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CTW 中国 China
国际商旅大会

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Issue

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China in recovery

Events, trips rebound underlines need for human connection

By Rachel AJ Lee

China's corporate travel and MICE sectors are recovering at a steady clip, buoyed by rapid advances in digitalisation, indicate panellists at yesterday Corporate Travel & Events Industry Outlook For 2021 session.

Ni Hui, president, Grand China MICE Holdings, has observed a "noticeable increase in business" this month, and projected that domestic programmes will return before international ones.

While the MICE industry has been slower to adapt to digital processes, Ni said the pandemic has boosted the adoption of technology. He added that digitalisation and support from local governments are now key to China's MICE recovery.

Luc Lu, JAPAC senior strategic sourcing director, Beckman Coulter Diagnostics, ex-

pects the shift towards online meetings the last six months to "change the way future business may be conducted".

"For instance, we may be seeing more off-site meetings as companies adopt more tech tools," he elaborated.

However, panellists also agree that online will not replace offline meetings entirely.

Fan Lifeng, Jing Dong Group's general manager strategic cooperation, opined: "Certain sales trips, and conventions, are irreplaceable online. There will be a great need to reconnect (once the pandemic is over)."

Over the last two weeks, Fang has seen several companies in Beijing hold meetings of less than 500, signalling that there was pent-up demand to meet in person.

Several conferences and exhibitions have also taken place in Shanghai, noted Patrick

Chen, director of Shanghai Municipal Administration of Culture and Tourism. Corporate occupancy at CBD hotels have spiked too.



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Chen added that China Eastern Airlines' unlimited flight offer for about US\$500 per passenger will aid business travel recovery.

"It is a long way to go before we get back to pre-pandemic levels, but with the current steps being taken, the city – and China – is well on its way to recovery," said Chen.

Meanwhile, Lu said some companies have started to budget for 2021 events and trips, which lends yet another positive sign, although he expects budget "rearrangements and cuts" to come.



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Time for an overhaul

Hybrid event formats birth new service standards

By Pamela Chow

The pandemic has blown open a wide window for event businesses to re-examine and overhaul their services, in order to exceed the evolving demands of customers.

In a session at the Virtual IT&CM China and CTW 2020 yesterday, industry experts from China shared that the rise of hybrid events has caused the usual customer satisfaction yardsticks to be outdated.

To guide companies and their staff towards the new standards of operations, the China Council for the Promotion of International Trade (CCPIT) Commercial Sub-council has espoused Surviving/Service, Preparation and Actualisation (SPA), a plan to enable MICE enterprises to survive and find opportunities in the current crisis.

Jack Yao, secretary general, elaborated that under this initiative, the Sub-council is urging businesses to “reconsider the services (they) provide in the MICE ecosystem” within two quarters of a year, before moving on to Preparation by the third quarter, and actualisation in the fourth quarter.

“In a pyramid of service excellence, most companies can currently reach levels one and two to achieve basic customer satisfac-

tion. But how can they reach level three – individual service – and level four – surprising service? If they are able to achieve customer delight, it can translate into customer loyalty, and generate higher financial as well as non-financial results,” Yao stressed.

A company should not only launch a new product or service, but also seek to make it an industry standard, opined Yao.

Citing an example, he said the Sub-council had pushed for new industry standards due to the rise of contactless delivery services in the region. Within 26 days, it launched a set of association standards, and in some 100 days, it achieved global standardisation by the International Organization for Standardization.

PCO 31 Events has adopted new structures and leaned into “forced innovation” to test a new model of hybrid events. These involve a “small but smart offline” mixed with “strong online presence”, described Tony Wan, its CEO and co-founder.

One event that used this model was the 2020 World AI Conference in Shanghai, which featured speakers in a physical panel on stage and no more than 300 people in the audience. While the offline scene was greatly downsized, the online programme was abuzz with strong participatory content, good channel design, and wide social media spread, said Wan.

“We need to consider the attendees’ patience since they can leave the online session at any time. We can no longer expect participants to sit and watch videos for two days. Instead, the content can be better spread out over three, five or even 10 days. We also have to create a more high-tech and fashionable environment with live-streaming to attract different decision makers,” he shared.

New Galaxy venue to soar on hybrid trend

Now in the final stages of construction, the Galaxy International Convention Center (GICC) in Macau is expected to be able to support clients in their growing appetite for hybrid events that combine face-to-face activities with live-stream programmes.

Scott Kreeger, director, operations development, new resort, Galaxy Entertainment Group, described the venue as being “the most technologically advanced event facility in Asia”, being armed with 5G technology that enables high-speed connectivity.

“We are witnessing an accelerating trend towards more hybrid events, (and) organisers who (adopt) the digital hybrid format will undoubtedly create innovative events in future,” remarked Kreeger.

Leading up to GICC’s opening in 1H2021, a team has been positioned in Hong Kong to engage with PCOs, planners and corporate clients. Kreeger noted that Asia-Pacific is a key market for GICC. – **Prudence Lui**

In brief

Melbourne scores triple win

Melbourne has been chosen as the host city for three business events – International Trade Union Congress 2022, International Conference on Social Work in Health and Mental Health 2022, and International Geographical Congress 2028. These events will deliver a combined A\$24.8 million (US\$17.8 million) economic contribution to the state.

