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PUBLISHERS NOTE

Dear Reader!

Have you already implemented geofencing in your event organization? I would love to hear about your experiences and/or your reasons to implement or not to implement geofencing. See the key features of two wide-spread geofencing apps in the right column.

In our January Newsflash, we have reported the plans to double Dubai's current 82,000 hotel rooms and apartments. Now, details about this plan have been revealed and state a focus on 3*- and 4*-hotels.

Are you visiting Industry Trade Shows? See the information about the International Moscow Mice Forum (Russia) and IBTM Africa (Capetown, South Africa). For buyers in Canada and the USA, we are pleased to introduce a Hosted Buyer Program to ExpoEventos, Buenos Aires, Argentina to you. See the dates and pre registration information in the right column.

We are very interested in your shared experiences with geofencing or CSR integration in your programs. I'll be delighted to read your feedback.

Best regards

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GEOFENCING – BUSINESS INTELLIGENCE OR BIG BROTHER?

Is Geofencing, one of the MICE industry's latest technology trends the all-in-one device suitable for every event? Geofences are created with on RFID (radio-frequency electromagnetic fields) or GPS software in order to define a limited geographical area – a convention center, a hotel or a venue in a mobile application triggering attendees mobile devices equipped with the appropriate client app based on the set-up defined by the organizer.

In the ideal world, attendees of any kind of event simply install their client app and will not have to line up for registration, get access to the different event facilities whether it is just one or multiple areas, while organizers may track the attendance of the various program parts.

Networking of attendees is supported through chat rooms; social media profile interaction between delegates, for example Twitter, LinkedIn or Facebook, in order to create long-lasting effects.

The personal agenda and meeting schedule is provided through the app, and even virtual meetings with attendees at different geographic locations are possible within some systems.

However, at the same time, interactions are tracked and the organizer may provide various statistics. But of course, statistics are based on the collected information of every single attendee, stored in a database and are available to anybody having access to the system. In times when National Security Agencies are storing as much of our personal information, phone calls and private lives – how much access are delegates willing to give to an event organizer?

Certainly – one step on the long way of finding the silver bullet of geofencing is creating transparency related to the collection, the use and the security of collected data, but beside this what are your experiences?

Information about the geofencing applications topi and quickmobile are to be found in the MICE Apps section in the right column of this newsletter.

HONG KONG: MANDARIN ORIENTAL, HONG KONG, ACHIEVES QUADRUPLE FIVE STAR RATINGS IN THE 2014 FORBES AWARDS

Mandarin Oriental Hotel Group attained among the highest rankings for its hotels, restaurants and spas in the 56th annual 'Oscars' of the hotel industry: the Forbes Travel Guide Five & Four Star Awards with a record of 13 hotels being awarded.

Of particular note, the Group's flagship property Mandarin Oriental, Hong Kong, achieved quadruple Five Star ratings across all three categories for its hotel, spa and two of its Michelin-starred restaurants, Pierre and the Mandarin Grill. It is one of only three hotels worldwide to receive this honor.

The Group's second Hong Kong property, The Landmark Mandarin Oriental also achieved Five Stars for its hotel, spa and two Michelin-starred restaurant Amber. It joins Mandarin Oriental, Las Vegas and Mandarin Oriental, Miami, as three of only nine hotels worldwide to hold this prestigious honor, the most of any other hotel group.

www.mandarinoriental.com

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HOSTED BUYER EVENTS

**South America - Argentina - Buenos Aires
ExpoEventos, August 12-14, 2014
For US and Canadian Buyers**

Need to know more about Argentina? For the third year, Barbara Shapiro of Global Site Inspections is leading qualified MICE buyers to attend ExpoEventos in Buenos Aires, Argentina, August 12-14, 2014. ExpoEventos is the most important MICE exhibition in the region and offers the opportunity to learn the diversity of the second largest country in Latin America, from the subtropical in the north to the subpolar in the far south. Home of the Andes, Patagonia, Iguazu Falls, Malbec wines and the Tango! Go to www.globalsiteinspections.com to apply.

MICE SCHEDULE - UPCOMING SHOWS

**Asia-Pacific Incentives & Meetings Expo (AIME) 2014
18 - 19 February 2014, Melbourne Convention and Exhibition Centre, Melbourne, Australia**

The Asia-Pacific Incentives and Meetings Expo (AIME) is a premier event in the Asia-Pacific region. The largest international MICE exhibition in Australia is a two day exhibition for those involved in organizing business travel, meetings, incentives and events.

In 2013, 98% of the Hosted Buyers were satisfied with the show and with the business partners they found at the AIME. With over 750 exhibitors from 50 countries, 3000 visitors and 550 hosted buyers, visiting AIME is highly recommended. Hosted Buyer registration is open.

See more details!

