



NEWSFLASH

JANUARY 2014

PUBLISHERS NOTE

Dear Reader!

It's a great pleasure to deliver the first Mice Media Marketing *NEWSFLASH* to you. In launching the *NEWSFLASH*, we continue the International Edition of the Monthly E-Newsletter, previously distributed by micePLACES.com / I&MI Media.

Of course, we are aiming to improve our MICE industry news service, and are very interested to learn what is most important to you – and which information will be most helpful. Please don't hesitate to let us know!

In this edition, we've covered a variety of destinations and subjects. And, with the World as our target, there is always a rich source of MICE news and information for the future.

Is your company's CSR in need of a new look? Is it time to get less spoiled and more inspiring? Read about Shangri-La Hotels and Resorts focus on Corporate CSR.

Did you hear that Dubai was successful in winning the World Expo 2020? Have you seen their development plans for the event? Adding to the 82,000 rooms already there is a goal, how will that improve MICE proposals to your clients?

Speaking of the U.A.E. , you will also see news about an Educational Site Inspection to Abu Dhabi and Dubai, with Etihad Airways, Jumeirah Hotels and Resorts, and 4 Corners Events DMC. Feb 22-27, 2014. Contact Barbara Shapiro, barbara@globalsiteinspections.com.

I am looking forward to hearing from you! Give me your feedback, opinion or experiences!

Best regards

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HONG KONG: EXPERIENCE SOMETHING DIFFERENT WITH SHANGRI-LA

Shangri-La Hotels and Resorts has enhanced its global meeting and event offerings with a new *Experience It* programme featuring engaging and inspiring activities tied to hotels' Corporate Social Responsibility (CSR) and sustainability initiatives. *Experience It* helps create memorable experiences and fosters greater connections among attendees while providing a taste of the local way of life, playful learning about environmentally friendly practices or promoting health and wellness.

"Meeting organisers are asking for alternative offerings that will spark creativity and engagement and have CSR elements, so we've created a menu of themed breaks, team-building exercises and activities that will cater to this need and energise attendees," said Mandy Chan, Shangri-La's director of corporate events management. "Planting coral cones in a marine sanctuary, painting a school, engaging with local farmers on an eco-tour, these are just a few of the many 'Experience It' activities available at our hotels."

Launched this month, the menu of *Experience It* activities are designed around three categories'

- **People & Planet** — including activities with children from a hotel's local Embrace, Shangri-La's Care for People project as well as conservation activities under Sanctuary, Shangri-La's Care for Nature projects.
- **Green** — utilizing eco-friendly amenities like glass water bottles or on-site venues such as herb gardens and solar decks and incorporating elements of environmental efficiency.
- **Be Well** — featuring fresh, sustainable and local dining options, and healthy and rejuvenating activities.

"Several clients have already incorporated 'Experience It' activities into their meeting programmes in Beijing, Singapore and the Philippines, and we expect this to be a growing trend in 2014." said Chan.

www.shangri-la.com/corporate/meetings-events/experience-it

INDONESIA, BALI – CHALLENGES TO 2014 TOURISM

The year 2014 is being greeted by many tourism stakeholders in Bali with pessimism as many challenges need to be faced.

The Bali Government Tourism Office recorded that more than 2.97 million foreigners had visited the resort island during the January-November 2013 period, an increase of 13.38 percent from the same period in 2012. Bali Government Tourism Office has optimistically targeted a total 3.18 million foreign tourists for the year 2013 by the end of December.

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HOSTED BUYER EVENTS

Middle East - United Arab Emirates - Abu Dhabi / Dubai
February 22-27, 2014

US Qualified Buyers only!

Etihad Airways

Jumeriah Hotels and Resorts

and 4 Corners Events DMC

an Educational Site Inspection

to Abu Dhabi and Dubai , U.A.E., Feb 22-27, 2014

Departures from JFK, New York or IAD, Dulles

Seats are VERY limited!

Contact: Barbara Shapiro barbara@globalsiteinspections.com

MICE PROMOTIONS AROUND THE WORLD

Asia - Vietnam - Angsana Lăng Cô,

Two's on Us

Perfect for executive retreats, incentive reward programmes and team building activities, Angsana Lăng Cô will add a different dimension to your meeting with its tranquil setting on a sweeping bay of the East Sea framed by green-clad mountains. With four meeting rooms and a 392sqm ballroom, the resort is poised to host meetings accommodating 10 to 200 guests.

Combining the best of business and pleasure, the Two's on Us offer gives delegates the opportunity to choose from a wide selection of activities that brings together the very best the resort has to offer. Activity options include a half-day guided Meditation trip to Truc Lam Zen Monastery, a visit to the award-winning Angsana Spa, or a round of golf at the Sir Nick Faldo-designed Laguna Lăng Cô championship golf course. Applicable for groups who book a minimum of 20 room nights and a full-day meeting package. Valid for new bookings from now until 30 June 2014, for stays and meetings until end of 31 October 2014.

Meeting organisers will earn a two-night stay gift certificate with daily breakfast and a 120-minute spa session at Angsana Spa for bookings confirmed on or before 30 June 2014.

