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Hong Kong welcomes flood of enquiries

Meetings and events from China are streaming back to Hong Kong

By Prudence Lui

The removal of travel barriers between China and Hong Kong has brought event planners in the latter destination a welcome change of pace.

Event planners in Hong Kong tell *TTG Show Daily* that they are flooded with enquiries and bookings since travel restrictions were lifted, and most of the business is coming from the mainland.

Business is returning so swiftly that CTSHK Metropole International Travel Services, deputy general manager, George Kai, expects performance to reach 50 per cent of pre-pandemic levels by this May.

He said: “(The reopening has) triggered numerous enquiries and bookings. Most are firmed up within a short time, such as a week before departure. These have kept us very busy.”

Kai said the majority of events are led by government bodies, and can range from meetings and incentive programmes to product launches and roadshows aimed at promoting provincial business. Each event runs for four days on average.

The optimism is shared by Frankie Lam, director of Kam Wai Travel. Events have streamed in since February, and most



Lam: manpower strains are pushing up prices

of them are from China organisations eager to catch up on business, investments and promotions in Hong Kong.

“The pace of recovery is fast and we expect to hit 40 per cent of pre-Covid business by May 1 and 50 per cent by summer,” said Lam.

Momentous Asia Travel & Events, general manager, Doris Lam, noted that the Chinese used to make up 50 per cent of attendees at conferences held in Hong

Kong, and she hopes the same representation will return now that the ease of cross-border travel has returned.

Returning Chinese planners have come with higher expectations, observed Kai.

They now expect fresh destination experiences, Michelin-star meals and quality service. And their desires are being met, according to Kai, thanks to Hong Kong’s dedication to reinventing itself as a destination and creating new tourism experiences during the pandemic years.

“The quality of service at restaurants and provided by guides has also improved,” he added.

However, one stumbling block to Hong Kong’s business events recovery remains: the intense manpower shortage.

Lam said: “Prior to the pandemic, it is typical for us to handle groups with attendees ranging from thousands to 10,000. Now, with my team strength down by 50 per cent, we have to restrict group sizes to 1,000 pax.”

Kai pointed to a short of tour guides and hotel staff to support event groups.

With coach drivers and tour guides in high demand, prices for land tours have gone up by 30 per cent, noted Lam.

In brief

Chroma's new MICE push

Filipino-owned Chroma Hospitality – comprising three brands Crimson Hotels & Resorts, Quest Hotels, and Timberland Highlands Resorts – has launched a new campaign entitled *The Time is Now: Meaningful Meetings* to encourage planners to hold their business events in the Philippines. Advanced books will earn planners perks such as room upgrades and complimentary cocktail sessions.

Takina venue readies for opening

With construction completed at the site, Takina Wellington Convention and Exhibition Centre is preparing for a grand opening on May 31, 2023, after a series of test events planned for the month leading up to the official launch. The venue is expected to allow New Zealand’s capital city to host larger-scale international events for the first time, breaking its glass ceiling for the types and scale of events it could not previously cater for.

InterCon Bali expands spaces

The InterContinental Bali Resort has added the standalone Jimbaran Convention Centre (JCC) to its portfolio of event spaces, a venue that was built during the pandemic as part of refurbishment and upgrading efforts. Touted as one of the larger event venues on the island, the JCC comprises more than a dozen multipurpose spaces, with the largest being the Imperial Grand Ballroom which can seat 2,000 pax theatre-style or 1,360 for a gala dinner.

Adelaide to host Dreamtime 2023

The state of Adelaide has been chosen as the host city for Dreamtime 2023, Business Events Australia announced over the weekend.

Scheduled for November 7 to 10, the showcase will be the first Dreamtime held

since 2019 due to the global pandemic and will provide business events planners and media with the opportunity to experience why there’s nothing like Australia for business events.

The Dreamtime programme includes

a destination showcase, dedicated media event, business session and networking opportunities to allow maximum engagement between Australian industry and international business events buyers and media.

Tourism Australia’s managing director, Phillipa Harrison, said: “Dreamtime 2023 is a valuable part of our distribution activity to bring qualified planners and media to Australia to experience the wealth of new products available and our world-class event delivery.

“Like so many of our destinations, Adelaide has undergone unprecedented infrastructure development, welcoming new products such as Sofitel Adelaide, Adelaide Oval Hotel and Eos by SkyCity and the Southern Ocean Lodge, which will reopen later this year.”

Tourism Australia’s executive general manager of commercial & Business Events Australia, Robin Mack said the event has a strong record of securing future incentive business for Australia, driving real business outcomes for the industry.



Hosting Dreamtime puts Adelaide (pictured) front and centre of vital global event decision makers

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“Even with the disruption of the global COVID-19 pandemic, Dreamtime 2019 delivered solid results for Australia, generating 36 business leads in three months, worth A\$97 million (US\$67.1 million),” he said.

Prior to the pandemic, the business events sector was a key contributor to the visitor economy, attracting nearly 1.1 million arrivals, and spending A\$4.5 billion for the year ending December 31, 2019.

Always something new

Interest in New Zealand for events remains firm among the Chinese, while new destination developments are expected to spur bookings. By **Karen Yue**



Cultural experiences are offered at Te Pā Tu Rotorua

Tourism New Zealand’s continued presence in the Chinese business events market throughout China’s strict travel lockdown is paying off. Enquiries and leads for upcoming events in New Zealand are increasing, with certain business

on the books for 2023 and 2024. In an interview tinged with optimism, Tourism New Zealand, general manager NZ & business events, Bjoern Spreitzer, told *TTG Show Daily*: “The market demand is growing within China to hold events in New Zealand. We’ve already

confirmed business in 2023 and 2024, including incentive trips for Chinese direct selling, insurance and consumer goods companies, ranging from bespoke itineraries for 80 people, to more than 1,000 delegates coming in a programme of multiple waves.”

