and no correspondence will be entertained.
vii. Voting forms will be tabulated and evaluated by an independent auditor in Singapore.
viii. Voting Closes 7 July 2017.

4. Voting Form Submission

Completed voting forms are to be returned to:

SINGAPORE
Ms WanLing Kwek (TTG Travel Awards 2017)
TTG Asia Media
1 Science Park Road #04-07 The Capricorn
Singapore Science Park II
Singapore 117528
Tel: (65) 6395-7575 Fax: (65) 6536-0896

HONG KONG
Ms Carol Cheng (TTG Travel Awards 2017)
TTG Asia Media
8/F, E168, 166-168 Des Voeux Road Central,
Sheung Wan, Hong Kong
Tel: (852) 2237-7272 Fax: (852) 2237 7227

VOTING FORM A: TRAVEL AGENCY AWARDS

For voting by • Hoteliers • Airlines • Car rental companies • Cruise operators • National Tourism Organisations • GDS companies • All other travel professionals (except travel consultants, tour operators and destination management companies)

VOTE ONLINE AT www.ttgasia.com/ttg-awards

Criteria
Best Travel Agency in its respective category in terms of:
- Professionalism and excellence in staff.
- Best value-added services to client.
- Best use of computer technology applications to help improve efficiency and effectiveness in services provided to client.

1. Best Travel Agency – Australia
2. Best Travel Agency – China
3. Best Travel Agency – Chinese Taipei
4. Best Travel Agency – Hong Kong
5. Best Travel Agency – India
6. Best Travel Agency – Indochina (Cambodia, Laos)
7. Best Travel Agency – Indonesia
8. Best Travel Agency – Japan
9. Best Travel Agency – Malaysia
10. Best Travel Agency – Singapore
11. Best Travel Agency – South Korea
12. Best Travel Agency – Thailand
13. Best Travel Agency – The Philippines
14. Best Travel Agency – Vietnam
15. Best Corporate Travel Agency
Best travel agency specialising in serving the needs of corporate travellers.
16. Best Online Travel Agency
Best online-based travel agency offering the most user-friendly and effective interface to meet client needs. This online travel agency must also boast the best sales and marketing network in terms of service innovation.

VOTER INFORMATION

Name: Passport no.:
Job title: Company:
Address:
Country:
Telephone no.: Fax no.:
Email: Signature:

Please refer to the next page for VOTING FORM B: TRAVEL SUPPLIER AWARDS

VOTING CLOSES 7 JULY 2017

VOTING FORM B: TRAVEL SUPPLIER AWARDS

VOTE ONLINE AT www.ttgasia.com/ttg-awards

For voting by • Travel Consultants • Tour Operators • Destination Management Companies

Airline Awards

Criteria

Best airline in its respective category in terms of:
- Providing the best service, network and schedules.
- Most agent-friendly in terms of reservations, confirmations and commission payments.
- Most professional sales and marketing team in terms of innovative ideas, incentive programmes and servicing.

17. Best North American Airline
Best airline based in North America operating Asia-Pacific routes.

18. Best European Airline
Best airline based in Europe operating Asia-Pacific routes.

19. Best Middle Eastern Airline
Best airline based in Middle East operating Asia-Pacific routes.

20. Best South-east Asian Airline
Best airline based in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, The Philippines, Singapore, Thailand or Vietnam operating Asia-Pacific routes.

21. Best North Asian Airline
Best airline based in South Korea, Japan, Chinese Taipei, Macau or Hong Kong operating Asia-Pacific routes.

22. Best China Airline
Best airline based in China operating Asia-Pacific routes.

23. Best Pacific Airline
Best airline based in the Pacific operating Asia-Pacific routes.

24. Best Regional Airline
Best airline based regionally operating Asia-Pacific routes.

25. Best Asian Low-cost Carrier
Best airline based in Asia-Pacific that operates on a low-cost strategy.

Hotels, Resorts, Serviced Residences & Spa Awards

Criteria

Best Hotel Chain in its respective category in terms of:
- Most consistent in products and services.
- Most professional sales and marketing team in terms of innovative ideas, incentive programmes and servicing.

