



IT&CM 中国(上海)
Incentive Travel &
Conventions Meetings
国际会议旅游
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CTW
中国 China
国际商旅大会

IT&CM China and CTW China
June 23, 2021 • Virtual

Issue

2



Emerging stronger together

Interdependency essential for business events industry to rise above the crisis

By Rachel AJ Lee

While regional collaboration between various business events destinations in Asia-Pacific is not a lofty aspiration, many are still not ready as they first have to tackle challenges at the national level.

Andrew Hiebl, CEO of Association of Australian Convention Bureaux, said: "We've all been so focused on allowing events to occur in our own backyards. (For Australia), that approach is being led by our states and territories which each have their own rules and processes impacting the business events industry."

However, there is now a far greater need for destinations to share how they have been working with their respective governments and exchange information on what solutions are speeding up recovery, Hiebl opined.

Tourism New Zealand's international business events manager, Leonie Ashford, said:



Nichapa: regional dialogues and collaboration

"I've copied some of the initiatives in lobbying the government for more recognition (for the business events sector) from some destinations (in Asia-Pacific) that have done it well. So, sharing best practices and showing how valuable the sector is (would help)."

One way to get the government to listen is by building a national alliance and speaking with a united voice.

Alicia Yao Hong, founder of IME Consulting, relayed how various associations in China are helping the business events sector to get back on its feet, with the domestic meetings and exhibitions sector having recovered to about 80 per cent.

Amelia Roziman, acting CEO of Business Events Sarawak, also shared how "industry heads in the sector came together to form the Sarawak Business Events Association".

With their backyard relatively

spruced thanks to strong association alliances, Thailand has taken the lead in spearheading a regional alliance.

Nichapa Yoswee, senior vice president, Thailand Convention and Exhibition Bureau, said: "We are in the process of forming an Asian convention alliance, where the proposed founding members are China, Japan, Taiwan and Singapore."

This alliance would help in developing more substantial lead generation, and work towards easing travel arrangements between member nations. Nichapa also proposed the concept of joint conventions, where member countries would take turns to host a rotating convention.

Agreeing with the idea, Hiebl said: "I think there's real opportunity for governments in Asia-Pacific to invest in start-up conferences, in particular industries that we specialise in. There's also an opportunity for us to create events and not just attract events because the region is of a significant size, and (is home) to a large population."

Pandemic prevention standards needed for travel freedom

By Rosa Ocampo

Resuming international business travel safely will depend on when destinations can unite to provide an assurance of epidemic prevention, and whether insurance companies can develop a new product to provide ample coverage in the event of Covid-19.

Speaking at IT&CM China's *International Safe Travel Insurance Cooperation* knowledge session, Alicia Yao Hong, vice president, China Business Event Industry Committee, underscored the need to have a unified standard of procedures especially on food, accommodation, transport, shopping and entertainment to provide business travellers with a peace of mind.

She also cited the importance of having an insurance product designed for corporates, as well as one for leisure travellers, that

can provide ample information and 24/7 support considering that the World Health Organization has stated that the pandemic may be around for decades.

Maria Rosa Azzolina, managing director of Italy-based Private Incentive Milano, relayed an example of how the European Union has developed an EU Digital Covid Certificate that will soon be made available to all its member states. This digital proof will state if an individual has been vaccinated against Covid-19, received a negative test result, or has recovered from Covid-19.

Azzolina added that in Europe, travellers are also able to purchase travel insurance policies from tour operators for as little as

nine euros (US\$10.70). Most hotels provide insurance coverage for guests who fall sick in their hotel or have their bookings cancelled at the last minute due to Covid-19.

Christine Yang, head of marketing and communication Greater China, International SOS, added that in order to build a traveller's confidence, a reliable and adaptable app for health and medical services and security risk management is also necessary.

Yang urged destinations to adopt solutions such as the ICC AOKpass, an app that allows passengers to carry a secure record of their Covid-19 test results obtained from a partner laboratory, in order to quicken the reopening of borders.



Yang: additional assurance required

Greater reliance on specialists

Chinese corporates seek more support, assurance from TMCs, travel suppliers



Clockwise from top left: Li Lei, Harry Guo, Henni Hu and Judy Liu

By Karen Yue

Chinese corporates that are reviving business travel in a post-pandemic world are now expecting their appointed Travel Management Company (TMC) and suppliers to help them answer a greater call for duty of care to their travellers.

Business travel specialists have thus responded with enhanced communications and round-the-clock support for clients,

shared panellists on CTW China 2021's *Safe Travel of the Future: How Will It Look?* virtual session.

Harry Guo, head of account management - China, FCM Travel, detailed the need for accurate and up-to-date information that is accessible online and offline. This must come hand in hand with a TMC that can offer a trusted global partnership network and round-the-clock support service.

Guo noted that safe travel requirements are not new, as pre-pandemic travellers have had to deal with surprises like natural disasters and airline strikes. However, Covid-19 travel restrictions and requirements, as well as new safety concerns, have intensified challenges for every trip.

At CITS American Express Global Business Travel, client support has evolved during the pandemic to focus on traveller care, travel programme resource provision, and round-the-clock travel counsellor support.

A study on the pandemic's impact on Chinese business travel found that 60 per cent

of companies are still uncertain about travel in a post-pandemic world, shared Henni Hu, the company's head of marketing - China.

While a pre-pandemic business trip could be finalised with one phone call, the same itinerary requires eight to 10 calls to flesh out today. To give concerned customers the information they seek, CITS American Express Global Business Travel built a Covid-19 website that details travel advisories for over 140 countries, as well as Chinese provinces. The same information is shared with customers on WeChat. Complementing these tools is a team of travel consultants who will speak to customers and provide assurance.

Recognising the new concerns of travellers today, Judy Liu, general manager - corporate & partner sale China, Delta Air Lines, said her company has invested heavily into comprehensive health and safety measures, covering more than 100 criteria throughout the customer journey. A chief health officer position was also created to lead technology adoption in health and safety initiatives.

Penang maintains interest in Chinese events

By S Puvaneswary

Malaysia's Penang Convention & Exhibition Bureau (PCEB) is working to win back Chinese MICE groups with a three-year support programme that dishes out a variety of assistance and perks.

