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Incentive Travel & Conventions Meetings

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1



Philippines readies for reopening

With time on their hands, stakeholders are working to meet new Chinese needs

By Rosa Ocampo

Island properties that front the sand and sea, and have ample meeting spaces with highly-digitalised facilities will be order of the day when Chinese and regional corporate groups return to Philippines, predict stakeholders in the destination's business events sector.

Brian Connelly, general manager of Marco Polo Plaza Cebu, told the *Daily*: "The islands will be first to benefit from the initial inbound (wave of) regional corporates, particularly those which (corporates know about and have had good experiences at)."

Connelly added that "planners will also look for venues with outdoor spaces" to ensure that the daily programme will not be confined to an "enclosed function room". He also opined that most meetings will have a "digital component" tagged to it.

In anticipation, Marco Polo Plaza Cebu has updated its digital systems, spruced up its outdoor venues, and renovated its premier rooms.

Similarly predicting that the Chinese will be interested in resort environments with digitalised meeting facilities, the Bluewater Sumilon Resort in Oslob, south of Cebu, "has repurposed an area where meetings can be held in its natural settings", shared Bluewater Resorts' vice president sales and marketing, Margie F Munsayac.

Other trends she has noticed include smaller group sizes due to health and safety protocols, as well as the mixing of business with leisure when travelling in the future.

Munsayac also revealed some "very promising MICE prospects", where companies are exploring staff incentives that benefit the whole family.

"After a long hiatus (of being stuck indoors), people want to get out (and head to) the best beaches in destinations such as Boracay, Cebu, Bohol, and Palawan," pointed out Carmela Bocanegra, Chroma Hospitality vice president sales and marketing.

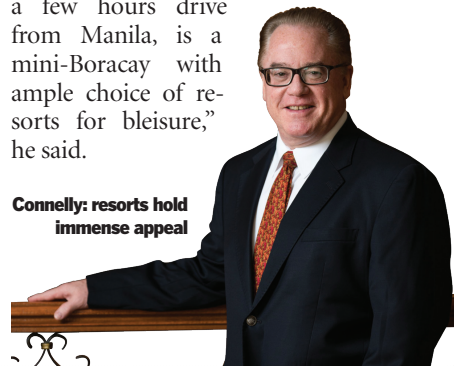
Chroma's properties, she said, have "strong and stable telecommunications

and internet access to conduct MICE events". Chroma also has rolled out a Sales Travel Concierge that can assist confirmed guests with additional pandemic requirements such as a Covid-19 swab test and QR codes for health certificates.

Meanwhile, Mike Perez, operations manager of 365 Wonders Booking Reservations Service, is pitching the white sands of Calatagan in Batangas to corporate groups from China.

"They love the beach and Calatagan, just a few hours drive from Manila, is a mini-Boracay with ample choice of resorts for bleisure," he said.

Connelly: resorts hold immense appeal



Thailand banks on China incentives

By Suchat Sritama

The Thailand Convention and Exhibition Bureau (TCEB) holds high hopes for China's outbound MICE market, and has predicted that incentives will be the first sector to bounce back when the country reopens next month.

According to TCEB's president Chiruit Isarangkun na Ayuthaya, Bangkok and Pattaya are expected to remain of interest to Chinese incentive groups, alongside Phuket – barring the success of the Phuket Sandbox initiative to welcome vaccinated visitors, allowing them to bypass quarantine requirements.

To continue engaging the Chinese market, TCEB appointed a Guangzhou marketing representative in May 2021, joining

its Beijing headcount. The new representation will make inroads in certain markets in southern China, such as Shenzhen. It is in the midst of conducting market activities with key partners, and meeting with decision-makers looking to organise overseas events.

TCEB has also set up a virtual marketplace on June 22 and 23 to connect 42 Thai entrepreneurs with 22 Chinese buyers.

In addition, the bureau is working with the private sector to develop a support package for incentive groups, to be rolled out by end-2021. Although details have yet to be firmed up, TCEB is looking at sponsoring two nights of accommodation for Chinese groups with a minimum of 30 travellers.



Chiruit: keeping Thailand top-of-mind

In brief

Hong Kong plans to reduce quarantines

Fully vaccinated travellers from most places to Hong Kong will soon need only serve a seven-day quarantine – instead of 21 – at a designated hotel as long as they pass an antibody test. Although the timeline for this policy has not been fixed, it will not cover those from high-risk locations, while travel from certain countries remains barred.

Star Alliance teams up with SITA, NEC

Frequent flyer programme customers of Star Alliance member airlines will soon be able to use their biometric identity at any participating airport following a new agreement between the alliance, NEC Corporation and SITA. Passengers would only need to enrol once, and they would then be able to pass through biometrically-enabled touchpoints using just their face as their boarding pass.

Different charms for a cautious bunch

A new study finds Chinese consumers are far more cautious with travel but their wanderlust remains, asserts Sienna Parulis-Cook, spokesperson for Dragon Trail International, a marketing solutions specialist in China. By **Karen Yue**

Dragon Trail's Chinese Consumer Travel Sentiment Report found uncertainty for outbound leisure and business travel remains high, running counter to our expectations that vaccines would boost travel confidence. Why have Chinese respondents felt this way?

When the survey was taken in 1Q2021, global vaccination campaigns still had a long way to go, and the results of those campaigns were not as obvious as they are now. China's own vaccination drive has really only taken off from May 2021. Although vaccines are delivering positive results around the world, for Chinese travellers, it won't be until travel restrictions and quarantine requirements are lifted that international travel becomes a real possibility once more.

A majority 51 per cent of respondents said they have become more cautious about travel since the pandemic. Will this mentality result in reduced leisure time during business trips?

I would not expect a reduction in 'bleisure' unless it is due to in-destination travel restrictions – for example, Chinese business travellers to Singapore in 2020 were required to stick to a pre-approved itinerary and refrain from taking public transportation. Our survey respondents showed strong interest in visiting attractions such as landmarks and museums on their next outbound trip, indicating that they do not intend to significantly change how they travel due to health concerns.

China is regarded as a gold mine of a source market for many destination marketers. What would such deflated international travel confidence

mean for marketers working to rebuild travel interest among Chinese travellers this year?

Strong engagement with overseas travel-related content on Chinese social media platforms, and with tourism livestreaming content from abroad suggests that Chinese travellers are still very interested in outbound travel, but simply cannot make plans to do so at this time. Continuing to inspire Chinese travellers and also keep them apprised of strong health protocols and positive news about successful pandemic control measures can help to guide their future travel decisions.

Let's also talk about Chinese travellers' preference for destinations that are deemed friendly to Chinese people. Is this something that corporate travel managers dealing with Chinese travellers as well as event organisers/owners targeting Chinese attendees should pay close attention to?

Our survey findings showed that friendliness to Chinese travellers was actually ranked as the most important factor impacting travel destination choice, so this is certainly an area that the travel industry should pay attention to. Destinations that are seen as friendly to China will also be seen as more stable for business relations. Travelers of any nationality want to feel safe and welcomed, so it's

important to be able to address and alleviate any concerns.

What would you recommend destination marketers do to rebuild Chinese travellers' confidence?

Consumer marketing to maintain and build Chinese travellers' interest and cultivate a welcoming image is one important side to this, but B2B relations with the Chinese travel industry shouldn't be neglected. Travel agents can act as trustworthy sources of information, especially to travellers who may be more risk-averse and looking for reliable, professional advice. Our survey showed that for most global destinations, official advice from the government and travel agencies would impact the decision to travel again.

View the report here: shorturl.at/jlDKP

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It is bustling down under

New schemes to entice the Chinese market are under wraps, but the scene is rife with fresh products ready to dazzle.

By **Adelaine Ng**

The past 15 months have been challenging for business events in Australia, a sector that was contributing A\$36 billion (US\$27.9 billion) to the Australian economy before Covid.

But feedback seems to show that Chinese buyer enthusiasm for the Land Down Under has not diminished despite the challenges of the pandemic, and it is something Business Events Australia would like to see continuing.

"We have received solid leads for 2022 and beyond, indicating consumer mindset is optimistic and Australia's desirability as a business events destination still remains," said Andrew Hogg, Tourism Australia's executive general manager eastern markets and aviation for Greater China.

"We have a dedicated business events team based in Shanghai who have strong relationships in-market and run distribution activity to keep Australia front of mind.