RADISSON BLU PARADISE RESORT & SPA, SOCHI, RUSSIA GROUP PROMOTION MARCH - JUNE 2014



Welcome to Radisson Blu Paradise Resort & Spa, Sochi!
Located at the edge of the Black Sea, mere minutes from the Olympic Park in Sochi and the new Formula One Sochi International Street Circuit the Radisson Blu Paradise Resort & Spa offers countless options to make your MICE event unforgettable. Please contact Mr. Tomas Gregor, Director of Sales, tomas.gregor@radissonblu.com, Tel. +7 964 945 8899 to discuss your project and visit the website www.radissonblu.com



GROUP PROMOTION MARCH - JUNE 2014

Including: Super breakfast buffet; VAT; access to spa world & thermal zone; indoor and outdoor pools; tea and coffee facilities; free WIFI; iron & iron board; water; 24 hour GYM; parking and 10% agency commission. Minimum 10 pax. *Rates start from 125EUR sgl /150EUR dbl.*

DDR PROMOTION MARCH - JUNE 2014

Including morning coffee break; lunch; afternoon coffee break; room rental; WIFI; pens and flipchart; M&E assistant and parking. Minimum 15 pax in meeting room. *Rates start from 80EUR/person.*

PUERTO RICO: NEW BRANDING CAMPAIGN FOR THE CONVENTION MARKET

Meet Puerto Rico launched its new branding and image campaign titled, "ON A TROPICAL ISLAND. IN THE CARIBBEAN." captures the benefits of hosting a meeting or convention gathering in Puerto Rico. Using strong visual imagery of Puerto Rico's natural beauty of the destination's beaches, rainforests, undersea life, and golf courses, the ads include overlaid copy that underscores Puerto Rico's ability to accommodate a group's needs.

In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights," then refers to the usual laundry list of information that is often used by destinations to describe their attributes. The copy ends by underscoring what attracts meeting planners and delegates most to Puerto Rico. It's 'A tropical island. In the Caribbean.'

Meet Puerto Rico has closed the first half of its Fiscal Year 2013-2014 securing 163 groups with 89,532 room night bookings, this figure represents 48 percent of Meet Puerto Rico's annual booking goal. In addition, the organization's 'Dial & Smile' campaign, a two-day selling event with hotel partners in November produced 77 group booking representing 46,247 room nights, of which 75 percent were generated by Meet Puerto Rico.

www.meetpuertorico.com - www.prconvention.com

RUSSIA: 10TH INTERNATIONAL MOSCOW MICE FORUM

Held on March 17 at Tishinka Trade and Exhibition Center, Moscow, Russia, addresses mainly buyers of the fast growing MICE business in Russia and the CIS.

The Russian MICE business has grown into a multi-million segment, estimated to be worth more than US \$500 million per year. While, during the first years, the Russian MICE industry did not follow traditional mechanisms and developed very much its own style, the Russian MICE sector is now becoming highly professional and specialized. In order to reflect this highly professional approach of today's MICE sector, the *International Moscow MICE Forum* is an invitation only event.

Interested buyers may register on <http://www.miceforum.ru/>.

SLOVENIA: CONVENTA 2014 EXCEEDED EXPECTATIONS

Conventa, the most important trade show for South East European meetings industry exceeded all expectations and truly heated the meetings floor of GR - Ljubljana Exhibition and Convention Centre.

Complementing the Slovenian exhibitors, exhibitors from Austria, Croatia, Serbia, Montenegro, Hungary, Bosnia and Herzegovina, Bulgaria, Czech Republic, Italy, Romania and Turkey attended *Conventa*. The hosted buyer program hosted 200+ international buyers and MICE professionals, a plus of 25% and more than 100 national and regional MICE planners. 90% of the hosted buyers attended the show for the first time and overall, more than 3,750 appointments took place during the show.

Next year, *Conventa* will take place from 21 to 22 January 2015 in Ljubljana.

<http://www.conventa.si/>

10th International Moscow Mice Forum
17 March 2014, Tishinka Trade and Exhibition Center
Moscow, Russia

The Meetings, Incentives, Conferences and Exhibitions business in Russia is expanding fast and the Moscow MICE Forum provides a professional and cost effective platform for International suppliers to meet the key players in this rapidly expanding section of the Russian tourism industry.

The Moscow MICE Forum is organised for MICE Professionals by Professionals. We fully understand the specialised nature of this segment of the market and ensure a high level for our International specialists and the Russian buyers.

Buyer registration is open.

[See more details!](#)

GIBTM

24-26 March 2014, ADNEC, Abu Dhabi, UAE

The 8th edition of GIBTM is set to welcome over 3,000 industry professionals from the Middle East and across the globe and 300 top level international and Middle East Hosted Buyers.

More than 300 Middle East and International exhibitors representing Hotels and Venues, National / State Tourism Organisations and Convention Bureaux, Technology and Events Services, Business Travel and MICE related suppliers are available to respond to your business needs.

Hosted Buyer registration is open.