PCEB CEO, Ashwin Gunasekaran, said the Enhanced Privilege Penang programme is customisable, and support can come in the form of hybrid and virtual event set-up, subsidised pre/post tours, and hosted meals. It is available to events with at least 20 delegates.

Pre-pandemic, Penang has seen successes

in hosting mega-sized incentive programmes and conferences by Chinese companies such as Perfect China and Herbalife China.

Despite the travel freeze, PCEB has maintained its presence in China through participation in virtual events to showcase the destination. In May 2021, it organised a virtual business events roadshow in Beijing, Shanghai, Shenzhen, Guangzhou and Chengdu.

Ashwin said the roadshows were a success; as they garnered many enquiries from travel agencies, event planners and association executives from the various Chinese cities.

Numbers that matter

44.2 The percentage of ICCA-recognised association meetings that were postponed in China in 2020 due to the pandemic.

23.3 The percentage of association meetings in China that chose to pivot to a virtual format last year.

7.9 The percentage of association meetings in China that were able to escape unscathed despite Covid-19 disruptions.

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CONTRIBUTORS

Adelaine Ng, Kathryn Wortley, 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
Adrienne Yim Marketing Executive
Delia Ng Digital Marketing Strategist

PUBLISHING 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

Brighter horizons ahead

A currently-dormant MICE scene is eagerly waiting to romance China corporates with its hospitality, sun, sand, and sea when borders reopen. By **Rosa Ocampo**

Pre-pandemic, China was the Philippines' fastest-growing and second-largest source market – after South Korea – for both leisure tourists and corporate groups.

This was due to China's close proximity and easy air access to the Philippines, the lure of her many islands, beaches and natural attractions, and a growing cache of modern event facilities. These, combined with the number of Chinese investments in a broad portfolio of local industries help bring about a large corporate base.

Since the pandemic however, Raquel Tria, acting head, MICE head, Philippine Tourism Promotions Board (TPB), has indicated that these selling points are no longer sufficient. Established health and safety guidelines as well as hygiene will be the top priority of clients and organisers moving forward.

As such, Tria shared that in order to provide for both Chinese corporate groups and bleisure travellers, the TPB has ensured that "the accreditation of Philippine tourism establishments is now aligned with the global health and safety protocols through the World Travel & Tourism Council Safe Stamp".

This will give potential travellers and event organisers peace of mind, knowing that Philippine suppliers are able to cater to the needs of the new normal and ensure safety and hygiene.

These high standards are held across the tourism industry, be it private islands in Palawan, Boracay, Bohol and Cebu, or in the capital of Manila.

In Manila, the safety and hygiene ante has been upped at its four integrated resorts, each a spacious hub for corporate events, incentive groups, and bleisure guests. Within these integrated resorts are luxury hotels, sophisticated event facilities, exclusive restaurants, alongside an array of fun and entertainment.

Jennylyn Santillan, director of sales and marketing at the City of Dreams Manila – one of the exhibitors at IT&CM China – said that other plus points for the integrated resorts are their easy access from the city's international and domestic airports, and



Ferdinand Eralin



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From above: Sumilon Island in Cebu and Twin Lagoon in Coron are just two of the many natural attractions that the Philippines can offer to corporate groups and bleisure guests

business events organisers that are looking to send their clients to the Philippines, shared Ireneo Reyes, Philippine Tourism Attache based in Shanghai.

Assistance, he elaborated, starts from pre-event (application for group visas, locating and contacting certified DMCs and PCOs, site inspection trips and technical visits, etc.), lasts throughout the event (airport assistance, giveaways and hosted events, etc.), and until post-event (assisted tours, feedback from guests to improve services).

Hospitality consultant Jerome de la Fuente, who has spent many years working in China, opined the Philippines should make efforts to snare China corporate groups as they are vastly untapped with an enormous potential, especially for luxury travel.

"(Philippine) MICE players must learn about the Chinese market and its idiosyncrasies. It's not enough that they can speak Mandarin. They should know the MICE organisers and the corporations. Connections are important as most of the deals are done outside the office," de la Fuente advised.

close proximity to the country's biggest event venues, the SMX Convention Center and 20,000-capacity Mall of Asia Arena.

Although borders have been slow to reopen due to the difference in vaccination programmes around the world, TPB's recently-launched MICE Assist Program has made it easier for outbound Chinese groups to plan their trips. The programme offers assistance and incentives to China-based



JoeProulx/Shutterstock



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From left: Sapporo has long appealed to Chinese business groups, and will continue to appeal post-pandemic; Sapporo's Odori Park and Niseko's Mount Yotei pictured

Sharpening their game

MICE stakeholders in Sapporo have kept busy sprucing up their properties and expanding their portfolio to pounce when the gates open. By **Kathryn Wortley**

Hokkaido has long attracted Chinese business groups thanks to its natural environment, delicious cuisine and snow sports. Now, with new experiences, facilities and expertise, the island is gearing up to offer an even more appealing experience.

Close to New Chitose International Airport, the slopes and city experiences, Sapporo was often the choice for corporate meetings, incentives and teambuilding pre-pandemic, and the city hopes for that to continue. The Adventure Travel World Summit in September 2021, which is being hosted virtually by Hokkaido, is expected to provide an extra image boost.

"We have been flexing our muscles in sports and adventure tourism especially, by making best use of the extraordinary nature in Hokkaido," said Ayako Kurosawa, a member of the incentive and corporate events team at Sapporo Convention Bureau.

"We're sure that the high quality of powder snow will captivate the Chinese market more than ever; as the Beijing 2022 Winter Olympics gets closer, winter sports will gain more popularity."

Kurosawa's team is banking on growing interest among the Chinese corporate events market for "diverse natural surroundings and unforgettable outdoor adventures in both green and white seasons", to grow Sapporo's appeal.

Glamping site Takibi, a two-hour drive from Sapporo, near Niseko, has been revamped, and now sports a website in Chinese. With views of Mount Yotei, the camping ground offers numerous cottages, bell tents, an event space and walking paths.

The area has also expanded its team-building and incentive programmes, adding an "ice carousel" in Onuma Quasi-National Park, on which guests can lie down and look up at the sky. Meanwhile, Rutsusu Resort Amusement Park has launched charter bookings from summer 2022 starting from ¥1 million (US\$9,190).

