

MICE: destination

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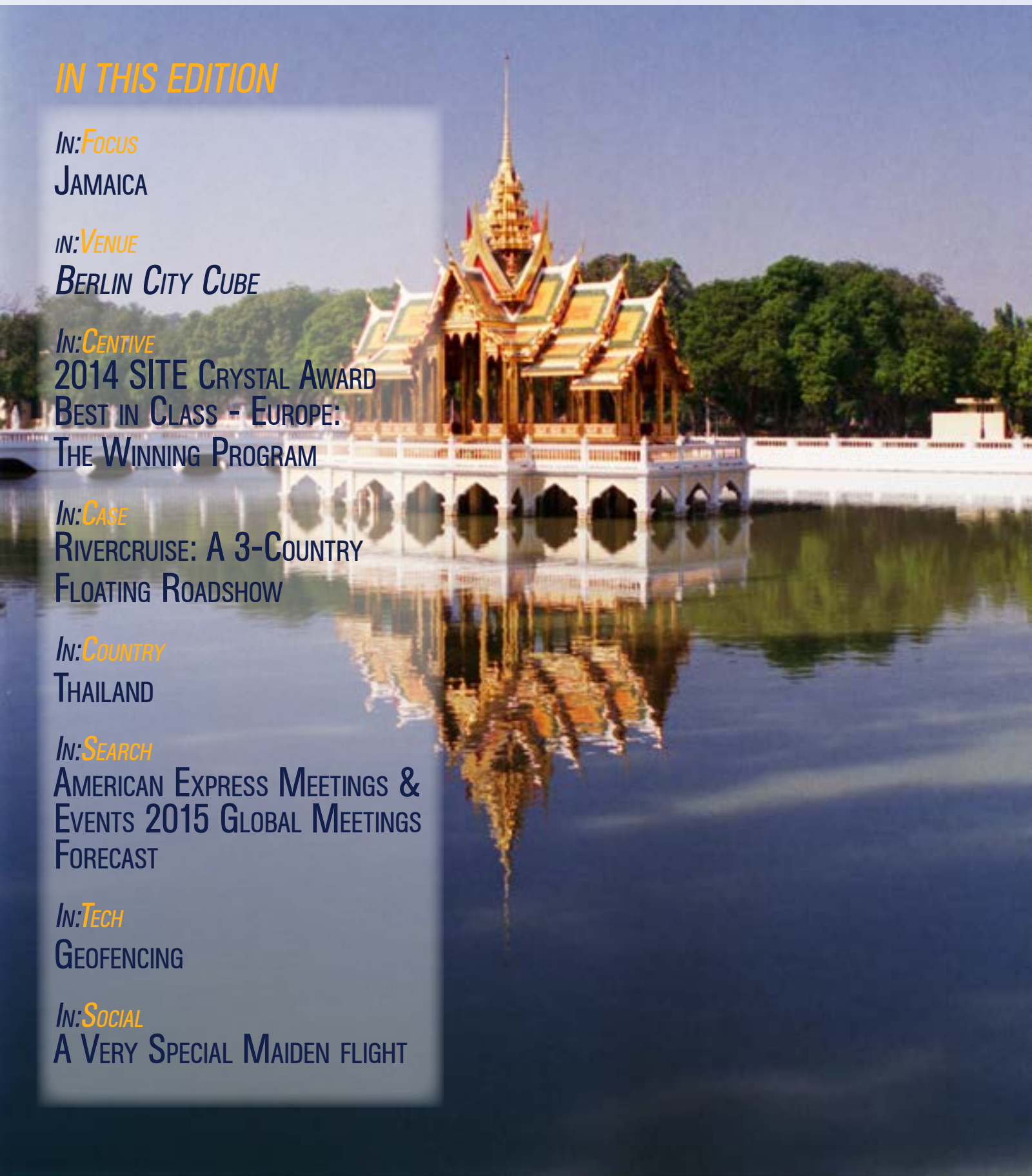
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A VERY SPECIAL MAIDEN FLIGHT



A 3-COUNTRY RIVER CRUISE ROADSHOW OF “THE LEADING HOTELS OF THE WORLD”

In the travel industry, cruises are a major trend with river cruises being an ideal opportunity for an extraordinary event setting, particularly in-land!

Nothing is more impressive than a privately chartered ship.



Image Copyright: myseavent
The River Cloud's deck prepared for the Roadshow.

Whether you desire a limited number of cabins/suites for an incentive on a small cruise yacht, or a full-ship charter on a larger vessel for a unique customised special event, you will need a partner who understands your high demands and desires for your exclusive event at sea or river. Your partner will help by choosing the perfect ship, designing exactly the right itinerary and producing your unique cruise concept.

Creating the perfect events on the ‘small world’ aboard a vessel requires mixing the right blend of leisure, pleasure and activity. Events on board are beyond the normal, the extraordinary underlines the uniqueness of the framework – creating long-lasting memories.