"We've also released new resources to help raise awareness and preference for Australia. These include a WeChat Mini Program and an industry toolkit that provides event planners with access to Australian marketing assets free of charge to use in pitch presentations and other promotional platforms," he continued.

There's still plenty to promote too. Behind the closed borders, new products are being launched in anticipation of market recovery. They include beautiful new hotels



From above: Melbourne's skyline; a function space at the Adelaide Oval

like W Melbourne which can host events of up to 500 guests in their Great Room, and Adelaide's Oval Hotel, Australia's first and only premium hotel connected to a sports stadium.

Several venues have also used the lockdown period to undergo significant renovation works. In tropical North Queensland, luxury treetop escape Silky Oaks Lodge is integrating indigenous artworks and custom furnishings by Australian designers across six luxury villa styles.

A brand-new A\$60.5 million gallery has also opened at HOTA (Home of the Arts) on the Gold Coast with more than 2,000m² of exhibition space. In Sydney, the Australian Museum has emerged from an extensive A\$57.5 million renovation has given it a "very grand entrance" and transformable spaces for functions.

For the more adventurous, Perth's latest experience offers a Zipclimb, which involves climbing 314 steps to the summit of the Matagarup Bridge above the Swan River. Climbers get to enjoy panoramic views of



Perth from the SkyView Deck before ziplining down.

Penny Lion, Tourism Australia's executive general manager of events, said: "The Chinese are such adventurous travellers and they know Australia well, but the reason why we're always so proud to sell Australia is that we're such a multi-destination. Even if people have been to Sydney before, there's always something new to come back to."

Another factor working strongly in Australia's favour is its almost Covid-free status. "Chinese consumer behaviour has changed during the pandemic and concerns around safety will be front of mind," said Hogg.

"But the opportunities that are presented as a result of these challenges put Australia in a favourable position. Australia has been relatively successful at managing the spread of Covid 19 and being a large country with plenty of open space and a low population density, it provides groups with plenty of space to explore Australia's beautiful landscapes and exceptional experiences," he said.

Australia has also announced it will extend its Business Events Bid Fund Program to attract international events.



Over the last number of years, Australia's worked really hard to cater for the Chinese customer and they've been our number one market for so long.

Penny Lion

Executive general manager events, Tourism Australia

Pumping out support

Jeju is pulling out all the stops to enable the safe return of business events, while keeping in touch with Chinese buyers through social media.

By **Pamela Chow**

The island of Jeju has found a strong pillar of support in its local CVB, which has kept busy with transformational tools, subsidy schemes and venue campaigns to promote the safe and effective return of hybrid events to the destination.

For instance, Jeju CVB introduced a slate of support programmes to strengthen businesses in its ecosystem, enabling them to establish digital foundations such as a company cloud drive, a wireless office network and hybrid meeting technology applications. As further backing for the rise of hybrid events, it has also widened the scope of its special support programmes to include streaming technology, online platforms and digital content for meetings and exhibitions.

“In the new-normal era, hybrid meetings and virtual events are growing so fast. (Accompanying) this change, local providers in the Jeju MICE Alliance need to be prepared for the digital working environment and renovate their marketing tools to catch up with new trends,” said Changdeog Ko, secretary general, Jeju CVB.

He added: “(The support schemes have) helped them to be ready for the non-contact business market. To prepare local exhibition providers – such as PCOs and PEOs – for meeting technology, we plan to provide educational learning programmes and mar-



Grand Hyatt Jeju is one of the latest openings with a plethora of business events facilities

keting skills in virtual events.”

For in-person events, organisers must now consult the Jeju MICE Event Prevention Guide released early last year. Local providers have also been participating in regular meetings with Jeju CVB to receive updated prevention measures and guidelines for each industry.

Ko shared: “This year, we are running a prevention support programme for meetings. All delegates of meetings of more than 100 pax are given personal hand sanitiser, and we provide an exclusive shuttle bus to minimise contact between delegates and the Jeju locals. Lastly, we sterilise meeting rooms before, during and after the event.”

With robust measures and support in place, Jeju has remained confident in promoting notable venues in its ecosystem. Last year, its CVB spotlighted eight sustainable activities ranging from teambuildings to tours. These are designed for small groups of 30 attendees, and to last for three to four hours.

It has also handpicked 13 unique venues

– such as Camellia Hill, Jeju Folk Museum and Jeju Hwanswang Forest Park – to award a maintenance fund with professional consulting in preparation for in-person events. These venues are now “well-prepared to hold various types of events, from exclusive incentive groups to large meetings, which will be expected to be held in Jeju this year”, expressed Ko.

Infrastructure on the island has continued to evolve, with the emergence of more hotels that promise a fully kitted-out meeting experience. In December 2020, Grand Hyatt opened its largest Asia-Pacific property 10 minutes from Jeju International Airport, offering 1,600 rooms and suites, eight residential-style meeting spaces and 14 restaurants and bars. This year, Grand Josun Jeju opened its doors in January, and is a refreshing offering for groups hankering for a luxury resort experience.

To push its latest offerings out to the Chinese market, Jeju CVB has clocked its attendance at virtual events, such as IT&CM China and IT&CM Asia, while rolling out promotional materials and updated information through its tourism offices in Beijing, Shanghai, Guangzhou, Chengdu, Shenyang and Taiwan. This comes on top of regular Zoom conferences sharing the latest insights about the Chinese market and discussion of sales strategies. From the beginning of June, the CVB also plans to upload MICE content targeting the Chinese market on its social media channels.



...local providers in the Jeju MICE Alliance need to be prepared for the digital working environment and renovate their marketing tools to catch up with new trends.

Changdeog Ko
Secretary general, Jeju CVB

Corporate travel policies ailed by Covid-19 complexities

Ever-changing restrictions that hinder safe travel resumption are forcing TMCs to keep a close eye on policies, discovers **Karen Yue**

Mounting obstacles to safe travel resumption alongside Covid-19 infection concerns have led companies to refine their travel policies to better reflect the reality of today's unusual travel landscape.

Among these obstacles, according to two of Asia-Pacific's top travel management companies (TMCs), are complex and varying travel restrictions around the world, capacity challenges, and difficulty in enforcing Covid-19 vaccination and use of health passports among business travellers.

Joanne Taylor, senior director, account management & consulting, Asia, FCM Travel, said: "With government restrictions, including immigration regulations, border closures as well as quarantine and lockdown conditions, still constantly changing, this becomes a challenge for travellers to monitor regularly, and have certainty on what they need to know or do in various countries. The uncertainty of movement from snap government decisions and existing border closures along with short notice on regulation change is also a big drawback for travellers as they are concerned about getting stranded in a destination."

Adding to the pain of comprehending and tracking travel restrictions is the fact that these regulations could even vary from one state or region to the next within the same country, said Akshay Kapoor, head of sales, Asia Pacific with CWT.

"That makes it difficult for organisations to get their head around their return to travel plans," he remarked.

And even when essential travel is allowed or if travellers have the confidence to travel again, Taylor said securing seats for these travellers could be a challenge.

"With cancellation or reduction of various air routes over the past year due to a lack of demand, supply has become greatly constrained as well. Lockdown and post-lockdown announcements bring a different



set of challenges to gaining seat access where mass requests consume most of the supply and seat priority is given to those who are stranded in a destination," she said, adding that transit conditions bring yet another set of complications to the equation.

Meanwhile, as Covid-19 vaccines and digital health passports are made available to facilitate a safe return to travel, Kapoor said companies must now determine the extent to which they and the travel ecosystem can dictate sensitive and personal choices over the use of these products.

A China case study

China's ability to contain the Covid-19 pandemic sooner than other parts of the world, enabling the resumption of domestic travel, has made her the "beacon of hope for global travel", remarked Kapoor.

A McKinsey & Company report in October 2020 noted that demand for domestic travel had approached pre-pandemic levels by the end of August. ForwardKeys made similar observations, noting that domestic seat capacity had returned to pre-pandemic levels by August 2020 and eight per cent more seats were added in 4Q2020 to cope with rising demand. While Chinese airlines had to slash 23 per cent of seat capacity in February 2021 due to Chinese New Year travel restrictions, they brought back 19 per

cent more seats in March 2021 compared to pre-pandemic levels.

Albert Zhong, general manager, China, CWT, confirms that the majority of his clients in China had resumed pre-pandemic levels of domestic business travel by the end of 2020.

While occasional new cases of Covid-19 infections in some cities would impact traffic, Zhong said overall demand for domestic business travel across China is recovering steadily.