According to Kurosawa, Sapporo remains strong in offering other "wow experiences" too, such as snowball fights and photo scavenger hunts, which were popular with Chinese business groups pre-pandemic.

Hirofumi Watanabe, hotel general manager of Kiroro Resort, a 75-minute drive from Sapporo, is working with part-

ners in China to develop cross-promotions, including discounted ski passes for Chinese guests once international travel resumes.

Kiroro Resort is also using fresh produce from the local Akaigawa area, another attractive offering as Chinese groups are big fans of fresh Hokkaido produce, shared Kurosawa, adding that seafood, Sapporo beer, lamb barbecue, local vegetables and dairy items such as ice cream are among the products frequently requested.

"Aside from skiing, the Chinese business market is particularly keen on Hokkaido crab," added freelance travel consultant Cameron Stadin.

Sapporo Convention Bureau continues to train its staff to be ready to offer "flexible, interactive and tailor-made support," noted Kurosawa, adding that it is now equipped with the expertise to make business events more sustainable.



Sapporo continues evolving even amid the Covid-19 pandemic.

Ayako Kurosawa

Incentive and corporate events team,
Sapporo Convention Bureau

A different way to do good

The pandemic has relegated CSR within most business events to the bottom of the list. But for those who are determined, options exist. By **Karen Yue**

Once upon a time, most business events would include some form of meaningful corporate social activity to allow delegates an opportunity to leave the host destination in a better shape than they had found it.

Rebuilding schools, visiting wildlife sanctuaries to appreciate animal conservation efforts, and packing and delivering meals or daily essentials to needy communities were all popular corporate social responsibility (CSR) elements within business programmes.

When Covid-19 swept across the globe, it disrupted travel and changed the way people socialised. Maintaining internal meetings was challenging, more so coming together with external communities.

Ailynn Seah, vice president of sales, MIC and association with Marina Bay Sands (MBS) Singapore, found that as Singapore's business events ground to a halt in 2020, CSR activities "understandably took a back-seat for event organisers".

"Even with the gradual resumption of the business events industry, restrictions such as safe distancing, and cancellation of mass and group events may force event organisers to think harder before incorporating any CSR activities in immediate programmes. They may even face greater challenges trying to evolve their CSR plans, incorporating virtual or hybrid elements, to suit the current environment," said Seah.

On the other hand, Michelle Sargent, director, Australia/New Zealand, CWT Meetings & Events, found that companies are "still very interested in CSR activities", with half of all meeting and event RFPs in Australia over the past six months requiring an opportunity to give back to hard-hit communities.

"One change we have observed is a preference to give back to local communities where the client's business is based, compared to pre-pandemic times where we also saw a lot of interest in supporting initiatives in other regions. This may, in part, be down to the inability to travel," Sargent said.

Just a little differently

For event organisers and owners who were

determined to retain CSR goals within their altered activities, a dose of creativity was needed.

Fu Kei Cheong, co-founder of Malaysia headquartered PCO Anderes Fourdy, told *TTG Show Daily* that the act of donating attendance fees collected from event delegates can replace traditional CSR initiatives.

The Penang Convention & Exhibition Bureau (PCEB) attempted this approach, pledging registration fees collected from its BE@Penang virtual conference in December 2020 to fund a food donation drive that benefitted orphanages in the Malaysian state.



PCEB worked with 10 hotel partners to provide 370 packaged food for the children and caretakers in 10 orphanages and social organisations. Hotel partners also contributed care kits that included face masks and hand sanitisers, while other partners matched PCEB's donation with additional food items.

Virtual goodness

CSR activities could take the virtual route, just as many business events have done amid global travel restrictions, opined Sargent, who suggested having delegates working individually – or together in the same region – to pack goods for specific charities, or having delegates participate in online cooking classes or music programmes with communities in need.

Another idea is to send virtual delegates

gift boxes packed with goodies from in and around the region. "In doing so they are helping to support local businesses and communities," she said.

Sharing an example of a CSR programme that was conducted as part of a hybrid business event, Seah said the WIT Experience Week 2020 hosted an online art auction that raised about S\$40,000 (US\$29,685). The money was used to improve the lives of women and children in Asia.

For the online art auction, attendees were invited to co-create a piece of art by visualising the future of travel and provide words that best describe "Travel 2025". On the final day of the event, the physical art piece was auctioned off for charity.

Every bit counts

Industry specialists who have made it part of their job to advise and assist clients on CSR elements within their business events, are also taking it upon themselves to support needy causes.

Instead of replacing the company's old onsite registration laptops, Anderes Fourdy chose to donate them to children in need of devices to attend virtual classes during Malaysia's lockdown.

"Some needy students were trying to purchase our laptops to attend virtual classes. Their stories were very depressing. Some had to share a mobile phone with four other siblings to attend classes. So, instead of selling our laptops, we chose to donate them and have given away more than 30 laptops to-date," said Fu.

MBS, which typically connects event clients with worthy organisations and needy communities seeking support, utilised property-wide resources to maintain assistance to affected communities during the pandemic.

"Ahead of a government-mandated industry closure last April, we had 48 hours to amass and donate 15,000kg of unused produce from our F&B outlets to vulnerable communities under The Food Bank Singapore," shared Seah.

Team members also came together to pack 10,000 care kits with items such as masks and soaps, and donated them to low-income families, and construction workers.

Vibrant offerings

IT&CM China's virtual marketplace is abuzz with fresh innovations across Asia-Pacific



Seoul Convention Bureau

Bolstered by new virtual capabilities, Seoul Convention Bureau presents authentic local culture with the historical site Seoul Fortress Wall and friendly mascot Bae-B in traditional hanbok.

Planners can also learn how the bureau has launched an array of digital destination marketing strategies, including virtual teambuilding, online meeting platform Virtual Seoul and VR site inspection.

Artyzen Grand Lapa, Macau

The only resort hotel in Macau's city centre, Artyzen Grand Lapa Macau is celebrating its new upscale lifestyle brand with a collection of intimate experiences, ideal for business travellers with a family or partner in tow.

