



MAY 2014

PUBLISHERS NOTE

Dear Reader!

This month, when planning IMEX travel, naturally our focus went to Frankfurt and the soon-to-launch Kap Europa venue of Frankfurt Messe. We interviewed Ms Delius Fisher, Director of Congress Frankfurt about this new venue and we hope you find her responses useful.

Don't miss our Hosted Buyer Invitation to MITM held in Cadiz, Spain from June 11-13, 2014. We will be there and would be pleased to meet you in person. Email to make an appointment. martina@micemediamarketing.com

We found several updates coming in from 'down under' Australia. You will also find news from Vancouver, a current 'hot' destination, in the right column. And we have been thrilled to read about the first possibility for online exhibition attendance at Amsterdam RAI.

Choice Hotels International has released its business traveler's research, the 'Road Warrior Survey, which identified the hotel location to be the most important factor to travelers – see some of the findings.

Of course, we also bring updates on websites, apps and air travel related news – see the right column.

As always, we deliver the news into your mailbox and the pdf edition of this newsletter is available for download. Do you think your colleagues and co-workers would be interested in this newsletter? Click here to forward this edition of NEWSFLASH.

Best regards

Martina Warter

General Manager & Publisher

Mice Media Marketing

martina@micemediamarketing.com

GERMANY, FRANKFURT: KAP EUROPA – A PRE-OPENING INTERVIEW ON FRANKFURT'S MOST MODERN VENUE

Many of us will travel soon to attend IMEX in Frankfurt, which happened shortly ahead of the launch of Kap Europa, Messe Frankfurt's most modern convention venue. We had the opportunity to talk with Claudia-Marie Delius Fisher, Director Congress Frankfurt about this new venue.

Martina Warter, GM MICE Media Marketing: The launch of the new Kap Europa venue in June is approaching rapidly. How do you characterize the venue?

Ms. Delius Fisher, Director Congress Frankfurt: *The site of Kap Europa congress centre is perfect. Almost in the centre of Frankfurt it is prominently standing in the vicinity of the Messe Frankfurt trade show ground, directly adjacent to the Skyline Plaza shopping centre with its 170 stores and a 11,500 sqm roof garden with spectacular views onto the high rise buildings of the financial centre of the city. There are plenty of hotels of different categories right around the corner. From Kap Europa, you can walk to the "Festhalle/Messe" underground station within less than five minutes and it takes only 10 minutes to walk to the main railway station.*

Across four floors, Kap Europa offers space for up to 2,400 people at a time: two halls, one for 1,000 and one for 600 people as well as twelve further conference rooms for 80 to 300 people create the ideal conditions for a wide range of events whether conventions, conferences, gala or cultural event.

Martina Warter, GM MICE Media Marketing: Kap Europa has already won an award for its strong focus on sustainability, how green is the venue?

Ms. Delius Fisher, Director Congress Frankfurt: *Kap Europa is characterized by a well thought-out sustainable concept: from the environmentally friendly, low-waste construction site to the energy efficient operation and decommissioning concept. The construction and other materials used are environmentally compatible and low emission. Care has been taken to use certified woods for the interiors and roof beams. Water-saving plumbing fixtures, energy-optimized window and façade surfaces, lighting installations in which LEDs feature prominently and an intelligent control concept are further plus points. As a special highlight, the 1,000-square-metre green roof improves the CO2 balance. Kap Europa draws exclusively green energy from regenerative sources, whereby the development of renewable energy is supported by a fixed amount per kilowatt hour. The amazing outcome of the focus on "good" materials and sustainable aspects during the construction of the building is that everybody who enters the building feels comfortable.*

Martina Warter, GM MICE Media Marketing: With IMEX Frankfurt held shortly ahead of the official launch of Kap Europa on your premises, will interested organizers be able to preview the venue?