Best Hotel/Resort/Serviced Residence/Spa in its respective category in terms of:
- Best services and facilities.
- Best range of value-added benefits.
- Most professional sales and marketing team in terms of innovative ideas and servicing.

HOTEL CHAINS

26. Best Global Hotel Chain
Best hotel chain operating a network of properties globally.

27. Best Regional Hotel Chain
Best hotel chain operating a network of properties in the region.

28. Best Local Hotel Chain
Best hotel chain operating a network of properties within any one Asia-Pacific country.

29. Best Hotel Representation Company
Best company providing the most agent-friendly products and services and showing the best marketing effort in generating sales for member hotels via agents.

30. Best Luxury Hotel Brand
Best hotel chain operating a network of luxurious properties within any one Asia-Pacific country.

31. Best Mid-range Hotel Brand
Best hotel chain operating a network of mid-range properties within any one Asia-Pacific country.

32. Best Budget Hotel Brand
Best hotel chain operating a network of economical properties within any one Asia-Pacific country.

HOTELS – Individual Property

33. Best Luxury Hotel
Best hotel catering to the upmarket traveller. This hotel must also boast the best visual appeal and ambience reflecting upmarket status.

34. Best Mid-range Hotel
Best mid-range hotel catering to the traveller who seeks three- to four-star quality and comfort.

35. Best Budget Hotel
Best hotel catering to the budget traveller.

36. Best Independent Hotel
Best non-chain (ie not part of a network of properties) hotel.

37. Best Boutique Hotel
Best small, fashionable and unique hotel.

38. Best City Hotel – Bangkok

39. Best City Hotel – Delhi

40. Best City Hotel – Hanoi/Ho Chi Minh City

41. Best City Hotel – Hong Kong

42. Best City Hotel – Jakarta

43. Best City Hotel – Kuala Lumpur

44. Best City Hotel – Macau

45. Best City Hotel – Manila

46. Best City Hotel – Seoul

47. Best City Hotel – Singapore

48. Best City Hotel – Taipei

49. Best City Hotel – Tokyo

50. Best New City Hotel
Best city hotel that opened in 2016/2017

51. Best Airport Hotel
Best hotel – located within the vicinity of an airport – that caters to travellers in transit.

RESORTS – Individual Property

52. Best Beach Resort
Best resort located by a beach. This resort must also boast the best visual appeal and ambience reflecting local flavour.

53. Best Resort Hotel (Non-Beach)
Best resort not located by a beach. This resort must also boast the best visual appeal and ambience reflecting local flavour.

54. Best New Beach Resort
Best beach resort that opened in 2016/2017

55. Best Integrated Resort
Best hotel offering comprehensive accommodation, shopping, dining, entertainment and sports.

SERVICED RESIDENCES

56. Best Serviced Residence Operator
Best serviced property catering to mid- and long-term staying guests.

SPAS

57. Best Spa Operator
Best managed and operated spa or network of spas in the region.

BT-MICE Awards

Criteria
- Best services and facilities catering specifically to the BT-MICE market.
- Most professional sales and marketing team in terms of innovative ideas and servicing the BT-MICE market.
- Most desirable and attractive incentives and value added services to business travellers and MICE planners.

58. Best Airline – Business Class
Best business class airline across the board.
Refer to Airline Criteria.

59. Best Business Hotel
Best hotel catering to the business traveller.
Refer to Hotel Criteria.

60. Best Meetings & Conventions Hotel
Best hotel catering to meeting and convention needs.
Refer to Hotel Criteria.

61. Best BT-MICE City
The city most friendly and desirable to business travellers and for MICE planners to host their events.

62. Best Convention & Exhibition Centre
- Best facilities.
- Best value for money.
- Most flexible in catering to MICE planners.
- Most professional sales and marketing team in terms of innovative ideas and servicing.