Emphasising the importance of the Chinese market, Spreitzer said communications with business events partners in China were upheld despite travel disruptions, relying on channels such as WeChat, as well as Tourism New Zealand’s own training programmes to convey the latest destination developments.

“We continued to attend MICE shows and visit MICE agents within China, distributing our New Zealand business events bidding brochure and maintaining relationships,” he added.

Tourism New Zealand is present at this year’s IT&CM China tradeshow, with business events manager for China, Helen Zhang, at the helm.

Spreitzer noted that Chinese event planners are hungry for even more New Zealand product updates.

“The confidence is always there, with New Zealand’s variety of landscapes and activities, unique culture and outstanding hospitality all appealing to the Chinese market,” he added.

For planners looking to bring first-timers or repeat guests to New Zealand, the destination will be sure to impress, especially as destination developments have persisted over the last three years.

One of the most prominent new openings for New Zealand as a business events

destination is that of Tākina Wellington Convention and Exhibition Centre, which will officially launch on May 31 this year.

The new venue is expected to allow New Zealand’s capital city to host large-scale international events for the first time, breaking its glass ceiling for the types and scale of events it could not previously cater for.

David Perks, general manager of Tākina Commercial Development, said excitement over the new venue is “absolutely red hot” and bookings for its spaces have been high. Confirmed events include the Royal Australian and New Zealand College of Obstetrician and Gynaecologists Annual Scientific Meeting in 2024, and the Congress of the International Association of Sedimentologists in 2026 for 900 and 800 delegates respectively.

Perks said Tākina will work with Christchurch’s Te Pae and Auckland’s New Zealand International Convention Centre so that all three become regular stops on the Australasian circuit.

“But the real gold is bringing in international events which are really important to our business case, first of all, because those visitors tend to spend more and stay longer, so we get more of that direct economic impact for our businesses in the city and the people who are employed in them.”

“Secondly, we do see that as a relatively small city on a global scale, this is a way of getting our story out there about what our place is all about,” he said. – *Additional reporting by Adelaine Ng*

SMASH IT



The All Blacks Experience

The All Blacks Experience in Auckland is a 45-minute interactive, guided tour that shows visitors what it takes to be a member of All Black, the world-renowned rugby team of New Zealand. The unique experience is perfect for both rugby fans and the uninitiated, as guests have an opportunity to face a fearsome haka and master some rugby skills.

Event planners can book a conference room or other larger spaces for a more private experience, and work with the attraction to design longer format exclusive tours and personalised All Blacks jerseys as gifts for guests.



Wētā Workshop Unleashed

Wētā Workshop Unleashed in Auckland is a new, behind-the-scenes tour of a fantastical film effects workshop. Through a 90-minute guided tour centred on three fully developed and original film concepts – a nail-biting horror, a fantasy epic, and a mind-bending sci-fi, guests can explore the wonders of movie-making. Bespoke experiences and function spaces are available for events groups.

Take the experience further by creating Unleashed-themed artwork, posters, and reels that feature event guests as the stars.



TSS Earnslaw Steamboat

Regarded as one of the best ways to see Queenstown’s surrounding landscape, the TSS Earnslaw Steamboat takes visitors across beautiful Lake Wakatipu to Walter Peak High Country Farm aboard a vintage steamship.

The vessel is an attraction in itself – a well-maintained machine from 1912 that today welcomes guests deep inside to see its engine room and study its former life.

Amplify the experience by adding on a gourmet lunch, a tour of Walter Peak High Country Farm, an exploration of Te Anau Glowworms Caves or a Cardrona Mountain Carting adventure.



Nomad Safaris

Laying claim to the title, Queenstown’s Professional Adventurers, Nomad Safaris promises a wide range of off-the-beaten-track tours on quads, 4WD, e-bikes and feet.

Tours are designed to be more than just a rough and tough experience, as participants get to explore scenic valleys, famous vineyards, breathtaking *Lord Of The Rings* filming locations, and native wildlife.

Event planners can take their pick of short two-hour tours or longer, more immersive 9.5-hour adventures.

A well-paced return

The Singapore Tourism Board continues to engage Chinese meeting planners and event organisers, where it provides updates on Singapore’s event capabilities and readiness to anchor business gatherings. By **Rachel AJ Lee**

Prior to the pandemic, China provided an important source of business visitors for Singapore, and stood among the destination’s top 10 inbound MICE markets. This slowed to a trickle during the various lockdowns and border closures.

On the side of Singapore Tourism Board (STB), though, nothing slowed down. The tourism board kept communication lines with China open and was all geared up for the full resumption of outbound travel from China even before the latter announced resumption of international travel with reduced restrictions.

For example, according to Andrew Phua, executive director, international group, Greater China, STB has been working with Chinese meeting planners and event organisers to curate new product offerings focused on corporate education and industrial tourism. Efforts have also been intensified to educate local stakeholders on the preferences of Chinese travellers, and refresh their knowledge of Chinese consumer behaviour.

An STB-facilitated sharing by WeChat Pay to over 100 tourism stakeholders was conducted in October 2022, ensuring they remain familiar with mobile payment systems that are widely used and favoured by Chinese travellers.

“We are also leveraging platforms and



Singapore is ready to welcome Chinese business travellers and event organisers; Marina Bay Sands pictured

partners such as Tencent/Wechat in Singapore to value-add and enhance China-friendly experiences for visitors,” noted Poh Chi Chuan, STB’s executive director, exhibitions & conferences.