Ms. Delius Fisher, Director Congress Frankfurt: *The Congress Frankfurt Team is happy to tell you more about that highly sustainable, functional and pleasantly welcoming building - at IMEX on booth F110. We are happy to offer a tour of the new building to clients but we have to make sure that we are not withdrawing too many people from the IMEX hall at a time.*

<http://kapeuropa.messefrankfurt.com> - www.messefrankfurt.com

IN THIS EDITION

LEFT COLUMN

GERMANY, FRANKFURT: KAP EUROPA – A PRE-OPENING INTERVIEW ON FRANKFURT'S MOST MODERN VENUE

AUSTRALIA, ADELAIDE, MELBOURNE, SYDNEY – KEEP UPDATED

BRAZIL, SAO PAULO: WORLD TRAVEL MARKET LATIN AMERICA 2014

THE NETHERLANDS, AMSTERDAM: RAI SUCCESSFULLY PREMIERS ONLINE EXHIBITION ATTENDANCE

USA MARKET RESEARCH: CHOICE HOTELS INTERNATIONAL'S ROAD WARRIOR SURVEY: HOTEL LOCATION AND ROOM VALUE MOST IMPORTANT

RIGHT COLUMN

SPAIN, CADIZ - MITM HOSTED BUYER INVITATION

CANADA, VANCOUVER: NEWS COLLECTION

MALAYSIA: SEVEN MORE INDUSTRY LEADERS JOIN THE KESATRIA TEAM

MICE APPS AND WEBSITE LAUNCHES: PAN PACIFIC AND PARKROYAL; VISIT CANBERRA AND TAMPA CONVENTION CENTER APP

NEWS IN THE AIR AND ON THE GROUND
LIMA AIRPORT AWARDS; IBERIA RESUMES MADRID-MONTEVIDEO DIRECT FLIGHTS

Spain, Cadiz - MITM Hosted Buyer Invitation

Dear Reader,

We cordially invite you to attend the 18th edition of MITM Euromed, Meetings and Incentive Travel Market, the oldest B2B MICE trade show in Europe. MITM Euromed will take place this year in the city of Cadiz, Spain, on June 11th, 12th and 13th, being sponsored by its Provincial Council and Convention Bureau.

The invitation as hosted buyer includes:

- Transportation funding to Cadiz of up to €100 for buyers from Spain and Portugal and €200 for buyers from the rest of the world
- Two nights' accommodation in Cadiz, breakfast included
- Transfers: airport, hotel, fairgrounds and social functions
- One cocktail reception, one dinner, one luncheon and three coffee breaks
- Attendance to MITM Euromed travel trade mart with up to 20 individual meetings
- Attendance to two seminars presenting destinations
- Eligibility to take one of the post-MITM fam tours at no cost: <http://www.mitmeuromed.com/mitm-post-fam-tours-preliminary-programs.html>

Spaces are limited, so rush to apply!!

www.mitmeuromed.com/buyer-application.html

We are looking forward to meeting you in Cadiz!

Yours Sincerely,
Martina Warter, General Manager
MICE Media Marketing

*All applications must be approved by GSAR Marketing, MITM Euromed's organizing company.

The 25th anniversary of the fall of the Berlin Wall is a central theme at Berlin Convention Office's stand at this year's IMEX in Frankfurt, Germany. From 20–22 May, visitors to the trade fair can come to **Hall 8, Stand F 100-40/41** to get a first look at the numerous events that are planned to mark this key anniversary. The highlight of this autumn's celebrations will be a twelve-kilometre light installation across the centre of the city, consisting of hundreds of illuminated, helium-filled balloons, along the former path of the Wall. The installation will be illuminated from 7–9 November and will make an impressive statement about the serious impact of the nearly three decades that the Wall divided the city.

More information about Berlin: www.convention.visitBerlin.com



AUSTRALIA, ADELAIDE, BRISBANE, MELBOURNE, SYDNEY – KEEP UPDATED

During the last weeks, some news of interest arrived from down under. We hope you find them useful.

THE ADELAIDE CONVENTION CENTRE (ACC) HAS ACHIEVED GOLD CERTIFICATION UNDER THE GLOBALLY RECOGNISED EARTHCHECK ENVIRONMENTAL PROGRAM.

EarthCheck, run by environmental advocacy group EC3 Global, is the standard environmental best practice program used by convention centres, travel and tourism organisations around the world.

Gold Certification follows the Centre achieving five years of continuous silver certification and in the process significantly reducing its environment footprint.

During this period, the Centre became the first convention centre to use earthworms to recycle its organic waste, reduced its gas consumption by more than 8 per cent, reduced water consumption by 10.7 per cent and re-used or re-cycled 90 per cent of its exhibition waste. The Adelaide Convention Centre is now one of the country's greenest convention and meetings venues and among the world leaders in terms of sustainability.