Like companies elsewhere in the world, Chinese employers have made duty of care and traveller health and safety their prime focus over the past year.

"We are increasingly seeing Chinese companies requiring employees to secure pre-trip approvals not only from their line managers, but also from the human resource department, so that their trips can be tracked in a timely and efficient manner. In many cases, local governments are also issuing travel advisories, rules and regulations," shared Zhong.

"As a result, reporting and traveller tracking capabilities have become a key criteria for companies when selecting a TMC to work with," he added.

Chinese companies have also grown to lean more onto their TMCs for pre-travel information, such as government-imposed travel restrictions, Covid-19 testing and quarantine requirements, as well as hotel and airline operations.

He acknowledges that travel arrangements continue to be complex "due to the sheer unpredictability of the current environment and how quickly things can change".

As such, every party in the travel ecosystem must "play its role to the best of their expertise".

"For example, we have had to increase our capability to communicate and connect with our clients and their travellers, including providing pre-trip advice, safety and security alerts, and traveller tracking. Last year, CWT in China published hundreds of travel-related news articles and alerts on WeChat for our corporate clients. We also organised a number of webinars, including some with airlines and hotels, to provide industry updates to our customers."

On the virtual hunt

Travel planners around Asia are looking to foster new business connections to spark recovery strategies



ZAİM MUHAMMAD
Joint business partner, Travel Counsellors, United Arab Emirates

My clients in Dubai would like to plan an epic trip to China. I promote one- to two-week trips in China to my clients covering Beijing, Xi'an, Chengdu and Guilin. My Pakistan office also sells business destinations like Guangzhou, which are combined with Hong Kong for entertainment. Since most of my clients are in the luxury market, I hope to meet as many suppliers as possible, especially five-star hotels in different Chinese cities for future MICE trips.

MANISH RAJ
Vice president, Moveinsync Technology, India

I am looking for destinations that companies have both business and leisure travel interest in. China is one of them; Hong Kong, Taiwan and Singapore are other regions that have global appeal and business opportunities. I am hoping to better prepare for the future by understanding trends that are coming up across different destinations. It is important to know how the industry is going to shape up as we move forward.

SANTI APARAMITA
Director, SUN Educational Travel, Indonesia

I am keeping my eye out for tour products in China, and hope to gain more information from my networking sessions. The buyer online reward is an activity I am looking forward to as well. As we get ready for business recovery, I believe that we are not alone, and we can pass this challenging time together.



RAJEEV RAWAT
Director, Prime Link Travels, India

We are keeping an eye on destinations that travellers in our country are comfortable with, such as Shanghai, Hong Kong, Macau, Thailand, Singapore and Bali. We are eager to connect with hotels, DMCs, tourism boards and other suppliers in these destinations, especially for MICE products. Through IT&CM China and CTW China 2021, we hope to be ready to get back into full swing when MICE travel returns. Currently, such virtual meetings that help us stay connected across the world is a motivation for me.



SIDDHARTH SHAH
CEO, FastTreck Travels, India

We went through lots of changes last year. I believe there will be a travel boom after this pandemic, and I would like to be ready for it by connecting with DMCs, hotels, incentive organisers, cruise lines and transportation companies in China, Vietnam, Japan and South Korea, as well as countries in South-east Asia, and Europe.

RONALD A FABILLAN
Operations manager, Harvester's Travel and Tours, Philippines

As we face the new normal, I am looking forward to learning what China has to offer, while keeping a lookout for new destinations that are safe to visit, in order to boost the confidence of our MICE guests. I am hoping that after IT&CM China and CTW China 2021, new business networks will be established and fresh destinations will be introduced. I hope content will inspire the travel industry.



STANLEY YEW
MICE executive, Pacific Arena, Singapore

I believe that when Singapore's borders reopen, travel will kick-start with countries nearer to home. Therefore, I am interested in destinations near Singapore, such as Thailand, Indonesia, Taiwan, Shanghai, Sanya, Xiamen and Hong Kong. Through walk-in meetings and exclusive live sessions, I hope to find out more about how destinations and attractions will change post-Covid.



MICHELLE REYES-MACTAL
Operations manager, Navigatio Travel and Tours, Philippines

We are hoping to build our network of direct suppliers and collect event points for rewards, which is exciting. We are very much looking forward to discovering sights like the Great Wall of China; family-friendly destinations like Singapore, Hong Kong and Malaysia; and not to mention the panoramic views of Turkey and India. We believe that tourists are waiting for the chance to travel again, and when that happens, we hope to be equipped and ready.

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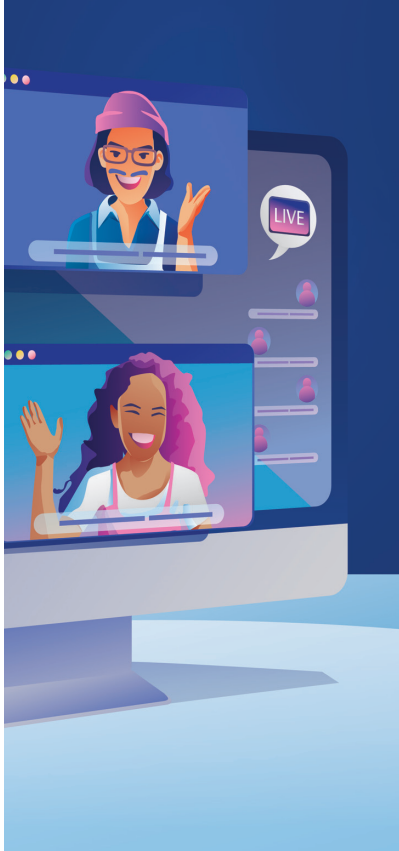

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0001hrs to 2359hrs	On-Demand Content and Networking Conversations On-Demand Content (精彩纷呈的随享环节): Knowledge Sessions (教育论坛), Brand Showcase Presentations (品牌推介会), Buyer Procurement Showcases (买家采购专场) Starts at different timings from 22 June. On-demand till 24 June 2359hrs 从6月22日起在不同时段发布, 视频点播至6月24日2359hrs		
0900hrs to 1800hrs	Unlimited Walk-In Meets (WM) 无限现场商务洽谈 Except Lunch Break 除午休时间: 1240hrs to 1340hrs		
0900hrs	Knowledge Sessions 教育论坛 Released / On-Demand 发布/点播	Re-Watch/Catch Up On All Content Sessions On-Demand Till The End Of The Show 重播/回看 所有随享环节均可按需点播直至展会结束 	
1000hrs	Buyer Procurement Showcases 买家采购专场 Released / On-Demand 发布/点播		
1000hrs to 1135hrs	Scheduled Meets (SM): 1 to 4 展前预定商务洽谈 1至4	Scheduled Meets (SM): 9 to 12 展前预定商务洽谈 9至12	Scheduled Meets (SM): 17 to 20 展前预定商务洽谈 17至20
1140hrs to 1200hrs	Brand Showcase 1 品牌推介会1 FCM Travel Released / On-Demand 发布/点播	1140hrs to 1240hrs Exclusive Live Session 1 独家直播环节1 Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism 	
1220hrs to 1240hrs	Brand Showcase 2 品牌推介会2 Gyeonggi Tourism Organization Released / On-Demand 发布/点播		
1340hrs to 1400hrs	Brand Showcase 3 品牌推介会3 MEET Taiwan Released / On-Demand 发布/点播	1340hrs to 1440hrs Exclusive Live Session 2 独家直播环节2 Penang Convention & Exhibition Bureau 	
1400hrs to 1420hrs	Brand Showcase 4 品牌推介会4 Taipei City Government Released / On-Demand 发布/点播		
1440hrs to 1500hrs	Brand Showcase 5 品牌推介会5 Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism Released / On-Demand 发布/点播	Live Networking Conversations 1 交流会直播1 Coopetition For Market Recovery 有利市场恢复的合作竞争 Hosted By GainingEdge	
1500hrs to 1520hrs	Brand Showcase 6 品牌推介会6 Hong Kong Tourism Board Released / On-Demand 发布/点播	Live Networking Conversations 2 交流会直播2 ICCA Statistics And You 走近ICCA统计数据 Hosted By ICCA	
1525hrs to 1700hrs	Scheduled Meets (SM): 5 to 8 展前预定商务洽谈 5至8	Scheduled Meets (SM): 13 to 16 展前预定商务洽谈 13至16	Scheduled Meets (SM): 21 to 24 展前预定商务洽谈 21至24

Knowledge Sessions 教育论坛

Released on 22 June,
0900hrs (GMT+8),
On-demand till 24 June 2359hrs
从6月22日, 0900hrs (GMT+8),
视频点播至6月24日, 2359hrs

MICE Knowledge Sessions 会奖教育论坛

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Committee (CBEIC)
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International Safe Travel Insurance Cooperation

As global travel looks towards re-starting in this post-COVID climate, one of its key drivers is the cross-border flow of business travel by chambers of commerce, associations and corporate members. The increase in frequency of international travel has undoubtedly put pressure on the prevention and control of the epidemic as imported incidental cases have also increased. The assurance of epidemic prevention for international business travel is thus a critical factor for global economic recovery.