This was followed by a December 2022 launch of a tourism alliance between close to 80 tourism stakeholders from

Singapore and almost 100 tourism stakeholders from Western China. A communications channel on WeChat was established then, facilitating networking and business opportunities between members from both countries.

“STB has also leveraged new platforms such as MeetSG 2.0, a WeChat Mini Pro-

gramme, to drive awareness of upcoming MICE events among Chinese MICE groups and business travellers, and enhance their travel experience. We will also ramp up marketing efforts for specific events, such as China’s Machinery and Electronics Show in Singapore (March 22-24, 2023), and Vinexpo Asia (May 23-25, 2023), which will be held in Singapore for the first time,” Phua said.

Larger forms of assistance exist in the In Singapore Incentives & Rewards (IN-SPIRE) Global 2.0 programme, and Business Events in Singapore (BEIS) scheme. These help organisers defray the cost of holding an event in Singapore and support the planning and execution stages.

Although China’s border restrictions persisted until end-2022, some Chinese continued to visit Singapore for business and attend tradeshow, such as the Industrial Transformation Asia (October 18-20, 2022), and Singapore FinTech Festival (November 2-4, 2022).

“This reflects Singapore’s position as the global-Asia node for MICE, with Chinese participants finding it relevant to access global and regional networks and business opportunities through events held in Singapore,” said Poh.

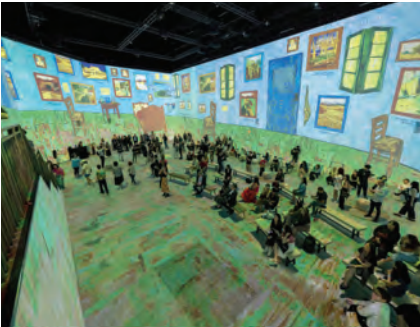
In coming months, Chinese businessmen can look forward to shows like Asia Tech x Singapore (June 6-9), Gastech (September 5-8), and the Singapore FinTech Festival (November 15-17).

Poh noted: “Given the strong pent-up demand and growing business confidence in the region, we are expecting a rise in business travel from China which will bring spillover benefits for our lifestyle and hospitality sectors.”

SMASH IT



Owen House
Located steps from the Farrer Park MRT and a stone’s throw from Little India, the 106-key Owen House features nine room categories, where select rooms boast kitchenettes. Conceptualised as a reflection of New World Amusement Park – a popular nightlife spot in the 1930s – rooms start from the 18m² Deluxe Queens and go up to the 52m² Two-Bedroom Deluxe and Suite. Facilities on-site include a boardroom good for up to eight people, two communal lounges – The Pembroke and The Plaza – on levels four and six, as well as Sunlight and Moonshine, a lobby-cum-speakeasy bar.



Van Gogh: The Immersive Experience
Get to know the artist and his art with the help of technology in this 360-degree multi-sensorial exhibition at Resorts World Sentosa. A highlight of this exhibition – its debut in South-east Asia – is the 1,000m² The Immersive Room, where visitors will be able to view two-storey projection of Van Gogh’s most compelling masterpieces. The VR Experience that walks visitors into eight of his iconic works is also not to be missed. The exhibition welcomes private hires for corporate groups of up to 200 guests.



Peranakan Museum
The Peranakan Museum reopened in mid-February 2023, after nearly four years of renovations. With a focus on inclusivity, the refreshed space explores the multifaceted diversity of Peranakan culture and communities such as Arab Peranakans, Chinese Peranakans, Chitty Melakans (or Peranakan Indians), Eurasian Peranakans and Jawi Peranakans. Visitors will encounter over 800 intricate objects, interviews, stories, and contemporary expressions in the museum’s nine galleries spanning three floors.



Scentopia
Explore Singapore’s floral heritage and discover a collection of unique and rare perfumery ingredients through a collection of over 100 fragrance oils at Scentopia in Sentosa. The space also offers indoor aromatherapy teambonding activities which focus on profiling, understanding one another and making an aromatic product such as a perfume, reed diffuser or home fragrance based on the result.

Taking large strides

The Philippine government has made serious efforts to re-establish trade and tourism relations to entice more Chinese tourists back, writes **Rosa Ocampo**



The Philippines is working to get more foreign tourists to return to Boracay (pictured)

The Philippine government is taking major steps to woo business events back from China, its second biggest market. Case in point: Philippine president Ferdinand Marcos Jr recently appointed two special envoys – Benito Techico and Maynard Ngu – to China for trade, investments and tourism. Techico was the CEO and president of Uni-Orient Travel, ground handler of chartered flights for tourists and the first travel agency to bring Chinese tourists to Manila; while Ngu was CEO of Cosmic Technologies Incorporated, the company behind cellphone brand Cherry Mobile. These appointments came following Marcos’ state visit to China where both countries signed a five-year programme on bilateral tourism cooperation, which

tourism secretary Christina Garcia Fraso said was an opportunity to transform the Philippines into “a tourism powerhouse in Asia”. Pre-pandemic, China was the country’s second and fastest-growing source market, churning more than 1.7 million arrivals in 2019, and is touted to eventually take over the top source market position from South Korea. And when China reopened its borders earlier this year, the Philippines was among the first 20 countries that China allowed for outbound group tours. As of January 24, 2023, arrivals from China reached 6,673, or 46 per cent of the country’s total leisure arrivals. Airlines have resumed regular flights between China and the Philippines, and charter flights are expected to follow suit.

