



PHOTO COURTESY OF SILVERSEA CRUISES

# 海的召唤



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## SEA CHANGE

越来越多亚洲企业选择邮轮奖励旅游，  
传统式的陆地奖励旅游已渐不吃香

Businesses in Asia are jumping on board a trend towards holding MICE functions on cruise ships rather than at traditional venues on terra firma

我们都有过相同经验。与同事们一起参加公司的奖励旅游，结果又见到会议室、投影屏幕、姓名牌和一瓶瓶矿泉水，你心里不禁要问一切努力是否值得。当你把玩着度假村提供的原子笔时，心早已飞出窗外，盘算着会议结束，在泳池边吃了午餐，下午要飞到新加坡（第一日）、吉隆坡（第二日）、普吉岛（第三日），还是飞去香港（第一日）、吉隆坡（第二日）、槟城（第三日）？

陆地奖励旅游似乎是上班族的唯一所求，但事实上，近年有越来越多企业及活动策划机构舍弃传统式的陆地奖励旅游，转而以邮轮作为企业会议及奖励旅游活动之选。

根据国际邮轮协会统计数字显示，过去20年邮轮乘客的年均增长率约为7.5%，是发展最快的旅游行业。而旅游行业研究机构PhoCusWright指2010年有意在邮轮上举办活动的策划业者由6%上升至8%。

以迈阿密为基地的Landry & Kling专门举办海上活动，其总裁兼创办人Jo Kling认为邮轮不仅拥有先进的设施、物超所值，还可以前往多个目的地。如此强大优势确实令人难以抗拒。

Kling形容许多新的邮轮就像是大型的「浮动会议中心」，备有高科技剧院、会议室及多用途休闲设施。另外，邮轮上还提供团体竞赛活动场地。「大多数房间都内置视听及多媒体器材，无线上网及使用手机当然也不成问题。」她说。

Kling进一步表示，在邮轮上办活动的支 >>

**WE'VE ALL BEEN THERE.** You're being rewarded for your job performance with a trip away with your colleagues, but the conference rooms, name tags and water bottles leave you wondering whether all that hard work was worth it. As you idly click your cheap resort pen, your mind drifts to a more motivating scenario: meetings in the morning, pool deck for lunch and an afternoon disembarkation to, say, Singapore (day one), Kuala Lumpur (day two) and Phuket (day three)? Or maybe Hong Kong (day one), Kuala Lumpur (day two) and Penang (day three)? This might sound like the itinerary that dreams are made of, but a growing number of businesses and corporate event firms are seeing the benefits of hosting MICE functions on cruise ships rather than at more traditional meeting facilities.

According to Cruise Lines International Association (CLIA), cruises are the fastest growing segment of the travel industry, with passenger numbers rising at a yearly average of about 7.5% over the past 20 years. A recent study by PhoCusWright, a tourism and hospitality industry research

firm, suggests that the number of planners intending to use a cruise ship as a meeting or event venue grew by a third – from 6% to 8% – in 2010. According to Jo Kling, president and co-founder of Landry & Kling, a Miami-based specialist in events at sea, the main benefits for the MICE sector of going the cruise-ship route are “state-of-the-art facilities, value for money and the allure of travelling to multiple destinations”. It's a combination that's tough to beat.

Kling says many new cruise ships are more like “floating conference centres” complete with state-of-the-art theatres, meeting rooms, a variety of multipurpose lounges and onboard venues that can be used for breakouts and group events. “Most rooms have built-in audio-visual and multimedia capabilities. Wi-Fi access and mobile device connectivity is also the norm on today's cruise ships,” she says.

Moreover, Kling claims a cruise event can save up to 40% when compared to a hotel or resort. “The all-inclusive nature of cruise ships (meals, entertainment, meeting space and audio-visual and various extras such as evening entertainment >>



一起出海共享经验，更能增进彼此的感情

## CHINA, JAPAN RANK AMONG THIS YEAR'S TOP TEN CRUISE DESTINATIONS



出，可比酒店或度假村便宜达40%。「邮轮的费用包含餐饮、娱乐、会议室及视听器材，夜间娱乐及邮轮上的休闲活动等也计算在内，十分划算。不止于此，大家一起出海共享经验，同舟共济，更有利于增进彼此的感情。」

虽然邮轮的统计数据一般是以欧美市场为依据，但邮轮业者已留意到亚洲市场的增长趋势，并开始在新加坡、香港及韩国等地设立据点，抢占先机。目前亚洲市场在全球邮轮市场所占份额不到10%，但根据新加坡政府2011年的数据显示，未来5年邮轮旅客预计将会从1,800万增至2,300万。

