

# Press Release



FOR IMMEDIATE RELEASE

## **Marina Bay Sands reaches out to MICE organizers in Shanghai and Beijing**

*Award winning Integrated Resort unveils exciting new line-up of activities and packages in roadshow*

**China, Shanghai (11 September, 2012)** - MICE organizers, meeting planners and travel agents in Shanghai today received a first-hand look at the exciting line-up of packages and activities offered by Marina Bay Sands, Asia's most spectacular destination for business, leisure and entertainment.

Representatives from the award-winning integrated resort visited the twin cities of Shanghai and Beijing on 11 and 13 September respectively, creating fresh partnerships with valued customers while renewing existing ties.

The roadshow, held in conjunction with sister property The Venetian Macao, comes on the back of strong growth of outbound travelers from China to Singapore. Statistics from the Singapore Tourism Board revealed that visitors from China reached 1.57 million in 2011 – a 35 per cent increase from 2010.

"The momentum of economic growth in Asia, especially in China, has contributed to a rise in both leisure and business travellers to Singapore and to our property. We see many opportunities to further engage with this market by understanding in greater detail the unique needs of our Chinese clients," said Mr John Mims, Senior Vice President, Worldwide Sales and Resort Marketing Asia, Las Vegas Sands Corp.

"Marina Bay Sands is a game-changer in the MICE industry. With our exciting mix of entertainment, retail and dining options wrapped around our versatile MICE space, we are confident that our MICE-led integrated resort model provides a superior experience that elevates the art of doing business," he added.

As one of the largest and most versatile venues in Asia, Marina Bay Sands' Expo and Convention Center offers more than 120,000 square meters of meeting space. Several MICE events from China have been staged at the iconic Singapore venue, including the 2010 Amway China Leadership Seminar, SABIC Innovative Plastics – Pacific Kick off Meeting 2011 and Mary Kay Annual Event 2011.

Additionally, the integrated resort has played host to many inaugural international events such as Cruise Shipping Asia 2011, Asia Expo 2011 and WasteMET 2012. To date, Marina Bay Sands has sealed over 5,700 deals which will bring over 1.8 million visitors to the property.



In the upcoming months, Sands Expo and Convention Center will stage the inaugural World Architecture Festival 2012 (3-5 October), the world's largest festival and live awards for the global architecture community. Another notable event is the APVIA (2012) PV Asia Pacific Expo from October 22-25, a prestigious business platform for the solar energy industry in the region. This is the second year that APVIA is returning to Marina Bay Sands and a high number of China exhibitors are expected at the trade show.

Said Mr Mims, "Given that China is a key market for us, we are excited to be here in Shanghai and Beijing to share with our customers the line-up of meeting options, entertainment and new developments that Singapore and Macao have in store in the coming months leading to 2013."

In the area of entertainment, the worldwide smash hit musical, JERSEY BOYS will make its Asian debut in Singapore at the Marina Bay Sands Theater from 20 November 2012 for a 14-week season. Photography enthusiasts are also in for a treat. Exhibiting at the ArtScience Museum from this October to early 2013 is "Outside In" by Magnum Photos – a rare showcase of works by Magnum photographers Stuart Franklin, Mark Power and Jacob Aue Sobol which will explore poignant portraits of cosmopolitan cities across Europe and Japan.

At the China roadshow, guests were also treated to a lavish spread with selected delicacies prepared by Singapore's celebrity chef, Justin Quek. His signature dishes including *Foie Gras Xiao Long Bao*, *Singapore Chili Crab Dips* and *Sautéed Wagyu Beef in Asian Black Pepper Sauce* gave guests a sampling of what to expect at his award-winning restaurant *Sky on 57*, located on the rooftop of Marina Bay Sands.

Guests were also given a preview of a brand new meeting package customized for the Chinese market. This includes exclusive meeting packages<sup>i</sup> that start from USD80++ per person per day, representing savings of up to 40 per cent. Additionally, guests previewed special packages which included hotel room rates that start from USD255++ for over 100 selected dates in 2013.

Having redefined the skyline of Singapore, Marina Bay Sands continues to capture the imagination of not just visitors from all around the world, but also that of movie producers and cinematographers. The filming of *"My Lucky Star"*, a Chinese-US romantic-comedy starring internationally acclaimed movie stars Zhang Ziyi and Wang Lee Hom recently took place at Marina Bay Sands and then moved on to Venetian Macao.

To date, Marina Bay Sands has received over 280 production requests and has been prominently featured in shows such as Taiwanese drama, *In Time with You*, starring Taiwanese actors Chen Bo Lin and Ariel Lin and many documentaries such as National Geographic's "Megastructures" and Discovery Channel's "Build it Bigger".



One of the most photographed and filmed venue on property is the Sands Skypark. An architectural masterpiece sitting on top of the three hotel towers at Marina Bay Sands, the Sands Skypark offers breath-taking views of the Singapore city and boasts lush landscaped gardens, a ticketed observation deck, and is home to the world's largest outdoor pool.

**About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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<sup>i</sup> Meeting package includes:

- Use of meeting room for up to 8 hours
- Morning coffee break with two snack items
- Organized working lunch in function room/ separate hotel assigned function venue
- Afternoon coffee break with 2 snack items
- Complimentary use of one rostrum, microphone, projector, screen
- Writing materials, ice water, mints