Hotels and resorts have also started courting the pent-up demand from China. Another positive development is the recommendation of the Private Sector Advisory Council’s Tourism Sector to grant e-visas for travellers from China, South Korea, Japan and India. The e-visas technicalities are being worked out, but the travel trade has lauded this move, as current visas upon arrival are complicated and cumbersome. Mary Ann Ong, general manager of Bridges Travel and Tours, said that e-visas will be an improvement, and opined that there should also be a simplified visa upon arrival for Chinese nationals, similar to those available by Thailand, Vietnam and Indonesia. Another boon to tourists from China is Private Sector Advisory Council’s recom-

mendation to implement a value-added tax refund for foreign tourists starting from next year. While there are no consolidated statistics available about MICE visitors from China, some events have returned. This includes the China Machinery and Electronic Brand Show from August 17 to 19, an exhibition staple in Manila for over 17 years now. Aside from the continuance of initiatives such as the MICE Assistance Programme and Enhanced MICE Plus Programme, the Philippine tourism offices in China will continue to conduct MICE sales missions to major cities, and run digital campaigns on WeChat, Weibo and Douyin for both the travel trade.

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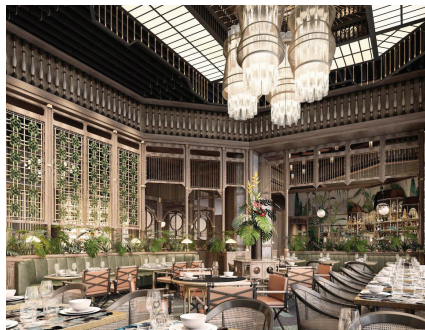
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SMASH IT



Nustar Convention Center
Cebu’s, the NUSTAR Resort and Casino, will debut its 2,000-pax Convention Centre in 2Q2023. It will have multiple event spaces equipped with state-of-the-art amenities, framed by a stunning sea view. The integrated resort will also feature three hotels, a viewing deck 116m above ground with views of Mactan Island and Cebu City, a Performing Arts Theatre; a water theme park; and various F&B outlets and retail outlets.



Mott 32
Located within the NUSTAR Resort and Casino, newly-minted restaurant Mott 32 honours New York’s eponymous street where the city’s first Chinese convenience store opened 132 years ago. Mott 32 offers Cantonese cuisine with Beijing and Szechuan influences. Must-tries include its signature Peking duck and barbecued Iberico pork.



Belmont Hotel Mactan
The 550-key hotel stands 15 minutes away by car from Cebu International Airport. Onsite facilities comprise a pool, children’s pool, fitness centre, event spaces and three dining outlets. It is located within The Mactan Newtown Township by Megaworld, which offers more F&B choices and shops.



Tribal Adventures
Explore remote and untouched islands in Palawan with tailored trips on board a luxury catamaran run by Coron-based Tribal Adventures. Some of the rewards of going beyond the shoreline include interaction with whale sharks; spotting dugongs and other marine wildlife; enjoying freshest seafood and organic meals; camping out on an island; or being able to spend the night in a rustic cottage by the beach.

通膨效应！旅游成本明显提高 活动体验及预算相平衡难度加大

随着旅游成本上升，在体验与预算之间取得平衡成了奖励旅游的棘手问题。专家建议，召集人可调整预算、安排更多自由时间、重新思考行程内容和进行方式，并加强其价值之传达。甚至可以考虑将活动移到二、三线目的地，使新环境下较为紧缩的预算，花得更具效益。

[钟韵 — 采访报道]



国际奖励旅游市场回暖之际，组织者也必须面对旅游成本上升的问题，以应当前环境中面对的新挑战。

首先须落实的作法是做好调整预算的准备。酒店方面，若早前已做好谈判，则无需担心房价上升的问题。但机票价格因受燃油价格 and 市场需求双涨而推升，有可能会成为策划奖励旅游项目时的一大难点。因此，组织者应依机票价格预测之变化来争取更多预算，或从其他方面消减成本；不然，便只能减少奖励旅游的参加人数、缩短旅游时长，或把旅游目的地拉到近一点的地方。

其次，可以在行程中安排更多的自由时间。一般人都会认为奖励旅游者最青睐的活动可能是水疗、高尔夫、乘游艇等活动，但据奖励旅游品质的相关调查显示，自由时间才是受访者最为重视的奖励旅游要素。而在奖励旅游行程中让参加者于专业拓展之余有更多休闲时间，不仅有助提高参会者满意度，更对加强奖励旅游项目预算的有效利用大有好处。因此，组织者应避免对行程过度安排。增加行程中的休闲时间，以此节省成本的同时也取悦参会者。

再次，应依新一代旅游者的不同预期，加强活动体验性及其价值之传达。奖励旅游管理者协会(SITE)首席执行官Annette Gregg指出，相对于现

金或商品，新一代员工更为重视的是体验，因此旅游作为奖励手段，对于新一代来说越发有吸引力。此外，新一代也重视奖励旅游行程对企业价值观之体现、对社区之回馈、对其职业或专业发展之助力等。总体而言，随着奖励旅游重新开始复苏，不同世代对于「奖励」和「旅游」的看法有所差异，专家建议，组织者应针对多元世代重新思考奖励旅游项目的内容和安排方式，并在提高旅游行程之体验性的同时，也以不同的方式更好地将奖励旅游之价值传达给受众。

借二、三线目的地优化预算管理

另外，无论奖励旅游或会议组织者，在打造完美体验的过程中需考虑诸多因素，其中最为重要的一点无非就是活动举办地。专家建议，活动组织者可以多考虑二、三线目的地，使新环境下较为紧缩的预算花得更有效益。