Its Family Package includes a mom-and-child spa treatment, with a variety of children's activities including arts and crafts, and culinary school. Meanwhile, its Couples Package comprises a wine-and-dine special at Café Bella Vista, Wine Tasting by Artyzen, a UNESCO Guided Walk, and art gallery tour.



Ark Travel Express, Inc.

Ark Travel Express is a Philippines-based tourism service provider for inbound and outbound tours, crafting every trip based on the client's preferences and involving them in the journey-crafting process. It is accredited by the International Air Transport Association, the Philippine Department of Tourism and Tourism Promotions Board.



Madrid Convention Bureau

Madrid, the capital of Spain, has remained a top business destination in Europe, having clinched the title of World's Leading Meetings & Conferences Destination 2019 and 2020 in the World Travel Awards.

All tourist establishments and services in the destination have adopted protocols and recommendations to ensure that travellers' health and safety is of utmost priority.

To make these measures more accessible to international organisers, Madrid Convention Bureau has created a series of free infographics, videos and guides on its website.

Grand Coloane Resort, Macau

Only five minutes away from the Cotai Strip, on the southern tip of Coloane Island overlooking Hac Sa Beach, Grand Coloane Resort is a retreat to replenish the spirit. Its eight-storey complex – terraced into the mountainside – offers 208 suites and rooms, each opening to a private terrace overlooking the South China Sea.

Alongside four restaurants, bars and extensive MICE facilities, it also features Macau Golf & Country Club's 18-hole tournament-style golf course.

Department Of Information And Tourism, Taipei City Government

With the reopening and transformation of its business events scene, Taipei City's MICE community has in place a safe environment response plan. Local DMCs and stakeholders are more than ready to support MICE organisers in navigating the pandemic, and the city is working with business owners to assist different industries with adapting to the new normal.

In addition to a high-density Wi-Fi network, Taipei City provides a comprehensive range of facilities and services satisfying various MICE needs.



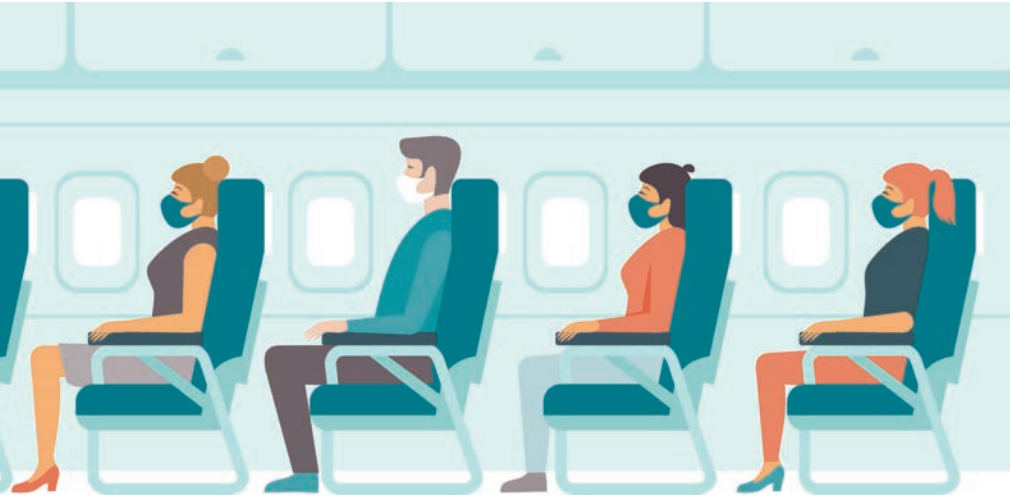
9.81 Park, South Korea

An outdoor gravity racing theme park, 9.81 Park's centrepiece attraction, RACE 981, recreates the online racing game experience with IoT technology and gamification algorithms, with a scenic backdrop of the ocean and mountains.

The destination also features a range of indoor facilities that can host sports events, as well as conduct activities like survival games, VR, and bumper car racing. Within the park are cafés, restaurants and retail shops. Operated by Monolith Jeju Park, the concept plans to expand to seven other locations across Asia by 2024.



Air travellers are gaining confidence



Travellers are growing more confident when it comes to travelling again by air, are increasingly frustrated with current travel restrictions, and are more accepting of a travel app to manage health credentials to allow travel, revealed a poll by the International Air Transport Association (IATA).

Travel restrictions

- 88% believe that when opening borders, the right balance must be struck between managing Covid-19 risks and getting the economy going again
- 85% believe that governments should set Covid-19 targets (such as testing capacity or vaccine distribution) to reopen borders
- 84% believe that Covid-19 will not disappear, and we need to manage its risks while living and travelling normally
- 68% agree that their quality of life has suffered with travel restrictions
- 49% believe that air travel restrictions have gone too far

While there is public support for travel restrictions, it is becoming clear that people are feeling more comfortable with managing the risks of Covid-19.

People are also feeling frustrated with the loss of freedom to travel, with 68% of respondents indicating their quality of life is suffering as a result. Travel restrictions come with health, social and economic consequences. Nearly 40% of respondents

reported mental stress and missing an important human moment as a result of travel restrictions. And over a third have said that restrictions prevent them from doing business normally.

Future travel trends

- 57% expect to be travelling within two months of the pandemic being contained (improved from 49% in September 2020)
- 72% want to travel to see family and friends as soon as possible (improved from 63% in September 2020)
- 81% believe that they will be more likely to travel once they are vaccinated
- 84% said they will not travel if there is a chance of quarantine at destination (largely unchanged from 83% in September 2020)
- 56% believe that they will postpone travel until the economy stabilises (improved from 65% in September 2020)

Survey responses are telling us that people are becoming more confident to travel. Those expecting to travel within a few months of “Covid-19 containment” now account for 57% of survey respondents (improved from 49% in September 2020). This is supported by vaccine rollout which indicates that 81% of people will be more likely to travel once vaccinated. And 72% of respondents want to travel as soon as possible after Covid-19 is contained to see friends and family.

There are some headwinds in travel trends. About 84% of travellers will not travel if it involves quarantine at the destination. And there are still indications that the pick-up in business travel will take time with 62% of respondents saying they are likely to travel less for business even after the virus is contained. That is, however, a significant improvement from the 72% recorded in September 2020.