We spoke to Ulrike Kappeler, founder & managing director of myseavent, a Hamburg (Germany) based Event Agency specializing in events on anything that sails – be it on the sea or on a river, for more than 20 years. In cooperation with Patty Witzigmann, creative director at myseavent and their team, they have created a very unique Roadshow.

The client “Leading Hotels of the World” is the largest luxury hotel collection, with more than 430 of the world’s greatest properties in over 80 countries.

The organizing team created a whole world of “Leading Hotels of the World” on board the river cruise ship, spotlighting the

individuality of the properties being presented.

Case Study

The concept was created aboard the most luxurious river cruise ship, the famous “River Cloud” sailing on the Rhine River. All suites of the ship were converted into suites of various hotel members of The Leading Hotels of the World. Additionally, amenities and suite decorations were brought from the different hotels. Special delicacies and drinks from the participating hotels were served and local music was played.

Hoteliers provided photos of their best views which were printed on large linen and put in front of the ship cabin windows. Clients entering the different ships cabins had the impression of entering a suite of a Leading Hotel, even to having the same view out of the window as they would have in the particular hotel. Eating the same delicacies, and a special drink served in the hotel itself, listening to the same music and in some suites even smelling the same fragrance, delivered to the visitors an authentic experience.

Patty Witzigmann, Creative Director at myseavent introduced the history of “The Leading Hotels of the World”, in the persona of a well-travelled Lady from the 1920s, the time when the hotel cooperation was founded.



Image Copyright: myseavent
The River cloud anchored in Koblenz, Germany at the famous ‘Deutsches Eck - German Corner’ where the Moselle joins the Rhine.

The river ship stopped in Cologne, Mainz, Mannheim, Strasbourg and Basel. In all these cities Leading Hotels invited their best clients: Travel Trade guests arrived for an afternoon tea session and in the evening the Leaders Club Members enjoyed a seated dinner.

The ship's suites were used for exhibition as described above and standard cabins housed the hotel staff. This very unique Roadshow and outstanding experience has been much lauded by both, clients and exhibitors. Clients gained first-hand experience of the participating properties and exhibitors who only had to create their unique set-up once, avoiding all the usual travelling, daily packing and unpacking, carrying and transportation of the various roadshow materials. Simply embarking in Cologne and disembarking 5 days later in Basel, having had a sales opportunity during 10 events in 5 cities with various clients.

Due to the great success of this Roadshow, The Leading Hotels of the World is planning another River Cruise Roadshow in 2015.



Image Copyright: Sea Cloud Cruises

The Sea Cloud II, famous sister ship of the River Cloud II is also used by myseavent for events.

www.myseavent.com

ITE & MICE HONG KONG 2015

Survey found "Occupy Central" few Negative Impacts on Travel

In an online survey conducted earlier this month on travel enthusiasts in Hong Kong, 81.7% of the respondents said "Occupy Central" has not affected their travel plan in last Christmas, and 89% said no effect on their travel plan in 2015 which can possibly include both keeping and increasing the spending.

The survey found few canceled trips as a result! Of the 18.3% respondents whose holiday in last Christmas has been negatively affected by "Occupy Central", only 1.5% canceled their trips, 5.8% changed or postponed holiday, and another 11% just spent less.

Using in-house database, the survey is conducted by TKS which organizes ITE & MICE, Hong Kong's annual international travel expo. Past public visitors of ITE & MICE were invited to take part in the survey. A total of 1586 replies were received, and 35% of the respondents reported having outbound holiday in last Christmas.

Lasting for 4 days, the last ITE & MICE drew 12308 regional buyers and trade visitors in two trade days, and 75300 public visitors in two public days; and 650 exhibitors (85% from abroad) from 47 countries and regions from all over the World.

Onsite survey in ITE & MICE 2014 found 59% of the public visitors traveled 2 to 4 times while another 16% traveled 5 times or more in the past twelve months. They are indeed travel



enthusiasts, and are likely opinion leaders and/or trend-setters among friends and family members on traveling!

"Theme travels and traveling in FIT are becoming more popular, particularly among the affluent and seasoned travelers. They constitute a large part of our public visitors. We also want to find out more about their preferences through this survey", said KS Tong, Managing Director of TKS.

When asked to pick interested travel themes, nearly 78% of respondents chose two or more and only 1.5% chose nothing. The top five popular themes are found to be "Wildlife Tour" at 40.7%, "Driving Tour" at 40%, "Travel Photography" at 35%, "Sport Tourism" at 34.5% and "Cruise" at 32.3%.

ITE & MICE 2015, which co-locates the 29th ITE and the 10th ITE MICE, will be held from June 11 to 14, 2015 at Halls 1A to 1E of the Hong Kong Convention & Exhibition centre. It is supported by China National Tourism Administration, Hong Kong Tourism Board, the Travel Industry Council of Hong Kong, Macau Government Tourist Office, travel trade & MICE associations in the region. For more details, please visit www.itehk.com or contact the Organizer, TKS by phone: (852) 31550600 or send email to travel@tkshk.com for inquiry.