More destinations reopen

The latest analysis from UNWTO last week shows that 87 destinations – 40 per cent of all destinations worldwide – have now eased travel restrictions, with four completely removing all barriers and the rest maintaining some measures in place, such as the partial closure of borders.



Clockwise from top left: CCPIT's Alicia Yao; Marriott International's Becky Cao; CCPIT's Jack Yao; and Sourcing China's Catty Yun

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Yvonne Chang, Nadia Chung Reporters

CONTRIBUTORS

Adelaine Ng, Juyoung Lee, Prudence Lui, Marissa Carruthers, Rosa Ocampo

SALES & MARKETING

Pierre Quek Publisher and Head Integrated Solutions
Chimmy Tsui Publisher and Head Integrated Solutions (China)
Jonathan Yap Senior Business Manager
Shirley Tan Senior Business Manager
Seth Leow Business Manager
Emily Zhang, Shannon Yoh, Denise Liu Senior Account Managers

Cheryl Lim Advertisement Administration Manager
Carol Cheng Manager Administration and Marketing
Cheryl Tan Corporate Marketing Manager
Jade Ye Marketing Executive
Delia Ng Digital Marketing Strategist

PUBLISHING SERVICES

Jonathan Wan Head, Operational Support Services
Kun Swee Qi Publishing Services Executive
Nur Hazirah Web Executive
Katherine Leong Circulation Executive

TTG ASIA MEDIA

Darren Ng Managing Director

For sales & marketing enquires, please contact
traveltradesales@ttgasia.com

A buyer's bounty at IT&CM China

Virtual IT&CM China brings some of the best corporate travel and event offerings from across Asia-Pacific. Here are some to whet your appetite



Unique venues in Gyeonggi

From scenic marinas and high adventures at the Korean Demilitarized Zone to wine tastings at Gwangmyeong Cave, Gyeonggi Province's charm should tug at the heartstrings of corporate buyers. Expecting a big turnout? Take your event to KINTEX, South Korea's largest convention centre. Gyeonggi Tourism Organization is a supportive partner of event planners. It offers assistance in the bidding stage, and takes charge of marketing and publicity initiatives.

Holistic wellness in a historical city

Sangha Retreat in Suzhou, a Chinese city steeped in culture and history, is a wellness-focused sanctuary with 68 lakeview suites, a penthouse suite, and eight luxury villas that can accommodate between eight to 12 people.

Corporate groups can enjoy bespoke wellness programmes that feature nutritious meals, healing treatments and physical activities. Programmes can also be tailored for individuals.



Perfect for events, Sangha Retreat's The Village offers venues and facilities for 10 to 120 people.

Sangha Retreat is easily accessible from Shanghai.



Something for everyone in Busan

Beyond vibrant nightlife in Gwangalli and serene landscapes in ancient city Dongnae, Busan's MICE capabilities shine also through its modern convention facilities in Haeundae. Busan Convention Bureau provides events with support from start to end, in the form of bid assistance and information as well as financial, promotional and operational help.

Heaven on earth

China's Hangzhou provides abundant opportunities for memorable business events with its profound cultural heritage, captivating natural scenery, professional



conference facilities and services, as well as flourishing academic and economic industrial resources.

Moving forward, Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism will continue to launch more economic industry experience visit to places such as Yunqi Town, Hangzhou City Brain, Hikvision and 5G Technology laboratory to showcase China's rapid development.

Plan and be rewarded

Marriott International makes its debut at IT&CM China, showcasing over 30 new hotel openings across Greater China, and offering MICE planning solutions at an age of new norms in business events and travel. From now until December 31, 2021, earn triple the rewards for meetings and events plus 5,000 signing bonus points when booking an eligible meeting or event at participating Marriott Bonvoy hotels and resorts across Asia-Pacific.

Evolving with new norms

BIC EVENT has introduced HY2 (Hybrid + Hygiene) campaign to ensure smooth transition of business events in present times. Hybrid event formats will join the company's existing services line-up, which includes online event hosting, Artificial Intelligence-operated infrared cameras with face detection for database storage and management, and deep cleaning of venues that adhere to guidelines mandated by the Tourism Authority of Thailand's Amazing Thailand Safety and Health Administration.



Taking recovery strides

Malaysia has unveiled a subvention that aims to entice Chinese, as well as other international groups, to its shores once borders reopen. By **S Puvanewary**

The Malaysia Convention & Exhibition Bureau (MyCEB) unveiled a *Meet in Malaysia* campaign in late July, to help propel the country's MICE industry forward.

The campaign comprises two components – *Let's Meet Locally*, which focuses on domestic business meetings; and *Let's Meet Tomorrow* for groups with a least 10 per cent international participants.

Under the *Let's Meet Tomorrow* campaign, MyCEB will provide support for a full-day meeting package, for groups that hold a corporate or association meeting at a participating partner venue for two days or more. Other conditions also state that the event must have a minimum of 120 delegates, of which at least 10 per cent are international participants.

MyCEB's CEO, Abdul Khani Daud, shared: "This is to inspire local organisers and give them the confidence to continue planning for international audiences."

