

Corporate & Incentive Travel

THE MAGAZINE FOR CORPORATE MEETING AND INCENTIVE TRAVEL PLANNERS

The Smart Choice

Changing Strategies for Finding Just the Right Destination and Venues

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GBTA Announces New Global Meetings Task Force

ALEXANDRIA, VA — The Global Business Travel Association (GBTA) announced the creation of a new task force with a commitment to enhancing meetings strategy in global education, accelerated thought leadership, industry collaboration and best practices. The task force, led by Linda J. McNairy, vice president, strategic partner management, StarCite, will further bring the discipline of strategic meetings management into the forefront of the business travel industry as an important aspect of progressive travel management and will propel the progress and definition of global strategic meetings management. The task force will be comprised of industry visionaries and practitioners including thought leaders of the former groups and meetings committee. It will build upon the body of work created by GBTA, including the recently launched SMM Maturity Index. The task force will outline a new strategic vision for Global SMM to launch in early 2012. www.gbta.org

Grande Lakes Orlando Unveils Major Redesign

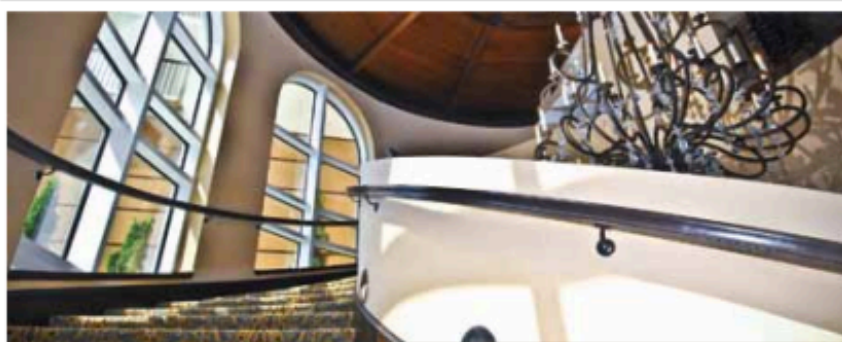
ORLANDO, FL — Grande Lakes Orlando, comprised of a 582-room Ritz-Carlton and a 1,000-room JW Marriott, has unveiled the resort's most comprehensive redesign project since its opening in July 2003. The refurbished rooms now feature tiled-floor entryways and plasma televisions outfitted with jack packs that allow guests to view input from their MP3 players, laptops and CD/DVD players on the TV display panel. www.grandelakes.com

Caesars Entertainment Announces Reorganization of Meetings Businesses

LAS VEGAS, NV — Caesars Entertainment Corporation announced a country-wide reorganization of its meetings businesses into a single department under one leadership team. The move mirrors a successful effort undertaken by the company in 2005 to combine meeting sales and services across eight Las Vegas properties. The new structure impacts 38 Caesars Entertainment properties and will extend benefits originally introduced under the Las Vegas Meetings by Caesars Entertainment brand. These include the Meeting Diamond and Alternative Venues programs, as well as the ability to mix and match properties and venues within a destination with a single contact, contract and minimum. Planners also can benefit from the Total Rewards Meetings & Events program. "This is really about making the process as simple and convenient as possible for our customers," said Senior Vice President Michael Massari. "We are confident these changes — particularly the unification of our sales and services teams across our properties — will lead to increased satisfaction and success for our customers." www.caesarsmeetings.com



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