国际安全旅行保险合作

新冠疫情之后, 世界经济重启关键在于各国生产的恢复和经济的复苏, 这往往伴随着商会, 协会和企业会员商务旅行的跨国流动。跨国出行频次的增加, 对疫情防控产生压力, 输入性偶发病例增多。可见, 世界经济重启稳步与否的关键之一在于国际商务旅行的防疫安全保障。

Moderator

Alicia Yao Hong, Vice President, China Business Event Industry Committee (CBEIC)
姚红, 中国国际商会商业行业商会商务会展产业委员会副主席

Panellists

Catty Yun, Founder and Chairman, Sourcing China
云峰玉, 采购中国经理人协会创始人及会长

Maria Rosa Azolina, Managing Director, Private Incentive Milano, Milano, Italy
玛丽亚·罗莎·阿佐利娜, 意大利 Private Incentive Milano 会奖策划公司董事总经理

Christine Yang, Head of Marketing and Communication Greater China, International SOS Pte Ltd
杨雅如, 国际SOS救援中心大中华区市场推广总监

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Cooperation - Building Competitive Alliances For Expedient Regional Market Recovery

The biggest lesson our industry has learned from the COVID pandemic is how interdependent we are on each other to get through this crisis. But are we doing enough collaboratively to lead us out? Leveraging on the case studies of alliances that have successfully collaborated for mutual gains, this session explores how competitors can work together to expediently achieve market recovery and growth, and the role industry associations can play to encourage greater collaboration.

合作竞争——建立有利于区域市场复 苏的联盟

我们行业从新冠疫情中学习到: 相互扶持才能度过危机。通过合作互利的成功案例研究, 将探讨竞争对手如何协作以实现市场复苏和增长, 以及行业协会在促成合作中可以发挥的作用。

Moderator

Mike Williams, Senior Consultant, GainingEdge
Mike Williams, GainingEdge 国际咨询公司高级合伙人

Panellists

Alicia Yao Hong, Founder, IME Consulting
姚红, 博悦咨询创办人

Amelia Roziman, Acting Chief Executive Officer, Business Events Sarawak

Andrew Hiebl, Chief Executive Officer, Association of Australian Convention Bureaux Inc (AACB)

Jason Yeh, Chief Executive Officer, GIS Group
叶泰民, 集思会展事业群创办人及执行长

Leonie Ashford, International Business Events Manager, Tourism New Zealand

Nichapa Yoswee, Senior Vice President, Thailand Convention and Exhibition Bureau

**Watch The Knowledge Session
Then Join The Panel In The LIVE
Networking Conversations!**
观看本场论坛并加入交流会话直播
与演讲嘉宾互动

Hosted by ICCA

由国际大会与会议协会主办



Statistics Reinvented

This year, ICCA began publishing its latest statistics reports with a twist! This session explores how these reinvented reports take into account the effects COVID-19 had on the associations meeting industry including economic impacts, the evolution of meeting formats and how ICCA's market intelligence remains relevant in the changing times.

以新方式制定统计数据报告

今年, ICCA 发布的最新的统计数据报告有一些新变化! 本次交流探讨了这些以新方式制定的统计报告如何将 COVID-19 对协会会议行业的影响列入考量范畴, 包括对经济的影响、会议形式的演变以及 ICCA 的市场情报如何在不断变化的时代保持相关性。

Presenter

Marco van Itterzon, Senior Manager Research and Market Analytics, ICCA
Marco van Itterzon, 研究及市场分析高级经理, ICCA

**Watch The Knowledge Session
Then Join The Panel In The LIVE
Networking Conversations!**
观看本场论坛并加入交流会话直播
与演讲嘉宾互动

CTW China Corporate Travel Knowledge Sessions 商旅教育论坛

Safe Travel of the Future: How Will It Look?

Duty of care has always been



an important component of corporate travel, and is even more so now against the backdrop of a pandemic and continued traveller apprehension. China corporates, which are among the first in the world to return to travel, albeit mostly on domestic routes, will offer a look into how safe travel of the future should be managed.

展望: 未来的安全旅行

保护职责一直是商务旅行的重要组成部分, 在如今疫情大流行和持续的旅行者忧虑的背景下, 更加重要。中国的企业是世界上第一批重启商旅的公司, 尽管大多限于国内旅行, 但将为业界提供一个视角, 探讨如何管理未来的安全旅行。

Moderator

Li Lei, Founder & Director, Youli Hospitality Consulting Co., Ltd
李雷, 游逸咨询创始人

Panellists

Harry Guo, Head of Account Management - China, FCM Travel
郭冬峻, FCM Travel 中国区客户管理主管

Henni Hu, Head of Marketing - China, CITS American Express Global Business Travel
胡新颖, 国旅运通全球商务旅行市场总监

Judy Liu, General Manager - Corporate & Partner Sale China, Delta Airlines
Judy Liu, 美国达美航空公司中国区大客户销售总经理

Getting Back in the Air

With travellers expected to spend hours on end in an enclosed space to get from one location to another, much attention has been paid to how airlines are resuming flight services in safe ways. We find out how different airlines in Asia-Pacific are faring in this regard, and what matters most to corporate travel managers.

回到空中

旅客对于在封闭的空间中度过数小时, 以从一个地方到达另一个地方已有心理准备, 因此人们更加关注航空公司将如何以安全的方式恢复航班服务。我们将探讨亚太地区的不同航空公司在这方面的进展如何, 以及对企业商旅管理人士来说最重要的是什么。

Moderator

Calvin Xie, General Manager - China, FCM Travel
谢赞, FCM Travel 中国区总经理

Panellists

Dr Echo Li, Head of Medical Advisors, Great China Assistance Service, International SOS
李海斌, 国际SOS大中华地区援助服务总监

Haibin Wang, Customer Relations Department Manager, East China Marketing Center, China Southern Airlines
王海斌, 中国南方航空华东营销中心客户关系部经理

Hamish Wang, Associate Director, Travel Meetings Card Operation and Fleet, MSD China
王毅钧, 默沙东中国差旅会议与公司卡及车辆运营副总监

Brand Showcase Presentations 品牌推介会

Released from 22 June, 1140hrs (GMT+8) onwards, On-demand till 24 June 2359hrs
从6月22日, 1140hrs (GMT+8) 开始, 视频点播至6月24日, 2359hrs

Released 22 June,
1140 - 1200hrs (GMT+8)
FCM Travel

FCM

Released 22 June,
1220hrs - 1240hrs (GMT+8)
Gyeonggi Tourism Organization



Released 22 June,
1340 - 1400hrs (GMT+8)
MEET Taiwan



Released 22 June,
1400 - 1420hrs (GMT+8)
Taipei City Government



Presenter: Ya-Ting Chuang, Manager, Taipei City Government

Released 22 June,
1440hrs - 1500hrs (GMT+8)
Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism



Presenter: Anne Wang, Deputy Secretary General, Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism

Released 22 June,
1500 - 1520hrs (GMT+8)
Hong Kong Tourism Board



Buyer Procurement Showcases 买家采购专场

Released on 22 June,
1000hrs (GMT+8),
On-demand till 24 June 2359hrs
从6月22日, 1000hrs (GMT+8) 开始, 视频点播至6月24日, 2359hrs

Green Tours SRL, Italy



Presenter: Cesare Maria Ortis, Managing Director

HAFACEN, Vietnam



Presenter: Hoang Nguyen, CEO

MAVP Travel & Tours/ United Travel Agencies and Operators Association (UTAOA), Philippines