Francis Teo, Head, Setia Convention Centres, called the campaign a "timely" one, as "many other countries are also vying for the return of the Chinese business events segment", and he hopes this will "give Malaysia an edge".

China is the top foreign market for meetings and incentive travel to Malaysia. Last year, Malaysia welcomed 29,112 business events participants from China who contributed RM194 million (US\$45.3 million) in visitor expenditure.

Hence, Teo said: "Rebuilding the confidence of the Chinese MICE market is very important."

"China is one of the first few countries to bring Covid-19 under control and we look forward to the day when the border reopens and (outbound) Chinese business events are allowed to resume."

Khani shared that MyCEB also has plans

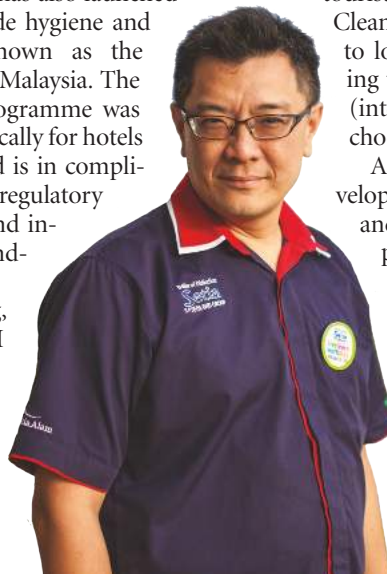


MyCEB is investing in future inbound events with a *Let's Meet Tomorrow* campaign; Kuala Lumpur skyline pictured

to set up a one-stop online booking site where Chinese and other international meeting planners can easily access information about various venues in Malaysia, and book them online.

On its part, The Malaysian Association of Hotels (MAH) has also launched an industry-wide hygiene and safety label known as the Clean and Safe Malaysia. The certification programme was designed specifically for hotels and resorts, and is in compliance with local regulatory requirements and international standards.

Yap Lip Seng,
CEO of MAH



said the programme – which is supported by the Ministry of Tourism, Arts and Culture Malaysia – will be the benchmark of hygiene and safety standards for Malaysia's hotel industry.

Yap said: "There is a need to reassure tourists that Malaysia is ready, and the Clean & Safe Malaysia label is the mark to look out for, as a clear message stating to the world that Malaysia welcomes (international guests), and asks that they choose us as their next destination."

Aside from hotels, venues have also developed their own set of stringent health and hygiene measures to give guests a peace of mind.

Business Events Council Malaysia chairman Alan Pryor, noted: "Our prime importance is to provide a safe, controlled and regulated operating environment for our clients, stakeholders and event attendees."

The *Meet in Malaysia* campaign runs until end December 2021. Currently, 56 hotels and nine venues are participating.



Rebuilding the confidence of the Chinese MICE market is very important.

Francis Teo

Head, Setia Convention Centres

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Rising in the ranks

With new projects in the pipeline as well as efficient governance, Macau is proving its mettle as a prime events destination, finds **Prudence Lui**



Disruptions to daily life during the outbreak was minimal in Macau, proving the government's efficiency

Macau's efforts to establish itself as a choice business events destination are paying off. The city welcomed 54 ICCA-recognised international meetings in 2019, marking a significant 38 per cent year-on-year increase.

Ranked against other cities monitored by ICCA, Macau came in 48th in terms of number of meetings hosted in 2019, advancing 23 places over 2018. Part of this could be attributed to the launch of the business events branding MEET@Macao last June by the Macao Trade and Investment Promotion Institute (IPIM).

Seeking to leverage the city's compactness, its favourable location and its varied attractions, branding efforts were first directed towards key Asian source markets.

Moving forward, projects in the pipeline could further cement Macau's ascent. This and next year, the city is set to welcome a slate of new venues and amenities.

One highly anticipated project is the Galaxy International Convention Center (GICC) in Cotai, developed by Galaxy Entertainment Group. Located in the group's Galaxy Integrated Resorts precinct, the GICC will add 40,000m² of business events space to the city when it opens in 1H2021.

Besides its main feature, the 16,000-seat Galaxy Arena, GICC comprises a host of other event spaces that can be configured for events of various sizes, including a 4,000m² Conference Hall divisible into three sections and a 650-seat auditorium for ceremonies and product launches.

The GICC will also be equipped with high-speed 5G connectivity. Joey Pather, senior vice president, MICE-new resort, Galaxy Entertainment Group, said: "Real time (transfer of data) is paramount for event planners who want to facilitate heavier content video streaming at higher speeds or host live voting sessions."

Meanwhile, two new integrated resorts (IRs) are set to add more facilities to Cotai.



Macau can (be proud of the way her) government managed and contained the outbreak, such that other than a two-week lockdown, disruption to daily life was minimal. (Such) crisis management (capability is reassuring for events planners).

Olinto Oliveira

Director of live communications, MCI Group

Scheduled to open by end-2020, Lisboeta Macau and the Grand Lisboa Palace are expected to introduce more than 2,000 hotel rooms and additional dining, retail and entertainment options to the area. Both IRs are likely to house their own event venues as well.

The pipeline of projects has spurred other industry players to upgrade their existing properties and developments. Sands China, for one, is set to rebrand and transform its largest IR in Cotai, the Sands Cotai Central, into a new destination IR known as The Londoner Macao.