Through partnerships with Foodbank SA and OzHarvest Adelaide any surplus meals from an unexpected drop in event numbers are donated. By now more than 90,000 meals have been distributed to disadvantaged and homeless South Australians.

www.adelaidecc.com.au

BRISBANE: THE ROYAL INTERNATIONAL CONVENTION CENTRE (ROYAL ICC) CELEBRATES SUCCESSFUL FIRST YEAR

Brisbane's new Royal International Convention Centre (Royal ICC), successfully concluded its first 12 months of business. With the Royal ICC welcoming a number of diverse, high profile events in 2013 the venue proved to perform exceptionally.

"We worked hard to provide our customers with a different level of service, flexibility, creativity and care and I believe this is what has really set us apart from the competition this year -- as well as the stunning heritage design of the facility," said Sue Hocking, General Manager, Venue Sales & Marketing.

The Royal ICC's 2014 focus is not only about introducing new clients to this world-class convention centre, but ensuring clients return. The Developing Unconventional Gas (DUG) conference, the Brisbane Boat Show and the Frontline Appeal Dinner will be back at the Royal ICC in 2014 after successful events in 2013. The Royal ICC is also looking forward to welcoming a number of new international and national clients in 2014.

www.ricc.com.au

MELBOURNE AIME PRE TOURS INSPIRE EVENT PLANNERS TO BOOK FUTURE BUSINESS

Melbourne Convention Bureau reports that the 2014 Asia Pacific Meetings & Conference Expo (AIME) pre tour program has motivated over half of its participants to bring business to Melbourne and regional Victoria in the future. 227 Hosted Buyers and media from 23 countries visited central Melbourne and 14 regions across Victoria through the 19 pre tour options.

According to MCB's survey of AIME pre tour participants, close to 100% were satisfied with their visit to Victoria in February and 48% said the pre tour program had positively changed their perception of the state as a meetings and conference destination.

Of the survey respondents, half were from Australia; almost 40% were from the Asia-Pacific and the Middle East, and the remainder from Europe and the Americas.

www.aime.com.au - www.melbournecb.com.au

MELBOURNE CONVENTION & EXHIBITION CENTRE (MCEC) RECEIVED AWARDS AT VICTORIAN MEA AWARDS IN THESE CATEGORIES:

- Meeting Venue 500 delegates or more
- Banqueting and Catering
- In-house AV Services (for the fourth consecutive year)
- Business Development Person of the Year -- Prue Rogers, Assistant Director of Sales.
- MCECs Internal Communications Coordinator Peter Lyons named winner of the MEA and Ungerboeck Software International Young Professional Scholarship.

The venue's performance was assessed across a range of business criteria and the year in review, which looked at financials, activities, challenges and impact on the meetings and events industry as a whole.

www.mcec.com.au



CANADA, VANCOUVER: NEWS COLLECTION

Tourism Vancouver announced its participation at upcoming MICE Events

- May 15: ASAE's Springtime Expo in Washington D.C.
- May 20-22: IMEX Frankfurt
- June 17-19: Association Forum's Association Week in Chicago
- June 18-20: FICP Education Forum in New Orleans
- June 22-25: PCMA Education Conference in Toronto

[See more details!](#)

The Vancouver Aquarium - Expansion and Revitalization

The Vancouver Aquarium is preparing for a significant expansion and revitalization of its facilities including new galleries and exhibits. Along with exciting additions and changes to the Aquarium's facility, the updated revitalization project plans include new public services and features that will be a benefit to everyone visiting Stanley Park.

In June 2014, the Vancouver Aquarium in Stanley Park will open the first phase of the largest and most exciting expansion in its history. The new sustainable, state-of-the-art building will almost double the existing gallery space and dramatically enhance visitors' enjoyment in exploring, learning and connecting with over 50,000 aquatic creatures.

The project will also improve the aquariums event capabilities. The entire venue of this NON-PROFIT organization caters for

Cocktail Reception 1,400
Standing Reception 1,000
Seated Buffet Dinner 380
Plated Dinner on request

Individual areas of the venue are available for smaller groups.