More information:

angsana.com or reservations-langco@angsana.com

or call Angsana Lăng Cô at + 84 54 3695 800

For 2014 a target of 3.5 million foreign tourists has been declared, a 10 percent increase from 2013's target.

Bali Governor Made Mangku Pastika is pessimistic over the target: Bali would likely find it hard to attract more than 3 million foreign tourists next year, partly due to the impact of the nation's general election in 2014. However, he believes international events and conferences will continue to be held in Bali in 2014 and will remain a significant share of Bali tourism.

Pessimism over tourism in 2014 was also acknowledged by Ida Bagus Ngurah Wijaya, head of the Bali office of the Indonesian Tourism Industry Association (GIPI): "We forecast that Bali will only attain a maximum 2 percent increase in tourist arrivals compared to 2013."

Wijaya said the general election in 2014 is not a factor as elections have never been a major deterrent to Bali's tourism. She said the lack of international direct flights to Bali and the fact that Bali has somewhat lost its lustre will be the driving factor for not achieving the optimistic visitor target for 2014.

"Bali is no longer popular for cultural tourism. Too much physical construction has made tourists uncomfortable. This is the most important challenge for us facing 2014," she said. (Jakarta Post)

We will further investigate on the situation in Bali and eventual implications on the MICE market.

LATVIA: JOINED THE EUROZONE AND RIGA AIRPORT RE-OPENS VIP CENTER

Latvia became the 18th member of the Eurozone from 1 January 2014 and has replaced its local currency lat (LVL) with Euro effective January 15, 2014: The official exchange rate is EUR 1 per LVL 0.702804 or 70.3 santims.

Lats will be exchanged for euros free of charge and according to the official rate for six months in commercial banks, and for three months in 302 regional post offices of "Latvijas Pasts" in those areas where banking services are not available. At the Bank of Latvia, lats will be exchanged for euros in perpetuity.

The same euro bills will be circulated in Latvia as anywhere else in the eurozone, the design of euro bills features bridges, arches, and gateways as symbols of Europe's unity. Meanwhile, the coins have a common or "European" side and a national side, which indicates the issuing country. Latvia's euro cent coins show the small coat of arms of the Republic of Latvia, whereas Latvian euro coins feature a Latvian folk maiden.

Meanwhile, **Riga International Airport opened its reconstructed VIP Center in December 2013**, which will help bring VIP services in line with European VIP service standards.

The newly built annex is connected with the existing building forming a single complex with a lobby and administrative centre, expanding the total area to 2,060 sqm /22,174 sq ft. In the new facility, passengers will be able to carry out all the necessary formalities before and after their flight. In the enlarged VIP Center, services will also be provided to non-Schengen passengers in transit.

"We are prepared for 2014, when Riga will serve as the European Capital of Culture, as well as for 2015 – the year of Latvia's EU presidency – when we will be able to welcome numerous official delegations on the premises with high service standards." the airport's board member Andis Damlis points out.

MALAYSIA: KUALA LUMPUR CONVENTION CENTER ANNOUNCES NEW MANAGEMENT

Kuala Lumpur Convention Centre (KLCC) General Manager, Datuk Peter Brokenshire, will retire after 11 years with KLCC end of March 2014.

Alan Pryor, who joined the Center in 2011 as Deputy General Manager and responsible for the day-to-day operation including management of the audio-visual and technical services, catering, event coordination and exhibition services as well as international, regional and local promotional activities has been announced as KLCCs General Manager Designate.

Before joining the KLCC, Pryor was the Director of Operations at the Durban International Convention Centre (Durban ICC) where he worked from pre-opening in 1997 for 10½ years. During his time at Durban ICC, he also oversaw the opening of the Arena extension. Shortly before moving to Malaysia, Pryor was lead consultant of the Architectural Department of the Municipality of Durban City on its Priority Zone development which included the Durban ICC and Arena, as well as consulting on several conference facility projects.

KLCC has also announced the appointment of Simon Lomas as Deputy General Manager.

Prior to joining KLCC, Lomas was four years Director of Food & Beverage at the Sydney Convention and Exhibition Centre, responsible for developing and implementing strategies aimed at setting the venue apart from its competitors whilst facilitating the day-to-day operations to achieve optimum results. He then assumed the post of Director of Operations, managing a team of 135 employees and accountable for a budget of over AUD60 million (USD53 million, EUR39 million).

www.klccconventioncentre.com



MICE APPS

Germany, Stuttgart: New App for Congress Attendees

Business travelers and, above all, congress attendees, represent one of the most important target groups in Stuttgart's visitors list. They differ significantly from all other types of visitors. The Stuttgart Convention Bureau/Stuttgart-Marketing GmbH has now developed a new concept with the aim of binding business and meeting guests considerably more firmly to the city's "what to do while in Stuttgart" offers. It focuses on providing, in a practical form, need-based leisure activities that complement the professional obligations of the visitor: the Stuttgart After Business App.

The offers focus on themes such as eating out, live music locations, special after-work offers, workout facilities and shopping tips. Particular attention has been paid to selecting offers that are all typical of the region. It's intended that business and conference visitors should gain a distinctive impression of the region's unique features and be enthused by its range of tourism options.