Changes within the massive complex will include the addition of approximately 370 luxury suites in The Londoner Tower Suites and the conversion of Holiday Inn-branded rooms and suites into 600 London-themed suites under The Londoner Macao Hotel. The revitalisation project is expected to be completed in stages across 2020 and 2021.

Beyond upcoming projects, event planners can look to the city's effective governance, opined Olinto Oliveira, director-live communications, business events services company MCI Group. The government's crisis management capabilities were evident during the early stages of the pandemic: an early and decisive 14-day lockdown ensured subsequent disruption to daily life was kept to the minimum.

At press time, an IPIM spokesperson said the Institute was working to put in place health and safety practices before the industry reopens and also, that technology for hybrid events are set to be introduced. Financial and other forms of support were also being reviewed to aid recovery.





Australia's overall handling of the pandemic has put the country in an even better light; Circular Quay in Sydney pictured

Ahead of the pack

Despite a double whammy, Australia chooses to maintain a sunny disposition and is collaboratively pushing for industry recovery. By **Adelaine Ng**

Australia remains a desirable and sought-after destination despite suffering from bushfires earlier this year, and the current challenges posed by Covid-19.

The country's tourism and business events teams have been proactively working towards welcoming international corporate visitors again, noting that both the emotional and rational reasons visitors choose Australia are still strong.

"We often see Australia at the top of the consideration list because of emotional factors like our wide-open landscapes, clean air and iconic destinations such as the Great Barrier Reef," said Penny Lion, executive general manager events at Tourism Australia.

"But there are also so many rational factors that event planners and corporate decision-makers consider nowadays which includes everything from flight access and good quality hotels to the quality

of infrastructure needed for a memorable business event, event experiences and to work with event professionals who will deliver."

Notably, Lion observed that despite the current border closures and challenges, many corporate decision-makers – including those from China – are still engaging with Australia for longer-term planning.

"We are hearing through our training programmes and engagement with customers that people are still conducting business interactions and we're actually receiving quotations about future business. So surprisingly, the market is probably operating as normal as it can under the circumstances," she shared.

Meanwhile, Australia's accommodation boom is still underway with several new hotels recently opened or scheduled to open soon. These include W Melbourne launching in December and The Langham in the Gold Coast in late 2021.

Existing hotel groups are also offering more flexibility in contracts, including IHG and Hyatt, in areas like booking postponement and room upgrades.

"The lack of tourists has put a number of hotel openings on hold," said Tourism Accommodation Australia CEO Michael Johnson. "But construction is still going on with several new hotels around the country looking to open in the next six to 12 months. Hotel groups that rely on corporate guests are trying to innovate and stimulate that part of their business."

Lion also noted that Australia's reputation as a safe destination will augur well for business events.

"The perception has been that we've handled the pandemic very well and that we have good systems, processes and protocols in place to assure our visitors and delegates of their safety," she said.

To that end, convention centres like ICC Sydney introduced its EventSafe Operating Framework and Hybrid Event Solutions, which allow clients to host more than 300 people at the venue adhering to strict social distancing while live streaming to an unlimited number of remote attendees.

Harry The Hirer has developed a smart lanyard trialled successfully by the National Convention Centre Canberra to enforce social distancing. The lanyard alerts users through discrete vibration when social distancing is less than 1.5 metres and resets once delegates resume a safe distance.



The perception has been that we've handled the pandemic very well and (can) assure our visitors and delegates of their safety.

Penny Lion

Executive general manager events,
Tourism Australia

维系常旅客关系及忠诚度 此时应专注积分消耗

在航空市场恢复缓慢的情况下，很多航空公司为鼓励常旅客预购机票、维护客户关系，恐怕会过于积极地把会员积分推向市场。然而，在积分难以消耗的当前情况下，航空公司此举无益加速其之贬值。专家认为，航空公司此时应专注于积分的「消耗」，而非发送。



■钟韵=采访报道

商旅人士或一般消费者如果在接下来18个月可能仍会减少出来旅游，航空公司该如何维系客户关系？The points guy创始人暨首席执行官Brian Kelly指出，当前，很多航空公司都积极推出5倍积分、7倍积分等促销计划，使得市场上充斥着大量积分，以至于忠诚会员积分在完全无从消耗的当前情况下，剧烈贬值。因此，此时航空公司应该考虑的不是如何借着把更多积分推向消费者来提高市场活跃度，而是如何消耗市场既有积分，以此维系客户关系。

Brian Kelly举例，有鉴于消费者的购物模式已大幅转变，很多信用卡公司已开始转变积分消耗方式。比如客人既然无法购买旅游产品，那么信用卡公司就让客人通过线上购物、线上流播、电话费等渠道把信用卡积分消耗掉。同理，航空公司应该发挥创意、从更多元的角度与各类产品供应商（像是房车共用公司）结成合作伙伴关系，并使忠诚会员的积分消耗流程更顺畅。