与此同时，中国及日本亦入选了国际邮轮协会2012年十大邮轮旅游目的地。亚洲邮轮协会总经理Kevin Leong认为这对企业会议及奖励旅游业务大有帮助。他曾在新加坡旅游局属下的新加坡展览及会议署工作近10年，亲眼目睹亚洲企业会议及奖励旅游市场的惊人增长速度。「很多企业也看中邮轮奖励旅游的优点，以此表扬公司的优秀员工，而随着邮轮旅游日渐受欢迎，皇家加勒比国际邮轮等公司也接待更多企业会议及奖励旅游团体，并针对这类顾客的需要提供各种设施。」他说道。

Kevin Leong相信这趋势也有助振兴旅游 >>

PHOTOS COURTESY OF ROYAL CARIBBEAN CRUISES

邮轮的费用包含餐饮、娱乐、会议室及视听器材，夜间娱乐及邮轮上的休闲活动等也计算在内，十分划算

The all-inclusive nature of cruise ships makes them value-packed venues



and onboard leisure activities) makes a cruise liner a value-packed venue. And it provides the shared experience of travel and the camaraderie of being at sea in a self-contained environment.”

While such statistics tend to focus on the North American and European cruise markets, growth trends have also been noted in Asia. Singapore, Hong Kong and South Korea are among Asian markets opening new terminals in hopes of cashing in on potential growth. Asia currently accounts for less than 10% of traffic worldwide but the number of cruise vacationers is forecast to grow to 23 million in the next five years from 18 million in 2011, according to data compiled by the Singapore government. Meanwhile, CLIA has flagged China and Japan as top-ten cruise destinations this year.

All this bodes well for the MICE sector, which looks set to capitalise in a big way on the popularity of cruises, says Kevin

Leong, general manager of the Asia Cruise Association. Leong, who for 10 years has worked with the Singapore Exhibition and Convention Bureau, a division of the Singapore Tourism Board, has seen first-hand how rapidly the MICE business in Asia has grown. “Companies in particular have seen the benefits of incentive trips to reward their best performers,” he says. “And with the increasing popularity of cruising, companies such as Royal Caribbean have seen MICE groups coming aboard. In turn, they’re providing the facilities to cater to them.”

Leong foresees the trend helping boost other travel sectors. “It will be a catalyst for the growth of cruising among mass-market travellers,” he says. “In addition, both the leisure and business travel markets will require air transportation to the nearest cruise hubs if they’re not close to one and airlines will be a key beneficiary if they get into the game early.” >>

许多新的邮轮就像是大型的「浮动会议中心」，备有豪华的多用途休闲及商务设施  
Many new cruise ships are like "floating conference centres" complete with luxury onboard facilities that can be used for both business and relaxation



一价包办的专属服务，  
完全没有后顾之忧

INCENTIVE TRAVEL  
IS A POPULAR WAY  
FOR COMPANIES TO  
REWARD STAFF



市场的其他行业。「这对大众邮轮旅游市场有催化作用，」他说。「休闲或商务旅客要前往邮轮航站，可能需要航空交通提供连接服务，因此航空公司应趁早进入这个市场。」

根据报道，皇家加勒比国际邮轮于新加坡的企业会议及奖励旅游业务按年增长约10至15%。「我们的市场定位鲜明，而且有越来越多商务团体视邮轮为理想的活动场地，」皇家加勒比国际邮轮(亚洲)董事总经理Jennifer Yap说。「更何况我们提供一价全包、专属服务、宽敞空间及弹性安排，客人登上邮轮后就完全没有后顾之忧，可以尽情享受。」

皇家加勒比国际邮轮于印尼和泰国等亚洲市场的企业会议及奖励旅游业务同样增长稳健，占公司总营业额近50%。「我们预期会继续增长，」Yap说。「奖励旅游在亚洲市场极受欢迎，而乘邮轮对他们来说，比较有新鲜感。」

经营企业会议及奖励旅游业务多年的银海邮轮(Silversea)，也注意到商务旅游与休闲旅游市场都同步增长。「我们的休闲旅游业务表现强劲，2010年澳大利亚旅客升幅便达到34%。」银海邮轮(大洋洲)总经理兼市场营销总监Karen Christensen说。她指越来越多消费者发现邮 >>

Royal Caribbean International (RCI) has reported roughly 10-15% year-on-year growth in its MICE business in Singapore "due to stronger brand positioning in the market and growing appreciation for cruising by MICE groups," says Jennifer Yap, managing director of Singapore-based Royal Caribbean Cruises (Asia). "Especially for our all-inclusive packages, dedicated service and space onboard, and great flexibility. You only need to unpack once on a cruise."