“People want to get back to travel, but quarantine is the showstopper. As testing capacity and technology improves and the vaccinated population grows, the conditions for removing quarantine measures are being created. And this points us again towards working with governments for a well-planned re-opening as soon as conditions allow,” said Alexandre de Juniac, IATA’s director general and CEO.

IATA Travel Pass

- 89% of respondents believe that governments need to standardise vaccine and testing certificates
- 80% are encouraged by the prospect of the IATA Travel Pass App and would use it as soon as available
- 78% will only use a travel credential app if they have full control over their data

Travel health credentials are already opening borders to some countries. IATA believes that such a system needs global standards and the highest level of data security.

The survey produced very encouraging data indicating traveller willingness to use a secure mobile phone app to manage their travel health credentials. Four of five people surveyed would like to use this technology as soon as it becomes available. They also expect that travel health credentials (vaccine or test certificates) must comply with global standards — a work that is still in progress by governments.

Survey respondents also sent a clear message on the importance of data security. Some 78% of travellers will not use an app if they are not in full control of their data. And about 60% will not use a travel credential app if data is stored centrally.

“We are designing IATA Travel Pass with the traveller in mind. Passengers keep all the data on their mobile devices, and they remain in full control of where that data goes. There is no central database. While we are making good progress with numerous trials, we are still awaiting the global standards for digital testing and vaccine certificates. Only with global standards and governments accepting them can we maximise efficiency and deliver an optimum travel experience,” said de Juniac.

中国经济强化会展业信心 多元模式成主流趋势

中国宏观经济呈现V字形恢复，使国际会展主办方充满了信心。面对未来混合及多元模式的展览业，专家表示，可以将展会分多种主题或以多元营销策略、免费内容创造流量等等多种方式来创造多元模式收益。



提供：亚博馆

■张广文=采访报道

即使面对疫情，中国宏观经济呈现出漂亮的V字形快速恢复，使得国际会展主办方充满了信心。智奥会展集团中国区首席执行官周建良表示，未来几个月内，中国和国际组织者之间将达成更多交易，中国各地展览组织者之间将持续整合。

另一方面，过去在选择会展城市时主要需要考虑城市的消费潜力和基础设施情况，如今市场上出现很多新题材展会，因此场馆展能不再严重过剩，也为未来会展业的发展和投资点明了方向。

根据国际展览业协会(UFI)最新发布的《全球展览行业晴雨表》，中国市场2021年预计将恢复「正常」活动的公司比例，从1月份的32%增长到6月份的47%；预计活动将减少的公司比例，一月到六月变化不大，约42%。而二月和三月的无活动状态公司比例，分别达30%和16%。大多数的公司相信本地展览将于2021年上半年恢复，国家级的展览则有望在2021年上半年与下半年陆续恢复，国际展览则可能在2021年下半年或之后恢复，不过，无法确立国际展览恢复日期的公司比例，也达26%。

另一方面，被视为帮助展览业反弹的三大关键为：在公共政策方面的中期可见度，包括旅行限制以及解除当前旅行限制，还有参展公司和参观者准备再次参加。相比2019年的收入，预计2021年上半年将达50%，2021年全年将达68%。2020年的利润方面，18%公司面

对直接损失，23%公司减少超过50%，36%公司减少11~50%；相比2019年，41%公司增加超过10%，差距很大。

此外，超过六成公司受益于公共政策支持，55%公司没有裁员。而展览行业前三大关键业务问题，分别为「疫情对企业的影响」(29%)、「本国市场的经济状况」(21%)，以及「全球经济发展」(14%)。未来展览模式上，认可「新冠肺炎疫情确认了面对面活动价值」的公司达57%。对于国际线下展览将减少和整体更少参与者的说法，则有52%不认同。双线融合展览的推进、活动加入更多数字化元素，则被72%公司认同。不过，80%公司不认为虚拟活动会取代线下活动。

拥抱变化、勇于尝试多渠道会展

对于未来展览业的发展，多元模式无疑为主流趋势。专家指出，现阶段展会参与者已经对线上与线下混合模式比较熟悉，因此，主办方接下来需要拥抱变化，勇于尝试多渠道会展。而线上下展受阻的情况下，客户对于线上展的接受程度持续提升，这也为不愿或不能出门旅行的人们提供了参展、观展机会。

阿里巴巴集团融合营销部专家Danny He建议，举办线上展可以将展会分为多个主频道和副频道，并通过客户的历史采购资料筛选出贵宾买家。如有余力的话，还可以根据客户的不同浏览兴趣，生成不同的网站介面，做到「千人千网」，提升营销的精准度。

MCH集团亚洲常务董事Andrew Strachan和VIP客户关系区域主管Megan Leckie指出，通过划分多个细分主题和设立专属VIP导览团、举办精彩的同期配套活动，可以使线上展得到高度认可。主办单位还可以通过镜头向全球呈现精彩实况。

Informa Markets亚洲区总裁兼首席执行官Margaret Ma Connolly强调，线上展在客户心目中，得分很容易低于线下展。因此，主

办方需要聚焦客户，更加深入了解展会所在的垂直行业，从展前、展中、展后等多维度服务客户，坚持技术赋能、服务为王、投资回报率是金等原则。同时，展览公司需要重视可持续发展进程。

香港环球资源展副总裁Wendy Lai推荐，未来主办单位可积极引导客户进入数字社群，以随时保持活跃性，并避开一线城市，聚焦小规模的活动。

EXPO

IAAPA亚洲博览会落户上海

国际游乐园及景点协会(IAAPA)日前在珠海横琴举办了2021年IAAPA亚太地区的首场行业聚会，会中并宣布，2021年IAAPA亚洲博览会将于8月10~13日在上海新国际博览中心举办。

IAAPA亚太区顾问委员会主席鲁凯(Luke Riley)先生表示，2021年IAAPA亚洲博览会将吸引全球各地景点行业的精英前来采购、学习和共聚，当中包括运营商、制造商、建筑师、工程师等等。这也是个重要的机会，让同仁们了解有关景点安全、运营和游客体验最新趋势。