活动组织者寻找合适的活动场地需面对规模、预算等诸多难题，在后疫情时代尤其如此。

因此，越来越多专家建议，活动组织者可以把眼光放到一线目的地以外，多考虑二、三线目的地，不仅预算管理上可达成企业目标，还可能促进活动体验的特殊性。

弗吉尼亚海滩旅游会展局会议销售和营销总监Sally Noona举例，滨海目

的地空气中特有的气味、特色的美食和特殊的景观，都能让参会者因沉浸于与寻常不同的环境中，对吸收新资讯更感兴趣。而且，非一线目的地的



组织者应避免对行程过度安排。增加行程中的休闲时间，以此节省成本的同时也取悦参会者。

Audience Focused

3步骤有助凝聚在线受众

无论在线或线下活动，皆不可忽视受众，惟近年已成常态的网络会议，确实面临受众容易分心的问题。据专家介绍，专业组织者要策划并执行好优质的网络会议，应按照三步骤来做。

1. 应打造出真情实感的「故事」，故事内容需涵盖三个重点。一是「为何」，即其公司、品牌、产品存在的原因为何。二是「如何」，即公司、品牌、产品如何达到其存在的目的。三是「什么」，即其公司所制造并销售的产品是什么。

2. 以独有的品牌特质来吸引受众。是否具备独有特质，是买家在选

旅游局和业者，也会格外认真地去了解及迎合会议活动团体的需求。

另一方面，在二、三线目的地举办活动的成本往往也比一线目的地来得低。对于特别需要控制预算的组织者而言，这一点尤其重要。AAPPR协会首席执行官Carey Goryl说道，选择在二、三线城市办活动，可以让组织者将节省下来的钱，往体验升级方面做投资，使活动变得异常精彩，最终大幅提高参会者的满意度，并吸引更多人来年参与。

她也提醒，若想节省预算，组织者在餐饮方面应和场地的厨师沟通；假如厨师可以把已经要为另一组团体供应的餐饮加量准备，则组织者也能将本次活动的餐饮，在保证质量的前提下将成本进一步压低。

此外，Sally Noona表示，组织者也可以在二、三线目的地通过创造合作机会来获取额外赞助。最终，通过合作机遇，在新的目的地塑造对体验和预算都有利的活动。

择支持哪家品牌时的重要考虑因素。围绕以公司使命为基础的清晰观点来设计内容，有助于策划出吸引受众注意力并积极与品牌方互动的网络会议。

3. 应有好的衡量机制。好的网络会议策略必须具备衡量其效果与影响力的指标。将核心指标进行分析、把互动数据善加利用，有助企业了解哪些做法有用、何时应考虑采取新办法。由于有时主题或演讲者再好都难以令特定目标受众产生共鸣，因此必须密切关注数据、衡量内容是否符合受众需求，以评估营销策略与买家类型相匹配。

机场零售、航司数字化前景乐观 加大投资各服务环节

[钟韵 — 采访报道]

据旅游数据公司的最新机票数据反映，经济虽正放缓，但商务旅游市场正呈上升趋势，且旅客在机场停留、购物的时间也有所延长，因此今年机场零售业绩前景非常乐观。同时，中国领先的航空公司和机场在旅客行程的各个环节大力投资IT，实现旅程数字化。

ForwardKeys的最新数据显示，继2022年欧洲的区域商务旅游复苏之后，如今亚太地区商务旅游也已开始重上正轨。其中，日本的商务旅游市场表现得比休闲旅游市场更为强劲，日本商务游客并主要通过法兰克福、巴黎、伦敦和伊斯坦布尔等枢纽前往欧洲。这几个枢纽当中，2023年第一季度增长了13%的伊斯坦布尔机场处于强势地位；有90%以上的旅客借其中转前往意大利、德国、法国和西班牙。

而随着中国和东南亚国家的旅游限制解除，旅游市场也迎来了更多新机遇。据今年第一季度的机票预订数据显示，中国独自出境游的游客比例从2019年的25%上升到了40%，乘坐高级客舱的乘客比例则从10%增加到了17%。

中转旅客延长机场停留时间

此外，2023年商务旅游市场在经济放缓的背景下依然呈现上升趋势，这对于以商务旅客为主要受众的旅游零售商、机场免税店和品牌商家而言尤为有利。而且，当前飞机中转时间小于2小时的旅客比例已从2019年的44%降至37%；随着许多机场的运行较之前更为顺畅、中转旅客在机场停留的时间有所延长、非中转的客人也更倾向于大幅提早到机场以避免意外情况，旅客的机场购物时间也就有所增加。

另以春运来看，为期40天的2023年春运于2月15日顺利落下帷幕。期间上海浦东、虹桥机场共保障进出港旅客813.63万人次（浦东机场428.54万人次，虹桥机场385.09万人次），同比增长39%，恢复至2019年同期六成水平；保障航班起降6.67万架次（浦东机场3.97万架次，虹桥机场2.7万架次），同比增长5.6%，恢复至2019年同期近八成水平。

统计资料显示，进出港人次高峰日出现在1月27日(年初六)，超过25.78万人次(浦东机场14.88万人次，虹桥机场10.9万人次)。其中，出港高峰出现在1月18日，为12.67万人次；进港高峰出现在1月27日(年初六)，为14.9万人次。

两场航站楼联合商家推出「2023星

途奇遇」、「虹运新年」商业促销推广活动，为旅客带去节日祝福的同时，送上盲盒抽奖、满减优惠、积分抵扣等多重精彩商业体验。虹桥机场一线品牌大道及延伸区的多家品牌新店在春节期间开门迎客，包括高端国际品牌Loro Piana、时尚高端品牌Weekend MaxMara、Jimmy Choo等，上海特产、大白兔等4家上海老字号大小店铺也相继开业。浦东机场陆续新开了轻奢品牌施华洛世奇、知名咖啡连锁咖世家等6家零售餐饮店铺，为旅客提供更多购物选择。