63. Best Convention & Exhibition Bureau
- Most efficient, flexible and friendly in terms of response to enquiries and information.
- Most effective in raising awareness of MICE at government and community levels.
- Most professional sales and marketing team in terms of innovative i deas and servicing.

Travel Services Awards

Criteria
- Best product, services and facilities
- Most professional sales and marketing team in terms of innovative ideas and servicing.

64. Best Airport
- Best facilities.
- Most user-friendly, efficient and hassle-free immigration.
- Most organised baggage claim.
- Best planned floor layout, with easy ground access.

65. Best GDS (Global Distribution System)
- Most comprehensive network offering ease of operation and user friendliness.
- Most efficient and reliable system.

66. Best Cruise Operator
- Best product in terms of service, routes and schedules.
- Best onboard programme and facilities.
- Most agent-friendly in terms of reservations, confirmations and commission payments.
- Most professional sales and marketing team in terms of innovative ideas, incentive programmes and servicing.

67. Best NTO (National Tourism Organisation)
- Most efficient, flexible and friendly in terms of response to enquiries and information.
- Most effective in raising awareness of tourism at government and community levels.
- Most professional sales and marketing team in terms of innovative ideas and servicing.

68. Best Theme Attraction
- Best ambience.
- Best facilities and services.
- Most professional sales and marketing team in terms of innovative ideas and servicing.

VOTER INFORMATION

Name: Passport no.:

Job title: Company:

Address:

Country:

Telephone no.: Fax no.:

Email: Signature:

VOTING CLOSES 7 JULY 2017

Singapore Gifts Show

FIND PERSONALISABLE GIFT IDEAS
That Work For Your Brand
And Stand A Chance To WIN!

Star Cruises Vacation, Staycations and Dining Treats
At Royal Plaza On Scotts & Many More...

12 to 14 July 2017
Suntec Singapore, Hall 401 & 402
11am - 6.30pm

FREE ADMISSION
Register Online NOW!

singaporegiftsshow.com/register-now | +65 6395 7517 singaporegiftsshow@ttgasia.com

A MUST-ATTEND FOR PROFESSIONALS INVOLVED IN

- ✓ Brand Management
- ✓ Corporate Gifts Distribution
- ✓ Human Resource
- ✓ Sales and Marketing
- ✓ Communication / Public Relations
- ✓ E-Commerce
- ✓ Media / Advertising / Publishing
- ✓ Office Supplies Procurement
- ✓ Customer Relations Management
- ✓ Events Management
- ✓ Purchasing
- ✓ Wholesale

Organised By: TTG Events

Supported By: GIFTS ASSOCIATION SINGAPORE, TGP, TAITRA, POQTH POP & TALENT HUB by SIP

Media Partners: TTG, TTGmice, retail asia, SME

Sponsors: STAR CRUISES, RP Royal Plaza On Scotts, carousel, TrackR, young Generation, TOTALLY HOT STUFF

Employability Partner: e2i

HYATT name, design and related marks are trademarks of Hyatt Hotels Corporation. ©2017 Hyatt Hotels Corporation. All rights reserved.

The Opulence Ball

The Opulence Ball - Pre Function

Shanghai 1930s

Outdoor Poolside Event

GRAND | HYATT
君 悦 酒 店

GOOD HOLDS A MEETING.
GRAND HOLDS AN EVENT.

Grand Hyatt Macau is an ideal venue for your next event, be it an elegant lunch, a sensational themed evening, a grand party or an opulent ball. The pillar-free Grand Ballroom, unique Salão do Teatro with interactive open kitchen, and eight multifunctional Salons set the scene for memorable functions. Excellence is assured with experienced service, premium facilities and latest technology – including the Events App, the interactive planning and communications tool for seamless events.
Plan now and discover the excitement of #LivingGrand.

PLEASE CALL *+853 8868 1759* OR E-MAIL *MACGH-Sales.and.Events@hyatt.com*
GRAND HYATT MACAU | *CITY OF DREAMS, ESTRADA DO ISTMO, COTAI, MACAU*

Scan for details