据悉，本届IAAPA亚洲博览会将涵盖商展、教育会议及特别活动等精彩内容，8月10日还将推出全新的IAAPA亚洲博览会：洞见2021，将以全天的峰会形式汇聚行业重磅嘉宾。

UFI亚太会议明年澳门举行

在澳门旅游及经济活动逐步复苏下，2022年度国际展览业协会(UFI)亚太区会议将在澳门举行，为澳门会展业带来新动力；为迎接展览活动回归，澳门贸易投资促进局将持续提供「会展竞投及支援“一站式”服务」。

据悉，2022年度UFI亚太区会议将透过面对面方式在澳门举办，澳门贸易投资促进局计划借组织业界参与会议，加强澳门与亚太地区的展会管理者、专业展览组织者和国际展览相关机构的双向互动，提升行业发展，同时宣传推广澳门会展业形象和优势，吸引更多展览到访澳门举行，预计届时将为澳门会展业以及周边行业带来发展新动力。

澳门贸易投资促进局还将提供「会展竞投及支援“一站式”服务」，积极配合业界更好推进会议的前期筹备、举办期间及会议结束后的各项工作。

差旅管理的角色 更具战略意义

疫情影响之下，全球性和区域性的差旅前景都挑战四伏。但与企业差旅管理最为相关的二个角色—内部的差旅经理及外部的差旅管理公司(TMC)，战略意义与价值却因此更为提升。

■ 钟韵=采访报道

美国运通全球商务旅行和企业旅游社群(Corporate Travel Community, CTC)近期向亚太地区200多名差旅经理进行了一项联合调查，了解当前亚太商务旅游市场情况，调查显示，企业内部差旅经理的角色，变得较以往更为具有战略意义。

美国运通全球商务旅行亚太地区咨询主管Harris Manlutac说道，2020年给很多企业带来了缓下来检视业务的机会。为了解各种问题对商务旅游起到的影响，美国运通全球商务旅行直接向亚太区差旅经理做了调查，借以反映差旅经理对于商务旅游发展的看法、差旅经理的角色是否有所变化、其如何应对等，为差旅管理界提供参考。

调查显示，过半数受访者未来12个月最为关注的问题就是如何履行员工关照义务。三分之一的受访者认为，要顺应业务需求之变化，必须在此领域做出改变。这与过去12个月以来，差旅经理关注的首要问题并无不同。值得指出的是，若再往前瞻至未来12到24个月，那么员工关照义务在差旅经理对各种问题的重视度排行中便也随之降低。这并不表示差旅经理会有所松懈，只不过随差旅量逐步恢复，差旅经理会再把工作重心放回差旅政策的执行度上。

差旅经理更展现职务价值

Harris Manlutac解释，过去一年来，航班突然取消、航班数量大幅减少等因素使得许多企业对于差旅政策变得比较宽松、更为务实。但随差旅走向正轨，企业对合规度的重视也会恢复。

除了员工关照义务之外，差旅经理展示项目投资价值的能力也变得更为重要。许多受

访者表示，公司最高管理层就新环境所提出的问题越来越有策略性，比如如何照顾好员工、如何让员工放心回到差旅路上、是否应对差旅政策做出调整，以适应新环境、企业在后疫情时代对员工的责任与义务为何、如何评估差旅的投资回报率、差旅对公司未来发展的重要性如何等。

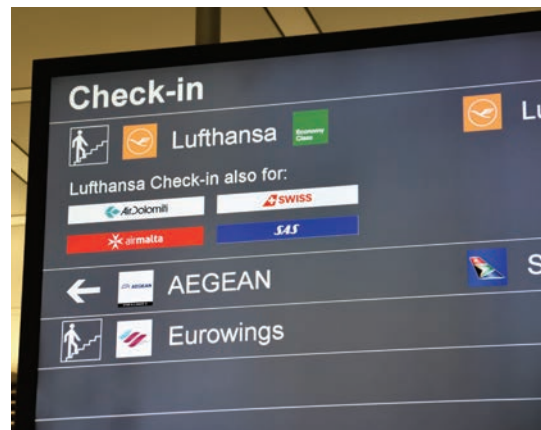
他强调，疫情并未激起新趋势，只不过加速了此前既有趋势的发展而已，包括企业对员工身心健康的照护、数字化转型、提高旅游顺畅度等。新时代下，企业差旅经理的角色变得较以往更为具有战略意义，差旅经理也更应展示该职务之价值及商务旅游对实现公司目标做出的贡献。

今年为差旅行业增量的拐点

再者，对于外部的TMC，中国企业期待TMC可更有效地协助合规等问题的解决。

飞巴差旅创始人兼CEO陈倩楠指出，企业应该围绕技术、资源、金融、服务，也就是构成差旅产业的四大环节，加强自身优势和弥补短板；先让企业能活下来，再想办法让企业在未来能活得更好。她强调，疫情有望使今年成为差旅行业未来增量的拐点，因此TMC要以价值为导向，投入更多思考，聚焦内部管理，想办法解决客户困难。

互联网企业集团差旅负责人象姐表示，TMC对于企业的核心价值，在于合规、服务和口碑。企业在选择TMC服务商时，不希望TMC像卖白菜一样进行服务费报价，而是希望与之对应的服务内容进行匹配报价，实现按需定价；服务作为一种产品，物有所值即可。企业不是仅看价格高低，而是要选择匹配企业自身业务特点和服务要求，毕竟差旅是为了支援企业业务发展所必需，为企业创



造价值。而企业差旅最看重的是人身安全、资讯安全，以及节约成本。

他指出，TMC是否真正了解企业客户需要什么、想迫切解决的核心问题是什么，是否尊重需求并用心研发对标的服务产品及匹配资源，并在企业共性需求以外，依照每个企业特点满足其差异化需求。找到这些问题的答案，也就找到了TMC价值及未来抗风险能力。如果TMC能将选择权交给用户，又能预判突发状况，在企业员工最需要帮助的时候及时出现，更能达到用户群体所向往的「勿扰」服务方式。