因此，2023年机场零售和品牌商家的盈利前景非常乐观。在此背景下，业者应考虑到后疫情时代游客行为以及机场航线的变化，从商品选择、品牌推广到员工不同语言的沟通能力等方面，做好充分准备。

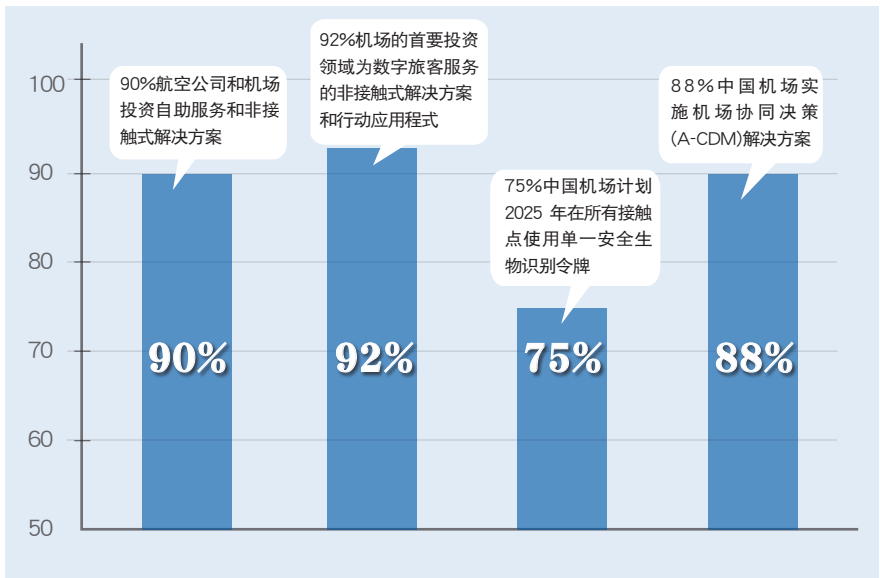
中国航司、机场投资旅客体验系统

再者，随着旅行限制的放松，中国正蓄力迎接疫情后航空旅行的强劲复苏。为推动复苏并促进中国国内航空旅行市场的持续增长，中国航空公司和机场正大力投资IT以优化旅客体验，通过加强运营应对航班中断。最新发布的2022年SITA航空运输业IT洞察报告显示，所有受访的中国领先航空公司和86%的受访机场预计IT支出，将在2022年到2023年保持不变或增加。

SITA航空运输业IT洞察报告指出，中国领先的航空公司和机场在旅客行程的各个环节大力投资IT，实现旅程数字化，确保在人员支持较少的情况下也能顺利运行。他们均计划在2025年升级其核心旅客管理系统，其中90%亦投资于自助服务和非接触式解决方案。

首重非接触式方案及移动应用程序

报告称，中国机场在自助服务部署方面走在全球前列，80%~100%的机场已经在值机、行李托运、行李标签和登机等环节采用了自助服务技术。用于数字旅客服务的非接触式解决方案和移动应用程序亦是92%机场的首要投资领域，以进一步为旅客提供便利，同时让员工腾出时间专注于其他



运营优先事项。

生物识别身份管理是其中一个优先事项，边境控制和登机阶段部署生物识别技术驱动的电子门是投资重点。2025年，3/4中国机场计划在所有触点使用单一安全生物识别令牌，远高于53%的全球平均水平。

SITA 亚太区总裁Sumesh Patel先生表示，许多中国航空公司和机场正使用技术来迅速加强客运运营，致力于实现旅客行程数字化。在所有旅客接触点优先使用单一的安全生物识别令牌的举措，意味着更多的中国机场将效仿率先垂范的北京首都国际机场，部署端到端生物识别。

报告并指出，除简化旅客行程外，中国航空公司和机场还优先考虑在航班中断期间与旅客进行清晰的沟通。中国机场在与旅客的主动沟通方面高于全球标准，超过3/4的机场已经通过社交媒体发布大量通知，并向旅客手机提供实时信息。在此基础上，一半的机场打算在2025年部署航班中断前的自动预警。

中国机场正进一步优先考虑商业智能计划，促进利益相关者的协作和对运营中断的快速响应。中国机场实施机场协同决策(A-CDM)解决方案的比例(88%)是全球平均水平的两倍。

Enhancement

全日空携手Amadeus 整合系统、提升运营效率

全日空航空(ANA)正通过与Amadeus的长期合作迈出重要一步。根据最新协议，全日空航空将日本国内航班运营迁移到Amadeus Altéa Passenger Service System上，该系统将其日本国内和国际航班运营整合到一个单一平台上。全日空借由与Amadeus合作进行数字化转型、提升运营效率。

在续签的协议中，Amadeus Altéa Passenger Service System(PSS)将继续为全日空所有国际航班提供预订、库存、票务和离港控制等方面的支持。此

外，ANA还将实施新的数字化、运价以及支付功能。该合作关系将为全日空带来灵活性和个性化能力，使其能够为旅客提供无缝体验。

作为合作伙伴关系的一个重要扩展，全日空所有日本国内航班也将迁移到Altéa，包括目前由全日空PSS系统托管的日本国内航空公司。Amadeus的技术将把ANA和这些航空公司整合到一个平台上，使该航空公司能够在2026年前停用其内部PSS系统。

泰国抢攻会展经济 推动五年行动计划、支持政策

为振兴经济并促进泰国成为国际活动首选目的地，泰国会议展览局（TCEB）近日公布了一项针对MICE行业的五年行动计划，并针对中国市场宣传MICE最新支持政策。预计五年行动计划在2023~2027财年期间，有望吸引超过1.6亿人次MICE旅客，产生逾9,450亿泰铢的总收入。