又比如，有酒店公司就和冥想APP合作，让会员在家里也能想像自己在酒店高级套房里度假；同理，航空公司也可以让客人用积分居

家打造航空或酒店体验，甚至是把积分贡献给慈善机构等。

他指出，航空公司推出积分的初衷本就是为了给客户甜头，像是便宜购买特拉维夫、布宜诺赛勒斯、棕榈泉的机票，满足客人到访世界各地的需求。当前，有些航空公司在建立消费者信心、鼓励其购买机票方面所付出的努力已初现成果；然而，多数航空公司的市场需求仍远远不足。因此，与其往市场注入更多无用积分，不如让客人能顺利使用手上既有积分，推进忠诚会员体系持续运营。

不过可喜的是，全球旅行和资料分析机构Cirium显示，随着旅行限制的放松，航空旅行慢慢恢复，中美两国在国内航班数量方面竞相领先于世界其他国家。资料显示，国内航空市场的复苏正引领着全球航空业的恢复，中国表现出非凡的实力。

在新冠肺炎疫情发生之前，美国是全球最大的国内航空市场，尽管其2020年资料与2019年相比下滑了46%。2020年7月，美国的国内定期航班数量仍在全球国内航空市场上处于领先地位，总航班数413,538架次，而中国境内的航班数为378,434架次。但是，从执飞航班的实际运力来看，美国居于中国之后。

快速发展的中国市场资料显示，2020年7月，中国境内航班共有约6,400万个座位，这一运力与去年同月相比仅下滑5%。而美国同月安排的运力为4,740万个座位，与2019年7月相比大幅下降46%。

从全球来看，国内旅游出现增长的市场仅有越南、韩国和印尼。与去年同月相比，越南国内定期航班数和座位数显着增长28%。

根据2020年7月的航班时刻表，全球前20的国内市场航班总数超过130万架次，在全球前20大国内市场中，亚太国家国内航班总数占全球国内航班总数的54%。

Updates

阿联酋航空 承担COVID-19相关费用

为让乘客安心旅行，阿联酋航空在业内首推为乘客负担COVID-19相关费用的新政。若乘客远离家乡却不幸在旅行期间确诊COVID-19，阿联酋航空将承担最高15万欧元的医疗费和14天内每天100欧元的隔离费用。

无论舱位或目的地，乘客均可享受阿联酋航空为其承担COVID-19相关医疗和隔离费用的新政。该政策即刻生效，适用于2020年10月31日及之前的出行，从每位乘客开启首段航班起31天内有效。

加拿大航空8/7 复航温哥华-上海航线

加拿大航空公司将于2020年8月7日恢复中加航线的运营，率先复航的温哥华-上海浦东航线，每周一班，采用波音777客机执飞运营。旅客可通过加航呼叫中心或旅行社进行预订。AC25温哥华-上海，11:10起飞，16:30+1抵达；AC26上海-温哥华，20:30起飞，18:40抵达；航班将技术经停首尔仁川机场。

英国航空8/9 复航伦敦-上海浦东

英国航空将于2020年8月9日复航中国大陆，机票也已在英航官网上正式开售。首先恢复的是每周四和周日往返伦敦希思罗机场到上海浦东机场的航班，旨在为需要从英国返回中国大陆的乘客提供更多选择。同时，英国航空希望能尽快恢复从上海飞往伦敦的航班；在此期间，飞机将继续在中英之间搭运重要医疗物资。

荷兰皇家航空7/21 恢复中国客运服务

随着中国相关旅行限制的放开，荷兰皇家航空自2020年7月21日起，恢复中国大陆上海航线客运服务，每周一班，由波音777-300机型执飞，并且往返都将经停韩国首尔。KL857 18:55分从阿姆斯特丹史基浦机场出发，于第二天14:55分抵达上海浦东国际机场；KL858 19:55分从上海浦东国际机场出发，于第二天04:45分抵达阿姆斯特丹史基浦机场；每周一班；周二从阿姆斯特丹史基浦机场出发；周三从上海浦东国际机场返回。

疫情防控初获成效 亚太目的地重启线下MICE活动

在积极做好疫情防控工作的前提下，亚太地区多个目的地和中国内地一样，开始重启线下MICE活动；政府提供补助或指导方针，入境管理也看到逐步解封的趋势。



■张广文=采访报道

包括香港、澳门、台湾、韩国、越南、泰国以及马来西亚等地都陆续启动，并推出相关奖励措施，期望提振会展产业信心。

香港展览会议业协会会长Stuart Bailey指出，香港第一场B2B活动预计于七月底举行。更多的B2B活动预计将于2020年第四季度恢复正常。香港会议展览中心在5月22日已经举办了首场B2C活动，并于随后六月举办了更多B2C活动。而香港商务及经济发展局更针对重启的MICE活动提供了指导方针。另外，香港特区政府提供1.3亿美元补贴重振会展业，又投入香港旅游发展局1.44亿美元，自2020年四月至2021年三月宣传香港旅游。出入境方面，中国内地、澳门和台湾旅客在8月7日前访港，以及其他国家和地区的旅客在9月