[See more details!](#)

INCENTIVE CORNER: Vancouver Craft Beer Week May 30-June 7, 2014

Vancouver is quickly becoming the largest producer of craft beer in Canada. Fourteen new and expanded craft breweries are expected to open by the end of 2014 -- bringing the total number of breweries in Vancouver to 38.

Four of the soon-to-open locales -- Main Street Brewing Company, Red Truck Brewery, Steel Toad Brew Pub and Big Rock Brewery -- will be located in Vancouver's historic Brewery Creek district in East Vancouver, between 1st Avenue and Broadway. Another cluster of breweries will be situated in another East Vancouver area, creating the new nickname: "Yeast Vancouver."

If you're looking for incentive ideas, check out the Vancouver's suds scene at Vancouver Craft Beer Week (VCBW), one of Canada's largest craft beer festivals. Check the website for details. Ticket purchase opened on April 28, but sign up early: this beer-fest has doubled in size each year, and tickets tend to vanish fast.

[See more details!](#)

MALAYSIA: SEVEN MORE INDUSTRY LEADERS JOIN THE KESATRIA TEAM

Malaysia Convention & Exhibition Bureau (MyCEB) has announced seven newly-appointed Kesatria with the aim to further elevate Malaysia's thriving business tourism through local industry leaders.

The 'Kesatria Malaysia' programme groups key industry sectors who have previously hosted large scale international events to voluntarily assist in identifying and encouraging other potential local hosts to bid for and stage international conventions.

SYDNEY - FIRST-CLASS INCENTIVE DESTINATION FOR CHINESE VISITORS

Business Events Sydney secured a record 85 events over the past three years with an estimated economic impact of \$190 million and 41,000 incentive delegates from China. In the first quarter 2014 2,700 incentive delegates have visited Australia's harbour city.

Achieving these results required understanding the Chinese delegate, from their culinary preferences and social sensitivities to their country's distinct way of doing business. It's about going above and beyond where the city excels. Sydney's business events industry continues refining its offer for the Chinese incentive market, up-skilling their staff and customising their products to appeal to the Chinese market, stated Lyn Lewis-Smith, CEO Business Events Sydney.

"...Later this year Pro-Health China is hosting its annual conference in Sydney! We are extremely honoured that they are bringing approximately 4,500 of its highest achievers to Australia's leading event destination in September. This is the first time that the Pro-Health China Annual Conference has taken its incentive outside of Asia. The company selected the harbour city on the basis of a very successful, and much smaller, VIP trip in 2009. This event comes off the back of last year's Perfect China Leadership Seminar, which was worth \$21 million to the city. This event was also secured following a previously successful smaller group trip to Sydney."

www.businesseventssydney.com.au



Empire Hotel Hong Kong · Wan Chai

STAY AND MEET FREE

Close to the Hong Kong Convention & Exhibition Centre and business districts in Hong Kong, the Empire Hotel Hong Kong · Wan Chai is a popular accommodation choice for business travelers all over the world to connect, interact and transact. The hotel is also within walking distance of a colourful array of nightlife entertainments and shopping options.

With our new Stay and Meet Free package, clients who book accommodation to the value of HK\$35,000 can enjoy a complimentary half-day meeting for up to 15 persons during their stay. Offer valid until 31 October, 2014, first-come-first-served. Other MICE packages can be custom-made to each client's taste, budget and needs.

For enquiries, please contact Angeline Wong, Group Senior Business Development Manager on +852 3692 2163 / 2134 or email: angelinewong@empirehotelsandresorts.com
www.empirehotelsandresorts.com



BRAZIL, SAO PAULO: WORLD TRAVEL MARKET LATIN AMERICA 2014

Brazil's largest city, Sao Paulo, hosted the second edition of World Travel Mart Latin America 2014, April 23-25, at Transamerica Expo Centre. From the first minute, under international event organizer Reed Travel Exhibitions, the bustling, busy, musical and colorful exhibition welcomed travel professionals from Latin America, Asia Pacific, Europe and the USA, both local visitors and Hosted Buyers under the watchful eye of Hosted Buyers Programme Coordinator, Gabriel Rey. Exhibition Director Lawrence Reinisch created the expansive exhibition into stunning show areas including Brazil, Braztoa, Latin America- including Central and South America and The Caribbean, Brand USA, Global Village, the rest of the World (including both Emirates and Etihad pavilions) and Travel Tech Zone. Business Forums sponsored by ICCA, Google, MPI, and others covered subjects like the Economic Challenges of the Airline Industry in Latin America, Responsible Tourism, the World Cup and the Olympic Games. The air was filled with Tweets, Instagram photos, Facebook entries and smart phone photo flashes, sharing the successful exhibition globally. Building on a successful second year, WTM will move to a different location in 2015. Interested in 2015?