Presenter: Melody Palomares, President

Travel Counsellors LLC, United Arab Emirates



Presenter: Zaim Muhammad, Joint Business Partner



Exhibitor List

- 365 WONDERS BOOKING RESERVATIONS SERVICE, PHILIPPINES
- 9.81 PARK, SOUTH KOREA
- ABLY CONFERENCE & EXHIBITIONS, TAIWAN
- ARK TRAVEL EXPRESS, INC., PHILIPPINES
- ARTYZEN GRAND LAPA MACAU, MACAU SAR
- BLUEWATER RESORTS, PHILIPPINES
- BUSINESS EVENTS PERTH AUSTRALIA
- C-JUNE COMMUNICATION (CUBE 9 J-NU), SOUTH KOREA
- CHEERY CANAL HOTEL HANGZHOU, CHINA
- CHINA BUSINESS EVENT INDUSTRY COMMITTEE, CHINA
- CHINA MICE COMMITTEE - CMC, CHINA
- CHINA TRAVEL INTERNATIONAL (HANGZHOU) LTD., CHINA
- CHINA TRAVEL ONLINE, CHINA
- CITY OF DREAMS, PHILIPPINES
- CLUB PARADISE PALAWAN, PHILIPPINES
- CONRAD SEOUL, SOUTH KOREA
- CORDIS, HANGZHOU, SCI-TECH CITY, CHINA
- CRIMSON RESORT & SPA BORACAY, PHILIPPINES
- CRIMSON RESORT AND SPA MACTAN, PHILIPPINES
- CROWNE PLAZA HANGZHOU SCIENCE CITY, CHINA
- CTG MICE SERVICE COMPANY LIMITED, CHINA
- CTG MICE SERVICE COMPANY LIMITED SHANGHAI BRANCH, CHINA
- CTG MICE-HAINAN , CHINA
- CTPH TOUR (CTPH LIFESTYLE & TRAVEL SERVICES), PHILIPPINES
- DEPARTMENT OF INFORMATION AND TOURISM, TAIPEI CITY GOVERNMENT TAIWAN
- DISCOVERY SHORES BORACAY, PHILIPPINES
- DRAGON TRAIL, CHINA
- EDISON TRAVEL SERVICE, TAIWAN
- EL CORTE INGLES, SPAIN
- EMERSON TROPICAL TRAVEL AND TOURS, PHILIPPINES
- EVENTY CORPORATION, TAIWAN
- EXCLUSIVE SPAIN TOURS, SPAIN
- FCM TRAVEL, SINGAPORE



- FLYEAST PHILIPPINES, PHILIPPINES
- FOUR SEASONS HOTEL MADRID, SPAIN
- GAINING EDGE, AUSTRALIA
- GLADEX TRAVEL SERVICES, PHILIPPINES
- GRAND COLOAN RESORT, MACAU SAR
- GRAND HYATT JEJU, SOUTH KOREA
- GRAND HYATT SEOUL, SOUTH KOREA
- GRAND MAYFULL HOTEL TAIPEI, TAIWAN
- GRAND NEW CENTURY HOTEL CANAL HANGZHOU, CHINA
- GYEONGGI TOURISM ORGANIZATION, SOUTH KOREA

- HANGZHOU AOCHENG KAIHAO HOTEL, CHINA
- HANGZHOU BLOSSOM WATER MUSEUM HOTEL, CHINA
- HANGZHOU CONVENTION EXHIBITION&TRAVEL CO. LTD., CHINA
- HANGZHOU GOLDEN BRIDGE EXHIBITION CO. LTD., CHINA
- HANGZHOU INTERNATIONAL EXPO CENTER, CHINA
- HANGZHOU MARRIOTT HOTEL LINAN, CHINA
- HANGZHOU MENGHAN INDUSTRIAL CO. LTD., CHINA
- HANGZHOU MUNICIPAL BUREAU OF CULTURE,RADIO,TV AND TOURISM, CHINA
- HANGZHOU NEW CHINA TRAVEL SERVICE CO. LTD., CHINA
- HANGZHOU SAITE MICE SERVICE CO. LTD., CHINA
- HANGZHOU XINQIAO HOTEL, CHINA
- HESSED COMMUNICATIONS, SOUTH KOREA
- HOLIDAY INN HANGZHOU CBD, CHINA
- HONG KONG TOURISM BOARD, HONG KONG
- INTERCONTINENTAL HANGZHOU, CHINA
- INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION (ICCA), MALAYSIA
- INTERNATIONAL CONVENTION CENTER JEJU, SOUTH KOREA
- INTERPLAN GROUP, TAIWAN
- JANE DMC KOREA, SOUTH KOREA
- JEJU CONVENTION & VISITORS BUREAU, SOUTH KOREA
- JIE SUN HOTEL & CASINO, SOUTH KOREA
- KEMPINSKI HOTEL HANGZHOU CHINA
- LANDISON PLAZA E-FASHION HOTEL HANGZHOU, CHINA
- LANDISON PLAZA HSD HOTEL HANGZHOU, CHINA
- LOTTEWORLD, SOUTH KOREA
- MADRID CONVENTION BUREAU, SPAIN
- MEET TAIWAN, TAIWAN
- MEILU LEGEND HOTEL, CHINA
- MINISTRY OF TOURISM & CREATIVE ECONOMY, REPUBLIC OF INDONESIA
- INDONESIA CONVENTION & EXHIBITION BUREAU, INDONESIA
- MOONCAKE EDUCATIONAL TRAVEL AND TOURS, PHILIPPINES
- MOVENPICK RESORT & SPA BORACAY, PHILIPPINES
- MPC CHINA, CHINA
- NEW CENTURY HOTELS & RESORTS, CHINA
- NINELANDHONG, CHINA
- NURI-COMMUNICATION, SOUTH KOREA
- OKADA MANILA, PHILIPPINES
- P CONVEX, SOUTH KOREA
- PARADISE GARDEN BORACAY RESORT HOTEL & CONVENTION CENTER, PHILIPPINES
- PENANG CONVENTION & EXHIBITION BUREAU, MALAYSIA
- RADISSON BLU CEBU, PHILIPPINES
- RADISSON BLU HANGZHOU XINTIANDI, CHINA
- SANGHA RETREAT BY OCTAVE INSTITUTE, CHINA
- SAPPORO CONVENTION BUREAU, JAPAN
- SEOUL TOURISM ORGANIZATION, SOUTH KOREA
- SHAMA SERVICED APARTMENTS ZUJINGANG HANGZHOU, CHINA
- SHANGRI-LA FAR EASTERN PLAZA HOTEL, TAIPEI, TAIWAN
- SHANGRI-LA'S BORACAY RESORT AND SPA, PHILIPPINES
- SOFITEH HANGZHOU WESTLAKE, CHINA
- SOUTHEAST ASIA.COM, SINGAPORE
- STARRIDES, CHINA
- TAIPEI MARRIOTT HOTEL, TAIWAN
- TAIWAN TOUR CO. LTD., TAIWAN
- THE DRAGON, HANGZHOU, CHINA
- THE HOWARD PLAZA HOTEL TAIPEI, TAIWAN
- THE LIND BORACAY, PHILIPPINES
- TOURISM AUSTRALIA, AUSTRALIA
- TOURISM PROMOTIONS BOARD PHILIPPINES
- TRISTAR, CHINA
- TTG ASIA MEDIA, SINGAPORE
- TWTC & TAINEX EXHIBITION CENTER, TAIWAN
- UNITED TRAVEL AGENCIES AND OPERATORS ASSOCIATION (UTAOA), PHILIPPINES
- WALKERHILL HOTELS & RESORTS, SOUTH KOREA
- WATERFRONT HOTEL AND CASINOS PHILIPPINES
- WILLY EVANS CONSULTANTS CO. LTD. PCO, TAIWAN
- WYNDHAM GRAND PLAZA ROYALE HANGZHOU, CHINA
- ZHEJIANG NARADA GRAND HOTEL, CHINA

Buyer Participation Scheme Highlights 买家参与计划亮点

Guaranteed Cash Rewards 必赢现金奖励

Earn CNY 20 for each Scheduled Meet (SM) completed

Plus bonus cash at these achievement tiers:
• Minimum 10 SM = + CNY 50 bonus
• Minimum 20 SM = + CNY 150 bonus

获得人民币20元
每完成一场展前预定商务洽谈 (SM)

完成以下场次的展前预定商务洽谈 (SM) 将获得相应额外现金奖励:
• 多于 10 SM = + 人民币 50 元奖励
• 多于 20 SM = + 人民币 150 元奖励

Commitment Bonus! (For China-based Buyers Only) “承诺”奖金! (仅限中国买家)

Opt-in to register with a fully refundable* CNY 100 commitment fee and receive double the bonus cash at the 105M (+ CNY 100) or 205M (+ CNY 300) achievement tiers

*Commitment fee refund subject to completion of minimum 105Ms

注册时选择支付可全额退还*的人民币100元“承诺”费，
将可获得加倍的额外现金奖励:
• 多于 10 SM = + 人民币 100 元奖励
• 多于 20 SM = + 人民币 300 元奖励

**“承诺”费将在买家完成最少10场展前预定商务洽谈 (SM) 后，
全额退还。

Lucky Red Packet 幸运红包

For every Walk-In Meet (WM) with an exhibitor. Receive up to CNY 100 in each mystery packet.