18日前访港，都必须接受强制两周隔离措施。香港特区政府正在积极和附近防疫向好的经济体与国家讨论旅游泡泡的建立。

澳门展览协会理事长陈思雅分享到，目前根据市场情况，部分开放展览与活动，未来将进一步加大开放力度。澳门现在主要聚焦于当地需求以及当地活动举办。澳门贸易投资促进局针对会议和展览行业提供防疫建议，而澳门特区政府新型冠状病毒感染应变协调中心也针对室内公众设施管理提供的建议。出入境方面，目前外国旅客禁止入境澳门。14天内未曾到过外国的中国内地、香港、台湾旅客可以入境，但要根据卫生当局决定，接受14天指定地点的医学观察，或持七天内病毒核酸检测阴性结果证明或采样证明。当中，湖北省旅客及14天内曾到过湖北省的人士须出示无感染新型冠状病毒肺炎医生证明。

亚洲展览会议协会联盟(AFECA)主席叶明水表示，6月11日起，台湾会展解封，自解封日到8月，为因应市场需求，包括展览、演唱会等超过50个活动都已确定排期。先前，台湾也针对主办单位、场地运营商、其他服务供应商推出了相应补贴。而台湾出入境管理也在正逐步解封。自6月22日起短期访台且符合条件的商务人士入境，可申请缩短居家检疫时间。另外，6月29日起，外籍人士除观光、一般社会访问以外，都可提出入境申请；港澳人士如有特

殊或商务等需求者，或取得台湾居留证人士的配偶、子女也可申请。获准入境的人士需配合入境后居家检疫14天及必要的检疫措施。

泰国会议展览局(TEEB)展览部总监Kanokporn Damrongkul介绍到，自6月15日，符合卫生指导方针的MICE活动和大型活动重启，超过两万平方米的会议和展览场地也在6月1日重新开放。今年9~12月将有30场行业展览举办，预计产生840亿美元经济收入。同时，国际航班在7月1日恢复运营，泰国航空预计将于8月1日恢复37条国际航班线路。泰国会议展览局也针对展览、邀请买家、卫生管理、技术工具等推出一系列特别支持计划。出入境上，与泰国政府签署特殊双边协定国家和地区(日本、新加坡、韩国、中国内地及中国香港)的商务人士和专业技术人员，自7月1日起可入境泰国，泰国初步预计在8月份逐渐对外国游客开放入境。

越南胡志明市旅游局代表Hoa Le表示，自五月初，胡志明市缓解了大型集会限制，允许MICE活动举办。出入境方面，目前越南仅向外国专家、技术工人和投资者开放入境，而且入境者必须在抵达时，接受强制性检疫(医疗检查和14天隔离)。航空上，国际航班维持暂停，不过，越南的航空公司从五月中恢复了所有国内运营路线，同时推出了14条全新路线。

Singapore

为期九个月，新加坡斥资提振国内旅游业

■TTG China=综合报道

新加坡旅游局(STB)宣布了一项为期9个月的4,500万新元(3,250万美元)的计划，以提振当地旅游业，应对新冠疫情对旅游业的冲击。

为刺激国内需求，这项计划包括多项超值的优惠方案，初期阶段约有40家业者提供80项左右的促销方案，包括饭店住宿、景点及

旅游行程等。

新加坡旅游局、企业发展局和圣淘沙发展局声明指出，新加坡将与美食家、摄影师、文化团体等社群共同合作，协助发掘、探索新加坡各个不同角落之美。另会根据诸如牛车水、圣淘沙、小印度与乌节路等地点，制定兼具观光美食的旅游行程。

新加坡旅游局发布公告称，该活动将为当

地居民提供独特的、物有所值的体验。具体活动内容包括与当地社区合作，帮助居民发现本国境内的景点；与酒店、旅行社等合作，拓展游客优质体验，推出有吸引力的优惠活动。

新加坡旅游局表示，疫情对该国经济的许多领域造成严重影响，恢复消费者信心和国际旅行还需要一段时间。通过这次活动，希望新加坡人能够获得新的视角，通过在国内度假，重新发现自己的国家，以消费来支援本地企业。

Australia

竞标基金支持商务活动
澳大利亚掌握企业会奖需求

■张广文=采访报道

澳大利亚旅游局今年再度参加IT&CM China, 此次重点宣传竞标基金和近期活动, 同时希望了解目前企业会奖旅游的需求, 包括进一步探索澳大利亚会奖旅游的领域及希望开发之产品, 从而针对现有的短板进行知识补充。

澳大利亚旅游局大中华区高级商务会奖旅游经理杨悦健表示, 与往年线下展会不同, 今年澳大利亚旅游局将与24位会奖活动策划者们通过线上视频的方式进行商务洽谈, 分享澳大利亚丰富的会奖资源以及服务体验, 旨在为澳大利亚相关的服务供应商寻找潜在买家并建立长久的合作关系。澳大利亚旅游局在后疫情时期, 主要希望通过与会奖代表的沟通, 了解目前企业会奖旅游的需求, 以便为企业客户打造出合理安全但又不失趣味、且具有澳大利亚独特风情的商务会奖旅游。



提供 澳大利亚旅游局

另一方面, 为了鼓励更多企业到澳大利亚举办商务活动, 也让更多企业有机会获得商务活

动竞标基金计划的支持, 澳大利亚旅游局商务会奖旅游部对2019-2020年符合活动申请的人数标准进行了调整:

1. 关于国际协会活动与展会, 相较于过去至少500名国际访客, 现在申请必须写明需要支援的活动可吸引至少400名国际访客。

2. 关于国际奖励活动, 相较于过去至少1,000名国际访客, 现在申请必须写明该活动可吸引至少700名国际访客和/或为澳大利亚带来至少300万澳元的经济价值。

线上线下培训课程双管齐下

澳大利亚旅游局大中华区商务会奖合作伙伴



提供 澳大利亚旅游局

经理卜洁介绍到, 今年由于疫情原因, 出于安全考虑以及配合国家防疫防控的政策, 「澳大利亚会奖旅游培训课程」以全新的云课堂方式于7月和各位旅业朋友、合作伙伴见面, 为期四期的云课堂分别介绍了布里斯班和黄金海岸、北领地和珀斯、阿德莱德和悉尼、凯恩斯和墨尔本, 不仅展现了澳大利亚独特的会奖旅游体验, 也为旅业朋友、合

作伙伴带来了最新资讯, 为会奖旅行社提供更好更全面地服务和选择, 在与旅业伙伴的互动中, 深度挖掘市场需求, 大幅度提高产品的多样性和可供选择性。

澳大利亚旅游局还计划于今年9月开始正式启动为从业人员量身打造的线下培训课程, 并积极参加各种展会和会奖媒体组织的洽谈会, 为各方伙伴搭起沟通的桥梁, 让会奖从业人员有机会加深认识最新目的地资源、会奖旅游专业知识, 提升专业技能, 以便更有效地向企业客户推荐澳大利亚优质的会奖旅游产品。

杨悦健强调, 中国是澳大利亚最重要的市场之一。从小规模的会奖活动到参与人数上千的大型活动, 澳大利亚都拥有举办世界级商务活动的丰富专业经验, 而且澳大利亚凭借独特的风光和自然环境、澳式美食美酒、完备的创意会奖设施、优质的住宿以及精彩的体验, 在全球热门商务活动旅游目的地排名中一直稳居前列。未来, 澳大利亚旅游局将继续秉持可持续发展的理念, 借由得天独厚的风光, 根据不同企业客户的需求, 定制个性化会奖旅行产品, 让企业客户尽情享受旅途中的绝美风光, 更积极传达出对大自然的热爱与责任的理念, 体现澳大利亚作为世界一流会奖旅游目的地的无限魅力。

除了全方面完善澳大利亚的会奖旅游设施, 以及高品质的服务体验, 澳大利亚旅游局也会积极与航空企业、酒店集团、旅行社等行业伙伴进行深度合作, 为中国赴澳的各行业奖励旅游团队打造更为优质舒适的会奖旅游产品及体验。

Airport

樟宜机场创新打造安心旅行体验

■TTG China=综合报道

随着航空旅行进入新常态, 新加坡樟宜机场正致力于创新乘客体验, 通过全新无接触式、清洁卫生的系列举措, 力求为乘客带来更安全、便捷无缝的出行体验。这一系列举措将逐步在樟宜机场内实施, 为未来进出新加坡的航班复苏做足准备。

樟宜机场的自助值机柜台将逐步安装一种新型近距离感测器, 乘客无需触碰电子萤幕, 便可轻松完成自助值机与行李托运。这也是此类红外感测器首次应用到机场场景中去, 乘客只需朝萤幕轻轻一指, 便可通过红外感

测器选择按键。而对于需要工作人员协助办理值机的乘客, 人工服务柜台配有亚克力柜台屏风, 为乘客与工作人员提供一道安全隔离屏障。

樟宜机场的无接触式乘客体验也同样体现在出入境管理方面。新加坡移民与关卡局已对樟宜机场里的自助出入境通道进行了全面升级, 升级后的自助出入境通道拥有全新的生物识别系统, 能够将面部和虹膜识别作为乘客身份验证的首选方式。

樟宜机场集团还致力通过科技化的方式为机场进行清洁与消毒。各个航站楼中的清洁

机器人皆已升级, 配备了可以喷洒轻微消毒雾的喷嘴, 以便在清洁过程中为地毯和地板进行消毒。樟宜机场集团也在尝试使用短波紫外线(UV-C)对自动扶梯及自动人行道扶手带进行自动杀菌处理。此外, 还将无接触式红外技术试用到升降客梯中去, 乘客只需将手指悬停在所选电梯按钮上方, 便可轻松实现操作。

这些无接触式、清洁卫生的系列创新举措建立在樟宜机场已有的新型冠状病毒常规防范措施基础之上, 包括在重点区域进行体温检测、保持安全距离、要求所有乘客和工作人员佩戴口罩、加强清洁和消毒工作、广泛使用配有感测器的手部消毒器, 以及对机场的高频接触表面喷涂消毒涂层以加强安全防护等。

Opening Keynote

MICE业者向前看 拥抱数字化会奖和商务旅行

■张广文=采访报道

新冠肺炎疫情对旅游业造成了严重影响，但也带来了全新的机会。专家认为，MICE行业必须向前看，为恢复做好充分准备，拥抱数字化会奖和商务旅行未来。谁能打造出最有价值的整合线上和线下活动营销模式，谁就是赢家。