Go to www.wtmlatinamerica.com.

THE NETHERLANDS, AMSTERDAM: RAI SUCCESSFULLY PREMIERS ONLINE EXHIBITION ATTENDANCE

Amsterdam RAI Successfully Premieres Online Exhibition Attendance At Intertraffic

For the first time in its history Amsterdam RAI has offered people the option to attend a RAI exhibition online. Intertraffic Amsterdam, the world's largest and most visited exhibition in the field of infrastructure, ITS traffic management, traffic safety and parking, held at Amsterdam RAI from 25 to 28 March 2014 offered the option to attend on the premises and to be attended online on 27 and 28 March via IntertrafficLive! The online attendance attracted 721 viewers from 52 countries.

A studio hosted items such as interviews and demonstrations. The programme included a total of four broadcasts, and could be followed online via tablet, pc, laptop and mobile phone. The broadcasts were interactive as well, with viewers being able to participate via chat and Twitter.

According to Dato Seri Mohd Nazri Tan Sri Aziz, Minister of Tourism and Culture, Malaysia, the program is supposed to further promote Malaysia on the MICE map and to contribute RM3.9 billion in the increment of the country's Gross National Income (GNI) and will provide over 16,700 additional jobs by 2020.

"The Kesatria --Industry Leaders are the best ambassadors of business (MICE) events our country. They are leaders in their industry and command a lot of respect amongst their peers. The success of this programme is reflected in the number of large-scale specialised conferences that have taken place since we started this programme. This is in line with the establishment of MyCEB in 2009 by Ministry of Tourism & Culture Malaysia to further strengthen Malaysia's brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market," said Zulkefli Haji Sharif, Chief Executive Officer of MyCEB.

[See more details!](#)

MICE APPS AND WEBSITE LAUNCHES

New "Pan Pacific" and PARKROYAL Websites

Following a \$2 million investment, strategic consumer research and intensive revamp efforts, Pan Pacific Hotels Group has launched its new Pan Pacific Hotels and Resorts www.panpacific.com and PARKROYAL Hotels & Resorts www.parkroyalhotels.com websites, delivering a more engaging user experience through impactful and intuitive design, richer promotional content and social media integration; all also adapted to all types of mobile devices.

Searchable and bookable in three languages -- English, Chinese and Japanese -- the new [panpacific.com](http://www.panpacific.com) and [parkroyalhotels.com](http://www.parkroyalhotels.com) will feature among many smart new features the eDirect booking tool for corporate and social events. To facilitate the planning needs of corporate bookers and event organisers, the new "Pan Pacific" and PARKROYAL websites offer an eDirect booking tool. This is an automated booking process enabling corporate bookers and event organisers to book their pre-negotiated rates online at their own convenience, using a customised, private URL with a personalised booking page.

www.panpacific.com — www.parkroyalhotels.com

[See more details!](#)

Australia, Canberra: VisitCanberra Launched New Website

Canberra's destination marketing organisation, VisitCanberra, has launched its new www.visitcanberra.com.au consumer website. The new mobile and tablet friendly website has an intuitive interface, providing visitors with new ways to source information and gain inspiration. The website also encourages and facilitates user generated content in addition to integrating social media content across the site and enabling visitors to share pages via their own social media channels.

[See more details!](#)

USA: Tampa Convention Center Launches New App for Meeting Attendees

The Tampa Convention Center, located along the sparkling waters of Tampa Bay's Hillsborough River, recently announced the release of a new mobile app. Ideal for meeting planners, attendees and local residents alike, the official app enables users to view current and upcoming events, plan lunch and review detailed floor plans of the four-level, 55,743-sqm/ 600,000-sq-ft convention center. Additional features include a contact list with one-touch access to convention center staff, information on the Sail Pavilion waterfront bar, tips on parking and links to other detailed information on all Tampa Bay has to offer. Users will also find quick links to the Center's Facebook, Twitter and other social media pages.