[See more details!](#)

MICE APPS

Topi - Geofencing

Topi is a customizable Geofencing application for the MICE industry. Attendee apps are available for Android and iOS. Key features include:

- Broadcast instant or pre-scheduled messages to attendees
- Check-in and tracking of attendance
- Connection of multiple event locations
- Document sharing, customizable by the attendee (agendas, maps, event notes, presentation handouts etc.)
- Dynamic agenda management including the attendee's individual appointments
- Interactive features such as profile search, interest groups, private chat, social network integration, LinkedIn Connect
- Integration of event sponsorships
- Surveys, general and session specific attendee question & feedback collection

[Find detailed information on topi.com](#)

Quickmobile - Geofencing

Quickmobile is a customizable geofencing application for the MICE industry, that you may fully adapt to your brand. Attendee apps are available for Android, iOS, Windows phone. Key features include:

- Broadcast instant or pre-scheduled messages to attendees
- Check-in and tracking of attendance
- Connection of multiple event locations
- Content management system included
- Document sharing, customizable by the attendee (agendas, maps, event notes, presentation handouts etc.)
- Dynamic agenda management including the attendee's individual appointments
- Interactive features such as profile search, interest groups, private chat, social network integration, LinkedIn Connect
- Integration of event sponsorships
- Multilingual support
- Surveys, general and session specific attendee question & feedback collection

[Find detailed information on quickmobile.com](#)

SOUTH AFRICA: IBTM AFRICA, CAPETOWN – HOSTED BUYER REGISTRATION OPENS

Hosted Buyer registration for IBTM Africa, which is set to take place in the Cape Town Convention Centre, Cape Town, 28-30 April 2014, opened on January 23.

IBTM Africa will personally select 50 meetings professionals based on their business influence and buying power in the region, each of whom will be international senior decision makers from Europe, Americas, Middle East and Asia Pacific, representing corporations, associations and agencies.

Successful applicants will be able to take advantage of a number of exclusive benefits including a personal diary of approximately 36 business appointments with African & Indian Ocean MICE exhibitors, complimentary 4/5* accommodation and transfers, a substantial contribution towards international flights to Cape Town and access to a number of exclusive networking events.

To find out more about IBTM Africa or to register to attend as a Hosted Buyer please visit www.ibtmevents.com/hosted or email ibtmafrica@reedexpo.co.uk

UAE: ABU DHABI BROKE RECORDS IN 2013, DUBAI STREAMLINES HOTEL DEVELOPMENT FOR EXPO 2020

ABU DHABI'S hotels have had their best year yet in terms of guest arrivals, guest nights, length-of-stay and revenues. Figures just released by Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi) show that last year, 2,806,283 guests checked into the emirate's 150 hotels and hotel apartments – a rise of 18% on 2012 and not only beating TCA's annual target of 2.5 million, but already achieving the target set for 2014.

Therefore, the original target for 2014 has been adjusted up by 10 % and has been re-set at 3.1 million hotel guest arrivals. The share of MICE arrivals has not been specified.

tcaabudhabi.ae/en

DUBAI development plans in order to welcome 20 million annual visitors by 2020 have been announced and include a particular focus on 3- and 4-star hotels.

This includes a reduction of the hotel construction preapproval process period to two month, with a single approval authority at Dubai Municipality and an allocation of government land for the development of 3- and 4-star hotels and advantages in fees and taxes for 3- and 4-star hotels.

While these plans will certainly impact FIT travel to Dubai, the impact to the MICE sector appears to be uncertain at this moment.

www.dubaitourism.ae - www.definitelydubai.com/

HOTEL OPENINGS

Mauritius, Balaclava Turtle bay

Westin Turtle Bay Resort & Spa

190 rooms & suites, 4 meeting rooms, business center

Maximum ballroom capacity 200 persons

Located at a pristine beachfront in the historic Turtle Bay of Balaclava on the North West coast of Mauritius, offering captivating views on the turquoise waves of the Indian Ocean, nestled in lush tropical gardens and surrounded by sugarcane fields and mountains the hotel will feature nearly 340 square meters of ultra-modern event space, including a ballroom, two meeting rooms and a fully-equipped business center.

Five dining venues, The Heavenly Spa by Westin™ and Westin WORKOUT® complete the exclusively equipped rooms and suites.

[See more details!](#)

Turkey, Istanbul

Hilton Istanbul Bomonti Hotel & Conference Center

829 rooms & suites, 12,000 sqm/129,166 sq ft of event space

Maximum ballroom capacity 3,200 persons (Theater)

The hotel builds on Hilton's legacy of almost 60 years in Turkey, extending its world renowned service to travelers in one of Istanbul's most thriving neighborhoods. The stylish hotel offers significant scale and stretches a magnificent 34 floors high located adjacent to a new shopping and entertainment destination which is being created from the historic Bomonti Beer Factory site.

The hotel offers an unparalleled option for major conferences and events with the largest pillar free ballroom in the city and the ability to serve in excess of 6,350 guests at any one time and features state-of-the-art meetings technology including digital check-in screens and iRoom applications for event planners; as well as outdoor terraces ideal for weddings and social occasions.

[See more details!](#)