香港旅游发展局中国内地区域总监鲁昭仪表示，新环境下所有人应该要积极采取行动，努力克服挑战、理解客户的新需求、开发出与众不同的产品、推动创新升级转型，并继续推进恢复工作，同时，以更活跃的心态来应对新常态。现在是重新建立、重新打造、重新思考的最佳时机。接下来，会议形式和市场推广，将整合线上和离线系统的应用；虚拟展览、云游旅行、视频影像、直播活动等，都是不错的宣传方法。而数字化、网路通讯和资料智慧，将是满足MICE市场需求的创新营销手段。

整合线上与线下资源

不过，奖励旅游由于情感上依附目的地，又受活动价值的启发，还需要具凝聚力的团队建设活动体验，因此，具有不可取代和不可复制等特性。基于此，面对未来，MICE业者应



龙途互动CEO与联合创始人曹志刚(左上)与香港旅游发展局中国内地区域总监鲁昭仪(右上)、满力股份有限公司及展盟展览有限公司主席黄洁仪(左下)、腾讯云传媒地产文旅与运营中心拓展总监刘上上(右下)一同进行了一场非常精彩的开幕演讲。

该整合线上与线下资源，紧抓MICE趋势和发展方向，打造出最有价值的整合线上和线下活动营销模式，积极拥抱数字化会奖和商务旅行。

同样的，台湾满力国际股份有限公司、展盟展览有限公司董事长黄洁仪指出，疫情带来巨大冲击，但是生活依然要继续。静观其变如同坐以待毙，企业需要引导客户、说明客户，让他们更好的适应，同时，勇敢拥抱新科技，尤其是可以提升互动和交流的工具。

数字化须先建立信任

她提醒到，公司在改变本身之际，随时都要问自己：客户愿不愿意为此买单？如果遇到困

难，就需要先想办法说服客户。未来数字化可以带来更多便利，不过虚拟活动在推出新产品、建立新人脉上帮助不大，重点只是在于维持客户关系，或是在已经获取信任的基础之上，获取订单。也就是说，未来品牌的重要性将提高，首先建立了信任，才有办法在数字化环境下延续此关系。现阶段要向前看，为恢复做好充分准备。

龙途互动CEO与联合创始人曹志刚补充到，其实MICE行业一直都有运用许多数字化工具，如以前在传统线下展会上，许多主办单位已经会使用网路登记报名。有些人说握一次手胜过上千场视讯会议，也有一些人说虚拟会议将全面取代线下会议，但这些意见都过于极端，其实疫前疫后最大的差异，仅在于人类沟通的方式。因此，其实新冠肺炎疫情对于会奖和商务旅行在数字化上的改变，没有大家想像的那麼大，数字化的发展一直都是持续的。

鲁昭仪另指出，在MICE产业的早期恢复阶段也会出现一些新常态，如公司和组织会更关注员工健康和公司社会责任、MICE组织者的提前预定时间会缩短、更多小型团队出现，而且目的地的卫生和安全将会比以往任何时候都重要。

Thailand

泰国严格实施卫生标准 积极推展MICE复苏方案

■钟韵=采访报道

随着世界迎来新常态，泰国也开始逐步展开市场行动。推广方面，泰国会展局(TCEB)认为有三种类型的会议和奖励旅游体验或可率先吸引国际MICE客人赴泰旅行。

第一是团队专属。活动组织者可考虑包下整个酒店、场馆或餐厅，打造「与世隔绝」的专属体验，提升参会者的安全感，或可包下游艇一日游甚至整个沙滩，让会奖团队享受新鲜空气和户外活动空间。

第二是交通便捷的偏远目的地。希望保持社交距离的小团队，或将较为青睐偏远但又交通便捷的目的地。原汁原味的当地生活体验或者健康之旅，可吸引此类客人。

第三是尽责旅游。针对注重社会责任的参

会者，组织者可为赴泰团队提供来源纯净、避免浪费社会资源的食物，还可安排具有社会影响力的团队建设活动。

同时，TCEB也加强内功。在与海外活动组织者和专家团队多次交流之后，TCEB认为有两种具体方法可强化MICE活动参会者对举办地的信心。

1.首先是以超高的卫生标准，解除客户疑虑。因此，TCEB与业界专家共同推出了与泰国中央政府政策一致的《MICE行业卫生指南》，供泰国各地酒店、场馆实施于各自安全和卫生规程中。TCEB还与泰国旅游局(TAT)合作，引入「神奇的泰国安全与健康管理局：SHA」认证，进一步提升奖励产品和旅游机构的安全与卫生标准。

2.其次是财政拨款，缓解预算压力。企业客户计划将会奖旅游项目带到泰国时，多已在卫生防疫方面投入了大量的财力和物力。作为回应，泰国也有60家酒店、会展场馆和地接社加入了TCEB的行列，合力打造了过渡期财政拨款「EASE UP缓解」计划。

活动组织者可根据团队具体情况从TCEB高达500万泰铢的资金中申请相对等的财政支



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援，同时免费获得等值的泰国供应商相关产品和服务。

泰国会展局战略营销和商务拓展副总裁Nichapa Yoswee表示，以人为本是MICE活

动未来持续发展的动力，因此TCEB将以对客户诚挚关怀，与业界沟通和构思未来活动方案。

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