

# TABEE set to double in size, expand Asian footprint in '06

**THE TEAM Australia Business Event Educational specifically focusing on for the incentive market in Asia is to be significantly expanded for 2006.**

TABEE started in the early 90s as Travel Australia British Show (TABS) but over time it became more Australian in content and began to complete with the Australian Tourism Exchange (ATE) albeit a lot smaller. So a decision was made to rename it The Travel Australia Business Show. This eventually became The Team Australia Business Event Educational.

Greig McAllan, regional general manager Asia for Tourism Australia, said next year's event will more than double in size to around 80-plus participants.

"We brought in 40 companies from Australia to Kowloon, Hong Kong for the show this year," said McAllan. "The feedback was that the mart was great, but that it needed to be bigger to showcase the diversity of incentive product now available in Australia. Next year's event in Bangkok will be the number one event for Asian companies wishing to do incentive business with Australia."

In 2006 the show will move to Bangkok and there are tentative plans to take the show to China in coming years.

"There is no other market segment we would hold a dedicated show for," said McAllan. "This is the only one."

TABEE principal architect Johnny Nee, regional manager North East Asia and Business Tourism for Tourism Australia, said 75 per cent of Australia's incentive business was generated in Asia and the region's full potential was yet to be realised.

In 2004 Australia hosted around 3600 incentive programs from Asia - 30 per cent from South-East Asia and 36 per cent from North-East Asia. Recent confirmed business from the Asian region has come from high profile companies including LG Electronic, Amway Korea, Amway Taiwan, Hero Honda, Citibank, Glaxo, Cathay Life and Allianz Life.

The business tourism segment injects around A\$17.36 billion into the Australian economy each year.

It will cost around A\$6000 for companies to participate in the three-day TABEE event, which comprises workshops, business appointments, specialist speakers and networking functions. But don't all rush at once. The event is by invitation only and participating companies must pass only one selection criterion to be considered.

"We want quality," said McAllan. "We are very careful who we invite to the show. We will have the key buyers of Australian incentive product in attendance and it is critical for the success of the event, that we have professional and balanced representation. It is all about quality. We don't

want some Australian supplier saying I can do you a Chinese meal for \$5 and I'll give you a kick back. That's no good. We need quality product suppliers delivering to quality sized groups. We are not interested in profitless volume. We want quality travellers looking for a quality experience."

McAllan was quick to point out that large groups were also welcome.

"I am not saying we are not interested in the mega groups. We had 13000 from China last year. China lends itself to large movements. My role is to ensure that the group experience is one of quality. We want the Chinese or who ever to return home, thoroughly satisfied at the total experience and keen to return."

The venue for the 2006 event is the Intercontinental Hotel, Bangkok. 27 February -01 March. For more information on TABEE contact Johnny Nee at [jnee@tourism.australia.com](mailto:jnee@tourism.australia.com) or the corporate website [www.tourism.australia.com](http://www.tourism.australia.com)



- Greig McAllan -

## China and Eastern Europe top meeting hot spot list

CHINA and Eastern Europe have been tipped as the 'hot spots' for corporate meetings and events in 2006.

It's just one of the results of a US survey of destination management companies (DMCs) that provides a snapshot of what 2006 may look like for the industry around the world — in terms of anticipated revenues, sources of those revenues, and 'hot' destinations likely to generate the most business from meeting planners and others engaged in planning corporate events.

According to Global Events Partners (GEP), about two-thirds of its partner DMCs — representing close to 40 countries worldwide — responded to the survey. These included Europe, Asia, Africa, North and South America — and all major markets within the US.

The survey highlights included:

- More than 80 per cent of all respondents expected revenues for corporate events to increase next year, as against 2005.
- Sentiment was even stronger for anticipated revenue receipts from meeting planners — more than 90 per cent of those surveyed expect to see more money spent by meeting planners for corporate events in 2006.
- Expectations were more split in the area of 'big events' — defined as a corporate event involving more than 200 participants. Among those partners responding, about two-thirds expect that the number of these events will increase next year - by contrast, approximately one third, predominantly outside the US, predict that revenues from big events will either "decrease or stay the same".
- There were some big surprises among the destinations that GEP partners believe will be the 'hottest' for corporate meetings and events in 2006. New York and San Francisco were mentioned infrequently, with fewer than 10 per cent of respondents citing them

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