

PRESS RELEASE

Tuesday, 15 November 2011

MCVB Enters Prestigious RACV Victorian Tourism Awards Hall of Fame

The Melbourne Convention + Visitors Bureau (MCVB) has been inducted into the highly esteemed RACV Victorian Tourism Awards Hall of Fame after winning the Meetings and Business Tourism award for the third consecutive year at the ceremony held at the Crown Palladium last night.

Ms Karen Bolinger, Chief Executive Officer (CEO) of MCVB, said this year's award, and the consequential Hall of Fame induction, was a major coup for the organisation and for Victoria's business events industry.

"Melbourne is already well regarded as the business events capital of Australia and last night's ceremony further cements the city's status as the best of the best," said Ms Bolinger.

Only seven days into her new role as CEO of MCVB, Ms Bolinger said the win has made for a fantastic welcome to the organisation.

"I knew coming into this organisation that MCVB has a strong reputation as a business events powerhouse, and looking back at the organisation's results over the past few months and the last financial year it's no surprise we are being recognised at such an elite level," she said.

Ms Bolinger also acknowledged MCVB members who were award recipients.

"Driver Group/Gray Line (Tour and/or Transport Operators), RACV Inverloch Resort (Deluxe Accommodation), Alto Hotel (Qantas Award for Excellence in Sustainable Tourism) and Peninsula Hot Springs (Health and Wellness Tourism) were all awarded at last night's ceremony and we extend our warmest congratulations to them all," she said.

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