每完成一场现场商务洽谈 (WM) 后，
可获得一个价值最高达人民币 100 元的幸运红包。

Accumulate Points 积分

Earn points for every qualifying event activity / session. The more you participate, the more you earn (Table 1).

买家在每项活动结束后获得相应积分。参与越多，积分越多。(表1)

Leaderboard Winners 排行榜赢家

Be amongst the top buyers in points accumulation and win attractive prizes in our lucky draw.

成为积分最多的买家之一，赢取精彩好礼!

Complimentary Full Access 免费通行证

to 3-day virtual event.
3天的线上展会。

Digital Certificate of Participation 电子版参与证书

for confirmed and attending buyers.
每位参加本届线上展会的买家将获得电子版参与证书。

All cash rewards can be withdrawn to your WeChat Pay account or received as Cash Voucher after the event.
Cash rewards for international buyers will be converted from CNY to USD at the organiser's prevailing exchange rate.

所有现金奖励都可以提取到微信支付账户中或于展会结束后以电子礼金券兑换。
国际买家的现金奖励将以主办方现行汇率计算，将人民币兑换为美元。

Table 1: How To Earn Points
表 1: 如何获得积分

No.	Activity 活动	Points Per Activity 活动积分
1.	Brand Showcase Presentations 品牌推介会	30
2.	Exclusive Live Sessions 独家直播环节	30
3.	Buyer Procurement Showcases 买家采购专场	20
4.	Knowledge Sessions 教育论坛	20
5.	Networking Conversations (Live) 交流会话 (直播)	20
6.	Networking Conversations (On-Demand) 交流会话 (点播)	10
7.	Booth Check-in via Virtual Exhibition 展位打卡	5
8.	Exchange Contact With Any Delegate 交换名片	5

For #1 to #4, attend a minimum 50% of the session's allotted duration to qualify for points.
#1到#4，须参与至少50%的活动时间，以获得积分。

PREVIEW OF BUYER-ONLY REWARDS 买家专属奖励发布!



- 3D2N Stay at Shangri-La's Boracay Resort & Spa Philippines
- 3D2N Stay at BlueWater Resorts
- 3D2N Stay at Crimson Resort & Spa Boracay
- 1N Stay at Artyzen Grand Lapa Macau
- 1N Stay at Grand Coloane Resort
- 1N Stay at Red Planet Hotels Philippines
- 1N Stay at Radisson Blu Cebu
- Free Cebu City Tour by Evasion Tropicale Travel and Tours

And More! 更多精彩，敬请期待!

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Shanghai, Let's meet!

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国内差旅V型复苏！ 中国商旅市场展现三大趋势

根据日前携程商旅发布的《2020-2021中国商旅管理市场白皮书》，中国商旅市场呈现三大趋势，分别为差旅管控意识上升、差旅管理公司（TMC）的认知度及使用率均提升，以及关注差旅安全保障和数字化转型。此外，国内差旅将加速回暖，呈V型复苏；而保证差旅合规性成为企业差旅管理的首要目标。



■张广文=采访报道

《2020-2021中国商旅管理市场白皮书》揭露出中国商旅市场所呈现的三大趋势，以及2021年企业差旅量及支出的成长情况。

对于差旅管控意识上升，携程集团高级副总裁兼携程商旅董事长方继勤表示，金融和保险活动、资讯与通信行业，以及农林牧渔业仍是差旅管控成熟度相对更高的行业。不过，疫情促使农林牧渔业、公用事业单位、住宿餐饮行业等行业的差旅管控意识明显上升。

此外，TMC在整体商旅市场的权重有所提升，尤其在二线城市；同时，企业对于TMC的认知度及使用率均有提升，而且企业对于差旅集中管控的满意度再次提高。另外，企业在采购差旅供应商时，对于差旅安全保障和数字化转型的关注度升高，不但对员工的安全保障和预警能力更加看重，同时，从单纯的

价格导向更加趋向于数字化、精细化的差旅管理。

在差旅复苏方面，根据白皮书，国内差旅将呈现加速回暖、V型复苏。2020年8月其实已经恢复到2019年同期持平，2020年9月份更呈现强势回暖态势。随疫情形势转好，大多数企业都已经恢复了差旅活动。当中，中外合资企业恢复情况更佳，同时，大型企业恢复也相对更好，恢复至80%以上者高达52%。而同生活息息相关的公共事业差旅需求，增长尤其明显。

10%企业2021差旅量增长逾50%

估计，66.3%企业2021年差旅量会有所增长，约10%企业会增长50%以上。许多企业计划在疫情控制较好的基础上，加足差旅马力，以弥补2020年的业务空白。对于企业差旅恢复的信心指数普遍高达8分，其中，保证差旅合规性成为首要目标，尤其是国企、民营企业、大型企业格外看重差旅流程的规范化和合规性；控制成本支出则降为第二位，且超过六成的企业表示2021年差旅预算会有增长。

整体来看，2020年中国商旅市场支出规模下降了38%，但相对亚太及全球大多数国家，中国复苏形势更为乐观。放眼长期，中国商旅市场发展基本面良好，随防疫经验的积累及疫苗接种的不断普及，国内商旅市场仍有较大增长空间。

MICE出现产业化服务趋势

再者，MICE行业已经浮现出「产业化服务」的大势，越来越多MICE业者会转型为产业服务者，根植于某一垂直行业，为垂直行业

里的企业提供多元整合式服务。同时，疫情加速了一部分MICE公司向整合营销、公关传播公司转型的进程。

此外，在疫情期间MICE行业整体损失了至少三成的专业人才，还有旅行社迫于市场压力迅速转向MICE业务，故人才大换血可能导致专业知识的断层，因此，专业培训、资源培训比以往都更具重要性。

如果疫情不能完全消除，以后的「年会季」可能会提前到9至10月，以避开风险更高的冬季。而中国可能出现城市名片级别的节庆活动IP，使文、旅、商结合，这种商业模式将使部分MICE业者找到新赛道。

另外，私营及外企客户的客源、单量、预算三重下滑，但政府机关、央国企客户因为需求较稳定，会受到市场更多青睐。

IN BRIEF

商务出行比以往更重要

由于缺少出行和面对面会议，不少企业的业务发展和营运均遭受直接影响。公务航空公司—维思达公务机联合WSJ Intelligence发布全新调查报告—《商务出行的未来》（The Future of Business Travel）报告，量化了当中的影响，且81%受访者表示商务出行对于推动企业取得成功，将比以往任何时候都更加重要。

《商务出行的未来》对200多位来自美国、欧洲、中东、非洲地区及亚太地区的企业高管进行了问卷调查，了解商务出行对其组织未来发展的重要性。当中，新冠疫情限制了90%公司的商务出行，几乎所有（97%）受访者表示他们公司因商务出行限制受到了直接的负面影响。近四分之一（24%）受访者表示商务出行限制导致在所有八个业务领域上均出现大规模或严重中断，87%表示至少在一个业务领域出现了大规模或严重中断。超过三分之一（37%）表示国际业务开拓和产品发布都因为无法亲自到场而受到冲击。

随限制措施逐步放宽，人们对商务出行的期望越来越高。81%表示商务出行对于推动企业取得成功将比以往任何时候都更加重要。在每年乘坐八次或以上公务机的受访者中，60%计划大幅增加面对面会议。受访者出行的最主要原因是与合作伙伴和供应商会面以进行战略调整（各占34%），以及参加行业活动和会议。维护现有关系以及建立新关系也是决定商务出行的关键因素。