值得注意的是，优行差旅CEO朱德久说明到，疫情带给TMC两大利好：

- 1 很多企业成本控制与规范意识大幅提升，**
今年招投标采购比以往更好谈，拓客难度降低，TMC现在不缺客户，甚至可以选客户。
 - 2 是得益于国家一系列扶持政策，TMC的金融与资金成本下降。**不过，TMC依然得面对资金成本高的挑战，不但要应付刚性垫资需求，服务国企央企还要面临长账期与繁琐对账，而服务中小企业则需面临客户倒闭、破产进而造成坏账的潜在风险。简单说，资金能力将仍是很多TMC公司始终做不大的瓶颈。
- 他建议，疫情之下，行业内的竞争以及跨界
- 的竞争也更加激烈，旅行社、国际批发代理转型等涌入到差旅行业，接下来也会进行加速新一轮的洗牌。因此，差旅服务商应该继续专注提升服务，与其他业态积极合作，提升客户粘性，才能保持长久的发展。

“TMC是否真正了解企业客户需要什么、想迫切解决的核心问题是什么，是否尊重需求并用心研发对标的服务产品及匹配资源，并在企业共性需求以外，依照每个企业特点满足其差异化需求。找到这些问题的答案，也就找到了TMC价值及未来抗风险能力。”



■ 钟韵=采访报道

澳大利亚旅游局商务会奖部 (Business Events Australia) 参加本届IT&CM China, 旨在国际旅游市场仍充满不确定性期间, 与中国既有和潜在买家会面、交流知识和建立业务联系。澳大利亚旅游局北亚区商务会奖总监陈俐呈(LC Tan)说道, 2021年中国市场已呈现出潜力和机遇, 而今年全球旅游业特别需要像IT&CM China这样高效、优质的交流平台, 以共同探讨新形势下中国旅游业未来发展的可能性。

她指出, 中国买家对于在时机成熟时再次把会奖活动带到澳大利亚举行充满期待, 而澳大利亚业界也希望能了解中国市场的重视点将为何, 以打造可满足中国客户的出色活动。

保持互动, 为市场恢复做准备

她进一步表示, 疫情过去后, 中国对澳大利亚旅游业及澳旅局商务会奖部来说仍然会是重要的国际市场。澳旅局相信出境游将有序复苏, 且对于长远前景感到乐观, 因此希望重建中国游客信心、确保澳大利亚为其奖励旅游首选目的地, 让游客在旅游重新开放后, 对于澳大利亚高质且独特的奖励旅游资源有所了解和追求。

在复苏之前, 他们也希望深入了解中国市场新动向和消费者意向, 协助业内伙伴为中国赴澳旅游市场恢复做好准备。

即便是在国际边境封锁期间, 澳大利亚旅游局在中国市场上仍保持很高的活跃度。对此策略, 陈俐呈解释道, 危机中仍与受众保持互动的品牌, 恢复的脚步往往最快。国际旅游市场需求目前虽处于停滞状态且复苏时间难定, 但作为旅游目的地, 不能因此而沉寂, 因为人们现在虽无法即刻起身出国, 但对未来的假期肯定仍抱有梦想, 甚至已开始筹划。

保持中国市场活跃度 澳大利亚积极巩固首选目的地定位

中国买家对于在时机成熟时再次把会奖活动带到澳大利亚举行充满期待, 澳旅局商务会奖部为进一步吸引中国和亚洲消费者以及业内各方利益相关者, 疫情期间开展了一系列推广项目, 积极巩固中国市场首选MICE目的地定位, 以其优势迎来未来机遇。

所以, 澳旅局商务会奖部为进一步吸引中国和亚洲消费者以及业内各方利益相关者, 疫情期间开展了一系列推广项目, 比如专为提高大中华区专业活动组织者对澳大利亚作为商务活动目的地的认知和青睐度而推出了首款「澳游会奖」微信小程序, 并供活动策划者免费使用业内营销工具包; 截至2021年5月, 已在上海、北京、厦门、深圳、长沙和青岛举办了共六场年度商务活动研讨会, 展示澳大利亚各地的最新产品、场地和体验; 于2020年11月以云会谈的方式举办了汇集大中华区主要客户和澳大利亚重要业内伙伴的大中华区商务会奖洽谈会等等。此外, 他们也通过分销活动找到了2022年及其后的潜在客户, 显示中国市场对疫后前往澳大利亚仍极感兴趣。

澳旅局商务会奖部计划接下来持续在中国各地举办商务活动研讨会、于2021~2022年延续去年的形式举办大中华区商务会奖洽谈会, 并通过线上和线下活动持续巩固消费者澳大利亚的印象和向往、与业内伙伴、媒体和旅行社合作 (比如和旅行社协力打造澳大利亚主题会议室), 支援产业复苏。

TRAINING

澳大利亚重启 会奖旅游培训课堂

澳大利亚旅游局日前重启「澳大利亚会奖旅游培训课堂」, 先后登陆厦门、深圳和长沙, 旨在向中国会奖旅游从业者展示澳大利亚全新的商务会奖特色旅游产品、活动场地以及精彩纷呈的旅行体验。

本届「澳大利亚会奖旅游培训课堂」采用线上线下结合的模式, 与会奖从业者分享最新相关资讯和发展趋势、实用的澳大利亚会

适应变迁, 重建MICE游客信心

陈俐呈坦言, 澳大利亚将不会是首个边境重新开放的国家, 因此必须在竞争激烈的市场中适应不断变迁的环境。今年早前, 澳大利亚旅游局发布了2021年旅游趋势预测, 包括视野开阔的空旷地区将被旅行者视为更安全的目的地、旅行将成为一种向善的力量、对原住民文化体验的需求不断增加、追求能唤醒身心的旅游、当地的美食美酒唱主角等。

面对因经历疫情而有所变化的消费者倾向, 澳旅局商务会奖部期望持续通过跨公关、社交平台和数字渠道的内容策略强化澳大利亚在中国市场的定位, 并重建MICE游客信心。

她指出, 澳大利亚安全、宽阔、环保又好客, 正能迎合疫后游客的普遍追求。因此, 短期内他们虽面临旅游市场以国内游为主的瓶颈, 但长期来看, 澳大利亚将能以其优势迎来未来机遇。针对中国奖励旅游团队预计规模将缩小、更为强调个性化及注重卫生和安全 (包括餐饮服务) 的新趋势, 澳大利亚一方面由于本地MICE市场已恢复活力, 因此业内已做好周全准备, 另一方面也变得越来越有创意, 以满足新环境下MICE团队的新需求。