[张广文 — 采访报道]



TCEB正在著手制定一項自2023年至2027年的五年行動計劃，以推動泰國MICE行業的發展。TCEB主席Chiruit Isarangkun Na Ayuthaya表示，TCEB Go戰略旨在使TCEB能夠與當地和國際組織合作，進而提升泰國作為世界領先MICE目的地的地位。TCEB Go戰略將由五個主題組成，分別為：與政府機構合作競標活動、在新地區開展營銷活動、通過發展每個地方城市的身份創造目的地競爭力、培養MICE服務的數字技能和創新，以及致力於實踐可持續發展和環境責任。

據悉，開發可持續發展解決方案與創新方法，將是當前泰國MICE行業發展的重中之重。

另外，五年行動計劃還將通過近日啟動並以「泰國MICE與您相約2023年」為名的全新宣傳計劃，加大力度推廣，以激發更多MICE活動在泰國各地舉行，如會議、展覽、培訓計劃、企業活動和節日等，為當地更多地區創造經濟收入，並增加就業機會。

2023目标1,860万MICE遊客

在2023财年，泰國的目標是迎接1,860萬MICE遊客，為當地創造1,090億

泰銖的收入。其中包括76萬國際MICE旅行者（帶來500億泰銖經濟貢獻）和1,780萬國內MICE旅行者（帶來經濟貢獻590億泰銖）。預計該五年行動計劃在2023~2027财年期間，有望吸引超過1.6億人次MICE旅客，產生逾9,450億泰銖的總收入。

今年泰國將迎來眾多國際MICE活動，包括會議、展覽和獎勵旅遊，如世界腎臟病大會（3月30日至4月2日）、第29屆國際蒙台梭利大會（8月2日至5日）、亞洲展覽會議協會聯盟（AFECA）2023年年度大會（10月）、第62屆國際會議協會（ICCA）2023年大會（11月12~15日）和12月1~3日的2023世界過敏大會（WAC）將陸續上演。從3月到11月，泰國預計將迎來超過8萬人次獎勵旅遊者，其中5萬人將來自亞太國家，另3萬人則將來自中國。

數據統計，2022年10月至12月，即2023財年第一季度，泰國迎來了790萬位MICE遊客和285億泰銖的收入。其中，國際MICE遊客達183,618人次，帶來了120億泰銖的收入，而國內旅客人數為780萬人次，創造了165億泰銖的收入。在所有國際MICE遊客中，9萬7,015人次參加了展覽，並創造69億泰銖；其次是企業會議，共吸引5萬5,687

人，創造32億泰銖收入。國際大會吸引了1萬7,653人，創造10億泰銖收益；獎勵旅遊則迎來1萬3,263人和8.51億泰銖收益。

欢迎中国客源推出奖励补贴

中國市場方面，只要在泰國停留至少2晚、入住在泰國MICE標準認證（TMVS）名錄的酒店、不低于80人的企業會議和獎勵旅遊常規團，以及3,000~10,000人以上的超大型會獎團，都可根據TCEB最新支援政策，申請相應的財政補貼和快速通關、小禮品、文化表演等禮遇。TCEB最高可提供每團200萬泰銖（約40萬元人民幣）的現金支援。

根據世界旅遊業理事會（WTTC）與英國牛津大學最新發佈的報告顯示，亞洲城市正在迎來國際遊客回流。2022年泰國旅遊業就已表現亮眼，當地經濟反彈顯著，雖然對曼谷GDP貢獻達92億美元，但仍低於2019年水準54%。

海外遊客消費的增加則使得當地工作機會持續增長，新聘任員工達100萬人次。近期，TCEB和泰國航空達成協定，計劃攜手吸引更多亞洲和歐洲MICE旅客到訪。

Hong Kong

11 SKIES 促大屿山升级

近期，香港积极提高作为盛事之都、会展旅游目的地的形象，香港特区政府并预留一亿元争取更多国际旅客到访。广东旅游业界表示，持续看好香港旅游，尤其看好香港最大零售娱乐新地标11 SKIES对香港会展旅游、大屿山未来发展之助益。

香港财政司司长陈茂波在新一份《财政预算案》提出，香港政府将预留一亿元争取更多吸引旅客和极具旅游宣传效果的大型国际盛事与国际会议展览赴香港举行，提升香港的盛事之都国际形象。同时，额外拨款约二亿元，加大力度争取更多不同规模及类型的国际会议和展览，涵盖金融、创科、医学等范畴，务求吸引高增值旅客，令香港成为首选会展旅游目的地。还将拨款5,000万元支持推广香港新优势之相关工作。

香港最大零售娱乐新地标11 SKIES，是SKYCITY航天城内重点项目。业者指出，有了11 SKIES，未来香港国际机场、乃至整个大屿山将升级为「现代化度假区」，非常具有吸引力；加上周边还有今年迎接迪士尼100周年的香港迪士尼乐园，以及南澳渔村、天坛大佛和热门活动场馆亚洲国际博览馆等，成为到访香港进行休闲及商业旅游的首选目的地，其可充分享受一站式购物、美食、娱乐、医疗保健和金融等服务。对于广东旅客而言，出国旅游也多了从香港出发或中转这一新选项。

值得一提的是，富豪国际酒店集团全新开幕的丽豪航天城酒店即坐落SKYCITY航天城中心地带，毗邻香港国际机场，与11 SKIES及香港亚洲博览馆无缝相接，步程只需2分钟。在会议设施方面，酒店设有大屿山内面积最大的宴会厅之一：丽豪宴会厅及两个会议厅，会议及宴会厅总面积超过2,800平方米，室内高度高达6.7米，场内均配置先进设备，包括音频与视频输出同步系统、六个LED电视墙和六个LED垂直显示板等。