66.3%企业2021年差旅量会有所增长，约10%企业会增长50%以上。中国商旅市场发展基本面良好，随着防疫经验的积累及疫苗接种的不断普及，国内商旅市场仍有较大增长空间。

企业尝试新解决方案 以期达成可持续性目标

可持续性这个话题过去几年来越来越受重视。新冠疫情期间，人们的注意力虽有所转移，但这仍是旅游产业内直至未来几年都最亟待解决的问题之一。有业者建议企业可将微交通(Micro Mobility)方案融入商旅策略，也有展览业者开始通过高透明度的监测报告，助其达到可持续性目标。

■钟韵=采访报道

当前全球都面临气候变迁带来的灾害，而城市的碳足迹仍然过高。Free Now for Business 中欧销售总监Tim Koch说道，企业应尽己之力来对抗气候变迁，并以新的商旅策略来为地球可持续发展做贡献。

他指出，很多企业早已针对可持续性重新构思其企业社会责任策略，比如要求潜在供应商必须达到特定可持续性水平才能合作，老供应商则需限期达到同样目标；有些协会也搬出了可持续性标准，要求企业符合条件才能成为会员。

不过，各地区、国家和产业的可持续性策略、目标和关键绩效指标并不一致，使得短期内如何降低二氧化碳排放值也成为问号。

微交通成为可持续解决方案之一

为达到更好的可持续性标准，微交通可以作为解决方案之一。目前全球已有许多企业为商旅员工提供电动汽车、氢动力汽车、电动自行车等绿足迹的微交通选择。Tim Koch认为，企业界应进一步推行相关方案，并将其纳入可持续性策略及关键绩效指标的评定当中。

据相关调查显示，商旅人员对于灵活且具可持续性的交通工具越来越感青睐，且微交通与大众交通相辅相成的效果非常好。因此，能善用微交通方案、优化商旅可持续性策略的企业，对于吸引优秀人才也更有优势。

通过高透明度监测报告进行检视

阿联酋2020年迪拜世界博览会可持续发展负责人Dina Storey介绍道，迪拜世博会正以受全球公认的全球报告倡议组织(Global Reporting Initiative, GRI)标准来监测迪拜世博会的经济、环境和社会影响，目的是借高透明度的监测机制来维护其可持续发展成果的公信力。其于2018和2019年皆已发布年报，2021



年即将发布15个月的监测报告，内容包含其对新冠疫情的回应政策、措施及落实效果，供其他旅游业者或大型活动作为未来之鉴。

在著手准备报告之时，他们同样也参考了包括2012伦敦奥运会、2014巴西世界杯、2015米兰世博会、2018俄罗斯世界杯、2020东京奥运会等大型活动的同类报告，并在其基准之上，综合了包括外部利益相关者、员工、领导层、到访者和志工的意见，针对适用迪拜世博会的25个项目(包括采购方法、能源、水、职业健康和安全、本地社会、创新等)反

映实况，最终也获得了GRI的认证。

她表示，大型活动带有塑造可持续发展趋势的难得机遇，可被视为从根本上改变民众活动后日常生活习惯的关键。因此，迪拜世博会发布GRI报告的目的在于将该活动的可持续发展相关资讯全部公诸于世，督促自身严格执行环保措施的同时，也以此启发未来其他大型活动，朝环保方向发展。

专家表示，要落实可持续性商旅或活动策略，有几点原则必须要留意。

- 首先企业不能不切实际，而应设定实际可达的目标和关键绩效指标。要做到这一点，可先就公司内部进行调查，了解员工对于微交通和可持续性工具的要求和预期，以此来设计符合员工期望的环保政策。
- 其次，可从公司外部请业界领袖和专家提供变革管理支援服务，助其达到企业社会责任目标。
- 再次，还应考虑到各地区和国家的情况差异，避免死板地把同一种方案套用到不同市场上。
- 最后，需谨慎选择微交通合作伙伴。合作伙伴不仅自身需有可持续性目标和策略，也需有能力明企业在目标市场上解决相应问题，并为员工提供时间、地点、交通工具都恰当且灵活的便捷预定方法；同时，微交通的利润低，但收据多，因此潜在供应商的解决方案也应确保其能以自动化且高效的方式，为小额款项的支付与核算提供高效且精准的流程。

CARBON OFFSETTING

FCM推出全球净零碳抵消新计划

差旅管理公司FCM(fcmtravel.com)与全球气候行动和项目开发专家—South Pole 携手合作，推出一项全球碳抵消新计划。当新冠疫情旅行限制解除后，公司也将能够凭借这项计划消除员工差旅出行对环境的影响。

通过此次合作，据指出，FCM可协助跨国客户制定净零碳抵消解决方案，包括从抵消全球航班、酒店住宿、铁路出行、汽车租赁及其他差旅方面的碳排放，减轻差旅出行对气候变化的影响，大力支持他们实现可持续发展目标。

全新FCM平台的可持续发展资料表还可作为旅行者记录他们在旅行中的二氧化碳排放量，让差旅经理掌握每月碳足迹总量以及二氧化碳减排情况。FCM平台未来也将进一步

扩充可持续发展资料表，把每位客户的碳信用报告以及碳排放如何转化为抵消信用额度和项目纳入其中。

FCM表示，其能够为每位客户计算、记录并报告全球每个项目的月度或季度二氧化碳排放量，然后他们可选择特定的气候行动项目来抵消其碳足迹总量。

FCM与South Pole合作制定了一份清单，包含12个全球环保项目，涵盖林业保护或恢复、社区能源及水资源等方面。每一项都是全球标准的可持续发展项目，如甘肃的 "Heqing Cooker Project" (将可再生能源用于日常生活) 等。客户可根据他们的预算、地理区域和影响类别偏好选择一至四个项目。

澳门酒店业者紧抓未来趋势 以全新品牌、独家体验争取会展市场



提供—澳门雅辰酒店

■张广文=采访报道

酒店业者对澳门的会展业务将分阶段逐步复苏，深具信心。雅辰酒店集团澳门区营运副总裁兼澳门雅辰酒店总经理温诚睿先生(Mr. Rutger Verschuren)表示，分阶段复苏首先是本地，然后扩展到大湾区以至亚洲，最后是全球复苏。旅游业方面，澳门特区政府最近亦大力进行推广，令业界备受鼓舞。澳门尤其在大湾区一直扮演重要的娱乐休闲角色，还有500多年独特的历史文化，对于休闲旅客和会展客户，吸引力十足。

特别的是，他强调，虽然澳门是个小城市，但是酒店业界均非常团结，预计将持续共同推广会展业，致力将各类会展带到澳门。此次澳门雅辰酒店和鹭环海天度假酒店一起参加IT&CM和CTW China 2021，除了积极推广澳门，也将聚焦宣传全新品牌和独家体验。

澳门雅辰酒店正在打造全新的酒店品牌，为客人量身设计品味生活的体验，让客人能够在澳门这个小城尽享美好生活。酒店将秉承雅辰集团的经营理念，把「艺术和文化」的品牌哲学，以及情感智慧的精神融入生活当中，包括：荟景阁咖啡室举办以美酒佳肴为主的「法朵之夜」，以及各式艺术活动、文化观光团，还有水疗和康体项目等独家体验，为团体和企业客户定制更丰富的会展计划。同时，酒店亦将提供更多会议场地，其中一宴会厅可容纳250人，已进入最后的设计阶段，并将于2021年底面世。

温诚睿先生相信，旅客到访充满艺术、文

化及贴近大自然的酒店，享受定制的住宿和用餐体验，将能感受生活中最美好的事物。澳门雅辰酒店位于澳门中心地段，紧邻世界遗产景点，大大小小的博物馆以及观光区有助客人领略小城故事及文化底蕴，更易于打造独特精彩之旅。

此外，温诚睿先生也特别推荐澳门唯一真正沙滩海景度假酒店—鹭环海天度假酒店。酒店位处路环岛南端，拥有优越的地理位置，还可俯瞰壮观的黑沙海滩，为路环岛遗产和自然美景的一部分，是理想的会展度假胜地；客人到访，南中国海的美景一览无余，且度假酒店所有房间均设有私人露台。

酒店八层楼高的宏伟建筑，位于郁郁葱葱的山坡上，景致怡人，屋顶上更有澳门高尔夫俱乐部的18洞锦标赛式高尔夫球场，方便会展客人会后舒展筋骨。酒店还可为会展客户提供广阔多元的户外场地，搭配量身打造的独特餐饮体验及活动，有助会展团队享受不一样的海岛度假体验。