In markets such as Indonesia and Thailand, RCI has seen steady growth in the MICE sector, which accounts for nearly 50% of the company's total sales, "and we expect this to grow further," Yap says. "Incentive travel is a popular way for companies to reward staff and cruising is a relatively new travel option for them."

Silversea, which has been working the corporate and incentive sector globally for years, foresees the business-travel sector

growing alongside the leisure-cruisers category. "We're seeing extraordinary growth in the leisure-travel sector at the moment with regions such as Australia reporting 34% growth in passenger numbers in 2010," says Karen Christensen, general manager and director of sales and marketing for Silversea in Australasia. She cites increased consumer awareness of cruising's value-for-money, vast range of onboard activities and wide array of destinations as reasons for its popularity.

Other more general travel trends, such as experiential travel and the post-GFC (global financial crisis) re-emergence of luxury add-ons are influencing the kinds of events being booked and the activities available on cruises. "Many opportunities are built in onboard at no cost or at a minimal fee and easily within reach of shore," says sea events organiser Kling. "From culinary events or golf tournaments at sea, to customised shore excursions >>

# ADVERTISING



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邮轮上的专属服务与宽敞空间同时迎合休闲及商务旅客  
The dedicated service and space onboard appeal to leisure and business travellers alike

轮更物超所值。

其他旅游新趋势如体验式旅游及奢华旅游，也带给邮轮业者许多新的灵感。「只要客人要求，我们都可以提供即时服务且不另外收费，或只收取象征性费用。我们也和岸上随时保持联络，」Kling说。「海上美食盛会、高球比赛、量身订造的岸上短线观光、或到『私人沙滩』进行一场竞技，我们的策划员可以为客人创造让他们毕生难忘的海上之旅，这些经验无法在陆地上的酒店里复制。甲板上的运动设施如攀岩墙、绳网、钢索飞行等，也让策划员在安排团队精神竞赛时有更多选择。」

曾为可口可乐、大金空调及Liquor Marketing Group等企业举办活动的银海邮轮表示，其一价全包的邮轮配套，提供各种豪华设施如迷你酒吧、特色餐厅、高级饮品，以及与知名品牌合作提供一系列顶级服务，最适合企业奖励旅游及颁奖典礼活动。

「银海邮轮的合作伙伴包括罗莱夏朵 (Relais & Chateaux)、宝格丽及菲拉格慕 (Ferragamo)，英国专业管家协会更为我们的每一间套房提供管家服务。」Christensen说。

如此至尊优渥的邮轮奖励，必然会激励所有员工发愤图强，全力以赴。 <img alt="arrow icon" data-bbox="158 938 168 949"/>

and 'beach Olympics' on a cruise line 'private island', planners can create memorable experiences during a cruise that can't be duplicated on land. Facilities such as new top-deck sports complexes with climbing walls, ropes courses and zip-lines give organisers great opportunities to plan team-building competitions."

Silversea, which has hosted the likes of Coca-Cola, Daikin and the Liquor Marketing Group, says incentive travel and recognition events are a good a fit for the company's

all-inclusive products and luxuries, such as minibars, speciality restaurants, premium beverages and luxury affinity partnerships. "For example, Silversea partners with Relais & Châteaux, Bulgari, Ferragamo and The Guild of Professional English Butlers," Christensen says.

At the prospect of enjoying such perks, even the most jaded office workers may start seeing the daily grind in a new light. And strive to ensure they're among the chosen ones for company excursions. <img alt="arrow icon" data-bbox="443 763 453 773"/>

#### 陸から海の向こうへと移動するビジネス

東南アジアの国々を渡り歩くバカンスのような出張など、かつては想像もできなかった。しかし、近年は団体の出張および会議でクルーズ船を利用する企業が増加している。特にクルーズ船には最新設備の映写室、会議室、多目的ラウンジ、大広間を備えており「海の大会議場」だ。クルーズ船による増収が見込まれるシンガポール、香港、韓国では新たなターミナルを開設している。2012年の世界のクルーズ寄港地トップ10には中国と日本がランク入りしている。インドネシアとタイでもMICE ビジネスは年々拡大しており、RCIの総売上高の50%を占める。インセンティブトラベルは社員への新しい形の報酬として人気が高く、とくにクルーズ船の利用は最近注目を集めている。必要な設備はすでに船内に完備されており、船内ではコストも必要最低限で済むし、沿岸海域なので陸にも近い。これだけ贅沢な気分を味わったあとには仕事に対する意欲も高まるに違いない。 <img alt="arrow icon" data-bbox="428 938 438 949"/>

PHOTOS COURTESY OF SILVERSEA CRUISES

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