独树一帜、别具意义的非凡旅行 新西兰为企业活动增加价值

随着全球推广活动一揭秘「新」动 (IF YOU SEEK) 的持续推进，新西兰旅游局进一步转向MICE商务旅游市场，邀请MICE与商务活动策划者打造别具意义的非凡旅行，尤其是透过各式活动建立起游客和当地居民之间的连结，进而提升整体旅程收获。

[张广文 — 采访报道]



IF YOU SEEK是新西兰自2019年以来首个全球推广活动，**新西兰旅游局国内及商务活动总经理Bjoern Spreitzer**表示，除了向全球富有好奇心、且具备一定消费能力的国际游客发出邀请，现在也致力吸引那些在规划旅行时，聚焦于追求更多非凡收获的MICE与商业活动策划者。借由发布一系列的专属旅游资源和产品，新西兰旅游局展示

当地更真实、更有意义的联系，强调当地提供令人难忘的体验、互动和目的地，让到访者看得更深、走得更远，并且得到更多回报，为已经充满精彩活动、创新内容和迷人风景的旅程进一步增加价值，确保在新西兰举办的MICE和商业活动，独树一帜。

他指出，新西兰拥有独特的毛利文化，MICE与商业活动策划者除了可纳

入体验环节，还可以此为平台，展现组织的文化与价值观。而与当地社区密切合作，或是向当地社区学习，抑或是通过可持续举措回馈环境，都能建立起更有意义的联系，打造与众不同的MICE和商业活动；例如，毛利人传统的欢迎仪式「波华丽」、以茂密原始森林为活动场地、运用刺激的喷射快艇体验作为活动之间的交通工具，以及全新世界级会议中心的鼓舞人心故事等。

面向中国市场推出十大沉浸式体验

面向中国市场，新西兰旅游局商务会奖部积极宣传各式多元会奖资源，像是十大沉浸式会奖体验，包括参观3,000年树龄的塔尼玛胡塔、浏览走过117年的房子、成为全世界看到日出的第一人、欣赏雕刻大师的作品、了解怀唐伊条约、体验但尼丁观星、学习划毛利独木舟、雕刻专属的绿玉、在巨大的石雕下划皮划艇、探索被火山泥埋葬的村庄。

以《指环王》三部曲及《霍比特人》系列电影主题为亮点的中土世界旅程，可供更多会奖团队跟随电影主角

们的足迹，前往南岛梦幻般的湖泊和群山，走进位于皮皮埃欧附近Hairy Feet Waitomo的食人妖森林，并于马尔堡感受矮人们乘坐木桶漂流而下的场景，还可从天空中鸟瞰普卡基湖岸边难以忘怀的长湖镇风光。

上海旅行社业者认为，新西兰拥有不胜枚举、从北到南的迷人海滩，可打造别具意义的非凡旅行。北部地区的麦泰湾是很多新西兰人每年夏季的终极度假选择。九十哩海滩则提供滑沙、陆地风帆车或激浪投钓活动。而陶哈拉努伊地区公园的安克湾，以美丽白沙滩、野生动物、步道徒步和岩石池为主打。他个人最喜欢奥克兰的皮哈海滩，其以黑色沙滩、强有力海浪和壮观的海中岛狮子岩闻名。

业者指出，企业团队偏好可体验游船、皮划艇、徒步活动的教堂湾，有些还会搭配游玩热水海滩。热爱冲浪的团队一定会去芒格努伊山的丰盛湾，追求偏远僻静的团队则会前往崎岖粗犷的法拉里基海滩、怀塔基科伊科希海滩，或是西海岸霍基蒂卡。他认为，亚伯塔斯曼国家公园的尼尔森和塔斯曼，未来值得深度挖掘。

Shanghai 上海虹桥机场3月26日起 恢复国际、港澳台航线

据上海机场官微3月21日消息，虹桥机场3月26日将恢复国际、港澳台航线。上海机场集团指出，东上航、国航、日航等11家航空公司将进驻虹桥机场1号航站楼运营，带动旅游复苏及商业交流。

此前，国泰航空宣布将于3月26日起恢复上海虹桥国际机场至香港的客运服务。国泰航空将成为首批于疫情防控政策优化调整后于虹桥机场恢复往来香港客运服务的航空公司。台湾中华航空也表示，3月26日夏季班表开始，将恢复松山-虹桥起降，届时台湾往返上海将达每周26班，恢复至疫情前水平。

此外，研议多时的「上海第三机场」

有望于11月正式动工，落脚江苏南通，总投资达人民币500亿元。这座新机场在2019年发布的「长江三角洲区域一体化发展规划纲要」中，被定位为「上海国际航空枢纽的重要组成部分」，对将来上海经贸及整体旅游发展，将大有帮助。

据悉，上海第三机场占地面积约67万平方公尺，比虹桥机场大16万平方公尺。机场飞行区等级达4F，与上海浦东机场、北京首都机场同等级。工期约4到5年，预计2026年或2027年完工。未来第三机场将与上海虹桥、浦东两大机场，以及铁路串联，形成全新的交通枢纽。



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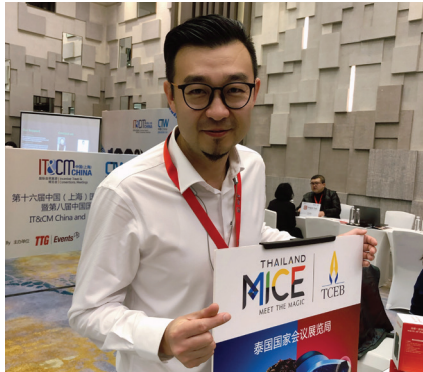
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