奖旅游体验及产品, 诸多优秀的成功案例等, 为未来的合作开拓更多机会。

来自悉尼、墨尔本、布里斯班和黄金海岸的会奖局代表亲临培训课堂现场, 与会奖业同仁们热情分享了澳大利亚当地的会奖旅游资源 and 目的地资讯。

本次活动还邀请到了来自凯恩斯、阿德莱德、珀斯和坎培拉会奖局的代表, 与会奖从业者线上「云」相约, 介绍澳大利亚各地全新建成的设施及场地、新颖有趣的旅游体验, 以及丰富多元的会奖旅游资源, 为中国商务会奖旅游策划者提供崭新灵感。

市场走向不稳挑战管理 航空联盟疾呼通用旅行标准

全球航空运力和市场需求现都有提高景象。不过，面对不稳的市场环境，航空公司如何做好机队管理，并为市场回弹做好准备，仍是一个难题。同时，国际三大航空公司联盟积极呼吁G7政府就通用的旅行和健康标准应达成一致，以利旅客获得顺畅的航空服务。

■钟韵=采访报道

据OAG运力预测显示，未来8周，全球航空座位数将新增2,600万个，其中大部分为亚洲和欧洲航线，运力高峰约与学生假期同步。亚洲有60%的新增运力来自增长中的主要国内航线，其余运力则投入于区域内的国际航线。然而，机队如何调度管理却成为一大挑战。

随运力恢复，已开放旅游的国家之机票预订量也已跟进。资料显示，中国国内航线和澳大利亚、新西兰航线表现最为强劲，美国国内航线也表现不错；尚未开放的英国至西班牙、美国至西欧等航线过去4到5个月的预订量，则增幅较低。

MIDAS Aviation合伙人Becca Rowland说道，面对尚不稳定的市场情况，各航空的机队管理方式也有所差异。过往，航空公司总希望机队的利用率越高越好，因此疫情期间很多飞机都暂时停飞。但欧洲的里安航空却是特例，其有近8成的飞机仍在运行，但平均每日执飞时长仅约1个小时。相较之下，以易捷航空为例，其仍运行的飞机仅约机队4成左右，平均每日执飞时长约为2小时。

OAG内容执行副总裁Matt Colling表示，停飞与否各有利弊。使机队多数保持运行状态的好处是，一旦旅游限制解除、市场需求回升，航空公司可立即提高运力、按市场变化迅速调度机型，就如里安航空一般保持高灵活性。此外，机队的老化时间和维修计划较可保持一致，对航空公司的飞机资产管理较为有利，同时航空公司也因此省去把飞机送去存放后再取出重新检测并运行的成本。不过缺点是，每架飞机的利用率较低，且航空公司还需持续支付停机费用。

从其他地区来看，据OAG今年5月份的资料显示，美国三大航目前在用客机都有一千多架，平均每日执飞时间约6到7小时，但低成本



的西南和精神航空的在用客机平均每日执飞时间都在9小时上下。

OAG资深分析师John Grant说道，这主要是因为低成本航空极度聚焦点对点航线，运行效率高，而传统航空公司受枢纽所限，因航线有衔接过程使得飞机使用效率较低，只能等国际长线航班恢复来进一步提高飞机使用率。

中国国航在用客机为258架、中国南航为361架、中国东航为617架，三家航空公司的飞机平均每日执飞时间都在6小时左右。相对于亚太其他航空公司，在用机队的利用率都较好。

AIRPORT

第四个双机场城市！成都天府国际机场6/28开航

成都天府国际机场预计将于6月28日开航运行，届时，成都将成为中国第四个拥有双机场的城市。目前在部分票务平台上已可买到6月28日从成都天府国际机场起飞的机票。

据悉，天府国际机场开航后，川航预计将投放10架飞机，运营48个航班、25条国内航线，通达29个国内航点。国航则自6月28日起，将在成都天府机场运营包括成都至北京首都、上海浦东、广州、深圳、海口、西昌、昆明、天津等30余条航线。

根据2020年12月底发布的「成都天府国际机场转场投运」及「两场一体航班时刻资源

三大航空联盟呼吁制定通用旅行标准

再者，国际旅行安全重启是复苏航空业及企业旅游的重要关键，因此三大航空联盟：寰宇一家、天合联盟及星空联盟呼吁G7政府就通用的旅行和健康标准达成一致。

三大航空联盟的首席执行官——天合联盟的Kristin Colville、寰宇一家的Rob Gurney和星空联盟的Jeffrey Goh一致表示，「国际航空旅行是全球经济的重要组成部分，旅游业更是人们日常生活中不可缺少的一环。现在有大量资料可用于支援政府管理风险的决策，七国集团成员采取果断行动来制定和支持一项统一的政策措施，这将消除不确定性，尤其是在检测和隔离方面。」

其指出，虽然疫苗接种计划为某些地域带来了希望，但不同国家和不同机场枢纽的规则和程式各不相同，而且往往变化很快，这些区别会持续造成旅客的困惑和压力，并打乱他们的出行计划。为了明确的指引，三家航空联盟敦促G7政府领导采取通用旅行措施，以重新连接各个安全的目的地。

「疫苗接种将在国际航空旅行和旅游业的重启中发挥关键作用。政府应该接受认可的疫苗接种作为避免隔离的安全和适当的措施。与此同时，在我们等待人口大量接种疫苗的同时，重要的是拥有强大且一致的测试协议，以及为促进乘客旅程而开发的互动化的数字解决方案，」三位联盟首席执行官表示。

配置方案」，天府国际机场定位是成都国际航空枢纽的主枢纽机场；双流机场为区域航空枢纽，主要运营境内航线、港澳台航线和公务航空业务。

成都天府国际机场坐落于成都市区东南方向，首期工程建设「两纵一横」三条跑道、71万平方米的航站楼以及相应的配套设施，满足年旅客输送量6,000万人次、货邮输送量130万吨的需求。远期规划建设「四纵两横」六条跑道、140万平方米的航站楼，满足年旅客输送量1.2亿人次、货邮输送量280万吨的需求。