The new official Tampa Convention Center mobile app is free and can be downloaded through iTunes for use with compatible iPhone, iPad and iPod touch devices (iOS 5.0 or later), as well as in the Android store, Google Play, Android store, Google Play.

[See more details!](#)

A broadcast on Friday was extra special as it was hosted in Chinese. In line with Amsterdam RAI's strategic internationalisation goals, the show focused on the Chinese market in order to stimulate people to visit the next edition of Intertraffic in person.

Earlier this year, the first foundations for the new RAI Atrium building have been laid. The new RAI Atrium will be taken into use on 1 May 2015.

www.rai.nl

USA MARKET RESEARCH: CHOICE HOTELS INTERNATIONAL'S ROAD WARRIOR SURVEY: HOTEL LOCATION AND ROOM VALUE MOST IMPORTANT

Choice Hotels International announced the findings from its "Road Warrior Survey," which shows that 73 percent of business travelers value location when selecting a hotel, followed by room value at 61 percent. Free WiFi ranked third on the list at 55 percent.

More than 80 % of business travelers' work from their hotel while traveling, out of which 84% prefer to work in their hotel room, compared with the 4% preferring the lobby and 10% prefer working from a hotel's business center.

Other findings from the survey include:

- 88 % have stayed at a midscale hotel for business purposes in the past year.
- 76 % book hotel reservations online.
- 59 % count on the availability of express check-in and checkout.
- 60 % have used a smartphone or tablet to check-in.
- 55 % expect HDTV in their hotel room.
- 61 % use their in-room coffee maker.
- 53 % use their in-room mini-fridge.
- 51 % use their in-room microwave.
- 52 % expect ample workspace with additional lighting in their hotel room.
- 30 % count on an ergonomic desk chair in their hotel room.
- 48 % need access to a printer when traveling for business.

www.choicehotels.com

NEWS IN THE AIR AND ON THE GROUND

Peru, Lima: Jorge Chávez International Airport Honored by Skytrax "Best Airport in South America" Award and "Best Airport Staff in South America 2014" Award

Peru's Jorge Chávez International Airport (LIM) in Lima has been chosen by passengers -- for the sixth consecutive year and seventh time overall -- to win the Skytrax Best Airport in South America 2014 award.

Lima Airport Partners S.R.L. (LAP), a Fraport AG majority-owned subsidiary, manages this popular aviation hub located in the capital of Peru. The main reasons passengers selected Lima Airport include the airport's pleasant ambiance, as well as its outstanding commercial offerings. This prestigious award is presented annually by Skytrax, a London-based market research and consulting firm specializing in the air transport industry.

Lima Airport's employees were also honored for their service excellence by receiving the Best Airport Staff in South America 2014 award -- for the fourth time. With dynamic double-digit passenger growth, LAP has developed Peru's Jorge Chávez International Airport into a leading hub for air traffic in Central and South America. In 2013, LIM served 14.9 million passengers, an increase of 11.9 percent year-on-year. LAP commenced its 30-year concession to operate, manage and develop Lima Airport in February 2001.

www.lap.com.pe
See more details!

Iberia resumes Non-Stop Flights from Madrid Montevideo, Uruguay. Also announced is the resumption of flights to Santo Domingo, Amsterdam, Istanbul, Athens and Stockholm.

Iberia will resume its flights to Montevideo. Starting on the 1st of September, the airline has scheduled up to four weekly flights between Uruguay and Madrid, and will offer more than 2,300 weekly seats between the two cities.

The schedules chosen --both for outbound and return flights -- also make it possible to connect easily with Iberia's entire network, via the T4 at Madrid airport: more than 80 destinations in Spain, Europe, Northern Africa and the Middle East.

Iberia resumes its flights to Montevideo following the restructuring carried out during the past year, which has allowed it to reach a more competitive cost base. As well as Montevideo, the airline has also announced the resumption of its flights to Santo Domingo, Amsterdam, Istanbul, Athens and Stockholm.

See more details!

Mice Media Marketing, Farébersviller, France
martina@micemediamarketing.com

Copyright © 2014 Mice Media Marketing. All rights reserved.