For more information contact Ms. Karina Grützner, karina.gruetzner@congress-stuttgart.de

[See more details!](#)

HOTEL OPENINGS

Japan, Tokyo: Tokyo Marriott Hotel 5*

**249 guest rooms, 9 meeting rooms,
maximum ballroom capacity 1,000 persons**

Tokyo Marriott Hotel on a hilltop address known locally as Gotenyama opened its doors in December 2013. Just minutes from the capital's bullet-train serviced Shinagawa Station, the 249-room hotel enables easy access to the Tokaido bullet train, as well as Haneda Airport and the Yamanote Line circling central Tokyo.

Tokyo Marriott Hotel offers superb access to the two main zones where the majority of the Olympic competition venues will be located, and two of its three restaurants specialise in traditional Japanese cuisine. A rebranding of the former Gotenyama Garden Hotel Laforet Tokyo, the extensively refurbished and renovated property is operated by Mori Trust Hotels & Resorts, which entered into a management agreement with Marriott International in February 2013.

[View the hotel website!](#)

Russia, Sochi: Radisson Blu Paradise Resort & Spa 5*

**508 guest rooms, 6 meeting rooms
maximum ballroom capacity 700 persons**

Sochi in southern Russia on the Black sea shores has subtropical weather with 300 sunny days, while the snowy mountains are close by and offer a ski season of 180 days. Located in convenient distance from the newly rebuilt International Airport of Adler/Sochi and only minutes away from the newly constructed sport park featuring some of the largest sporting arenas in Russia and the Formula 1 ring Radisson Blu Paradise Resort & Spa opens a wide range of options for the MICE planner.

Offering 508 guest rooms/suites, a 750 sqm/ 8,073 sq ft multifunctional, dividable ballroom and 5 additional, fully equipped meeting rooms and the choice of indoor and outdoor events, planners are free to create highly tailored events.

Phone: +7 862 243 33 33 - info.spa.sochi@radissonblu.com

[View the hotel website!](#)

UAE: EXPO 2020 IN DUBAI: CONNECTING MINDS, CREATING THE FUTURE

First World Expo to be held in the MENASA region will attract 25 million visitors between October 2020 and April 2021, 70% of which will be from outside the UAE – the largest number of international visitors in Expo history.

Hosting Expo 2020 will have a significant impact on the tourism industry of Dubai and the UAE, and provide a unique platform on which to communicate the remarkable story of a young city and nation – according to the head of the body responsible for promoting Dubai around the world and attracting international visitors to the Emirate.

Dubai Tourism Vision 2020, May 2013

The offer to business visitors is a third principal focus, with the strategy setting out plans for enhancing Dubai's status as a business destination. Already the Meetings, Incentives, Conferences and Exhibitions (MICE) capital of the region, DTCM (Dubai Department of Tourism and Commerce Marketing) will work with the industry in improving the business tourism offer to make sure that Dubai is the easiest and most effective place to do business.

Dubai's existing 82,000 hotel and hotel apartment rooms are supposed to double by 2020. Massive efforts in preparing infrastructure and processes required to fulfill visitor's demands during the Expo will be undertaken and be supported by the regents, government and private sector.

"Dubai's capabilities and reputation for staging world-class events will be augmented vastly by this prestigious win," said Maris Kuklis, senior European MICE manager for Dubai Convention and Events Bureau. "Expo 2020 gives Dubai a platform to showcase the exceptional qualities, products and services Dubai already has to offer the MICE industry; and His Excellency Helal Saeed Almarri's vision demonstrates the commitment to developing the destination's offerings even further in the coming years."

www.expo2020dubai.ae

USA, New York, Midtown Manhattan:
7 meeting rooms, 5000 sq ft/ 465 sqm total space
maximum meeting capacity 100 persons
Courtyard New York Manhattan/Central Park
378 guest rooms, floors 6-33
Residence Inn New York Manhattan/Central Park
261 suites on floors 37-65

The opening of an iconic addition to the New York City skyline at 1717 Broadway forms the tallest single-use hotel in North America: a combined 378-room Courtyard hotel and 261-suite Residence Inn hotel in Midtown Manhattan.

The 68-story building is just steps from Central Park and Times Square. The hotels share 5,000 sq ft/ 465 sqm of meeting space, a fitness center located on the 35th floor with floor-to-ceiling windows, an outdoor sundeck for stretching, relaxing or seasonal sunning and valet parking. Some guest rooms also feature floor-to-ceiling windows offering spectacular views of Central Park, Times Square and the Hudson River.

The hotels offer guests convenient access to Carnegie Hall, the Broadway Theater District, Fifth Avenue, Rockefeller Center and Radio City Music Hall.

Guests will enjoy complimentary Wi-Fi throughout the hotel. In addition, each room delivers 1.25 gigabytes of bandwidth with horizontal and vertical fiber optical cable network that allows for fast, extensive use on multiple devices at one time. Smart TVs offer 60 HD channels.

View the hotel websites:

[Courtyard New York Manhattan/Central Park](#)
[Residence Inn New York Manhattan/Central Park](#)