值得一提的是，由于澳门的易达性及便利性优势，这家位于海岛上的度假酒店，离热闹的路线仅8分钟，团队移动仍十分方便。

定制度假旅游体验很重要

分析市场趋势，温诚睿先生强调，过去，市场的重心取决于资料，访澳旅客成为酒店关键的指标。然而，随疫情的发展，酒店开始看到旅客的行为习惯及期望发生了变化，故此，定制的酒店度假体验变得很重要。澳门雅辰酒店作为一个独特的酒店品牌对市场具有重要意义，因为其不仅推出了一个全新的酒店品牌，还推出了独特的旅游体验，让客人能够重新探索澳门深厚的历史、艺术和文化景观。

未来，独特的旅游体验将是酒店长期战略的一部分，以确保客人凭借美好的回忆和精彩的旅程再次入住酒店，成为喜欢酒店品牌的忠诚客人。



广阔多元的户外场地，搭配量身打造的独特餐饮体验及活动，有助会展团队享受不一样的海岛度假体验。(提供/鹭环海天度假酒店)

EVENT

上海澳门周促进业界交流

澳门特别行政区政府旅游局与贸易投资促进局在先后于北京、杭州及江苏的澳门周举办「澳门旅游会展推介会」，两局上周再度携同相关澳门业界在上海举办「上海澳门周 - 澳门旅游及会展推介会」，积极介绍澳门旅游业及会展业的优势，让两地业者交流洽商。针对近日疫情变化，特区政府亦进一步落实【澳门健康码】的措施。

借由本次活动，旅游局向当地旅游部门、旅游业和会展业业界代表及媒体介绍澳门旅游业的最新发展状况和促进澳门旅游业复苏的工作，并推广澳门的多元化旅游资源及产品等。

贸易投资促进局亦介绍澳门会展优势，鼓励会展组织者赴澳门举办商务活动。澳门会展业界介绍今年及明年在澳门举办的会议项目。推介会现场还设有业界配对和洽谈环节，让沪澳旅游及会展业者洽谈，推进彼此更多合作。

因应近日的疫情变化，自6月9日起，进入由旅游局监管的场所：酒店场所和公寓、餐厅、酒吧、卡拉OK、舞厅、桑拿浴室、按摩院及健康俱乐部的人士必须出示【澳门健康码】；

【澳门健康码】为「红码」或「黄码」人士将被拒绝进入场所。

场地、主题活动、国际盛事 香港丰富艺术化会奖行程

近日，香港向中国内地市场积极宣传最新场地和体验，期望更多的中国企业团队在未来前往香港时，可善用香港的丰富多元文化，打造艺术化的MICE行程与商业活动，为与会者缔造难忘的体验。



摄影：ArtisTree

■张广文=采访报道

香港拥有丰富多元的文化，及各式各样的建筑、美食，是举行会议及奖励旅游的绝佳地点，同时，当地对建筑、传统艺术和手工艺等历史文化保育，也为会展策划者提供了众多创新选择。中国会展策划者可透过不同的艺术形式，及场地和体验，创造艺术化MICE行程与商业活动，为与会者缔造难忘的体验。

香港旅游发展局指出，艺术拥有启发灵感、引起话题、打破文化隔阂的力量，而且可以一种别开生面且有效的方式激发新想法，甚至让同事与业务伙伴间，建立更深厚联系。

多元艺术场地打造独特体验

从场地来看，在当代亚洲大师充满艺术气息的装置艺术或历史文物包围下举行主题交流活动，必定令人印象深刻。位于中环的**白石画廊**和**当代唐人艺术中心**环境精致优雅，而特色活动场地**ArtisTree**则可以容纳多达300人，适合需要量身定制的企业活动。另一方面，由前中区警署、中央裁判司署及域多利监狱活化而成的**古迹大馆**，除了能让人一窥香港殖民统治历史，也提供了多元的会议空间，包括艺术馆赛马会立方、洗衣场石阶，甚至是延伸到露天监狱操场的时尚餐厅。

而同样是活化古迹项目的**PMQ元创方**，由前已婚员警宿舍改建而成，坐落于中环SoHo荷南美食区一带，无论是举办正式展览或鸡尾酒派对，都相当富有特色。其还汇聚了100

多个本地设计及创意企业，到访者可定期欣赏不同工作室的作品。另外，位于壮丽的维多利亚港旁边的**西九文化区**，设有一系列出色的场地，其中有戏曲中心呈现各式传统中国戏曲之美，并有茶馆剧场送上精选粤剧折子戏，让人可体验戏曲茶楼文化。此外，亚洲首间全球**当代视觉文化博物馆M+**，亦将于今年年底揭幕。

港式主题活动展示在地特色

就体验而言，企业团体不必钻到偏远的街头小巷亦可体验不一样的地道港味。香港旅游发展局推荐，不妨以**手雕麻将**、**手绘瓷器**等港式主题团队活动，凝聚团队精神，打造独一无二的行程。例如，佐敦小店标记麻雀的老板张顺景师傅（景叔），至今依然利用家族代代相传的方式，手工制作整副麻将牌，并十分乐意向好奇前来参观的团队分享心得，举办工作坊示范手艺，展示传统手工雕刻麻将技艺。又如，香港硕果仅存的手绘瓷器厂**粤东磁厂**，特别为古玩爱好者开办手绘瓷器工作坊，这也是香港非物质文化遗产的传统广彩制作技艺。

世界级艺术盛事丰富奖励旅游

另外，每年香港均会举办世界级艺术盛事，包括5月份的**巴塞艺术展香港展会**，还有街头艺术、艺术节、独立电影、戏剧及舞蹈表演等丰富多样的活动。这些全年不间断的艺术活动，为活动策划者带来数之不尽的选择，安排结合世界级艺术娱乐活动的会议及奖励旅游，让与会者不但可放轻松，又可尽兴狂欢。

待边境开放，香港旅游发展局期待更多中国企业团队展开艺术文化之旅，在MICE行程之余，以全新视角感受香港的独有魅力，例如，细赏线上艺术、漫步主题路线，尝味艺术美饌，享受一个个被艺术触动、灵感闪耀的瞬间。

AMBASSADOR

香港国际会议大使 牵头活动收益千万

为振兴行业，香港旅游发展局近日邀请一百多位来自商界及专业界别的香港杰出领袖，出任「香港国际会议大使」，协力推广香港的会展优势，巩固香港国际会展之都的地位。目前由香港国际会议大使牵头的12个活动，预计将带来约1,000万美元的旅游收益。

香港旅游发展局主席彭耀佳博士表示，在旅游业迈向复苏的同时，很高兴与百余位杰出的业界领袖携手，合力推动香港成为亚洲乃至全球会展活动的首选目的地。会展旅游访客属于高收益旅客，人均消费比一般游客高出20%或以上。世界级的会展活动可带来巨大的经济「乘数效应」。香港旅游发展局将全力支持会议大使们，以进一步巩固香港作为国际会展之都的地位。

香港生产力促进局首席市场总监李润龙认为，「香港国际会议大使」计划深化香港旅游发展局与商界之间的联系，为香港带来更多顶级国际盛事。会议大使们在各自领域拥有广泛的网路联系、影响力和崇高地位，利于游说会议主办团体选址香港举办未来的会展活动。

香港四通八达的交通、优质的服务、极高的效率以及在多个医疗领域的领导地位，都是举办国际医疗会议的坚实基础。由会议大使牵头的活动当中，今年1月为期三天的**香港国际牙科博览会暨研讨会(HKIDEAS)**，是自2020年年底第四波新冠疫情爆发以来在香港举行的首场展会，每天平均吸引3,000多名牙科专家参加。**香港牙医学会会长兼HKIDEAS筹委会名誉主席曾宪纪医生**强调，这次的成功经验，证明香港有能力迎难而上，在充满挑战的情况下举办顶尖活动。

港中旅京华国际旅行社社副总经理计宪说明到，香港旅游局邀请专业界别的杰出领袖人物作为「香港国际会议大使」，利用他们的专业知识、人脉关系、业界威望为香港争取国际会展项目，是个积极的措施。香港有较完善的安排国际会议展览活动的条件和设施，湾仔的会议展览中心也正在扩建中，希望「香港国际会议大使」们不负众望，为香港成为国际会展大都市作出努力。