



**Press Release – Monday 16 February 2009**

## **Study Shows Conventions Provide Economic Boost for Victoria**

A study released today by the CEO of the Melbourne Convention + Visitors Bureau, Ms Sandra Chipchase, proves unequivocally that conventions contribute significantly to the Victorian economy.

The Melbourne Convention Delegate Study is the largest study of Convention Delegates ever undertaken in Victoria, with 2,600 Convention Delegates surveyed from 97 countries over a 16 month period. The independent study was conducted by Taylor Nelson Sofres.

Releasing the study at the Asia Pacific Meetings and Incentives Expo (AIME), Ms Chipchase said that conventions generate new visitors to Victoria.

'The Melbourne Convention Delegate Study proves that international conventions create significant new export dollars and both new and repeat visitors for Melbourne and Victoria.

'The study also shows that conventions are a catalyst for regional travel, with almost half of all delegates attending conventions in Melbourne also undertaking pre- and post-event touring throughout Victoria and other parts of Australia.

'This study confirms that Convention Delegates generate spend and dispersal beyond Melbourne, spending \$780m a year in regional Victoria alone and generating 13,500 jobs throughout the State.

'Conventions also attract new visitors, with 60% of all international delegates attending conventions in Melbourne being first-time visitors to the city and to Australia,' Ms Chipchase said.

Ms Chipchase said that conventions also generate expenditure from accompanying travelers, with over a third of delegates bringing an accompanying person, and that many delegates plan to return to Melbourne.

'Almost 60% of delegates indicated they would return to Melbourne within the next five years, indicating strong future economic benefits for the leisure tourism industry as a flow-on effect of Business Events.

'Delegates commented that Melbourne is a great city, has a friendly atmosphere, provides good conference facilities and is safe. They also considered public transport to be a key feature of the Melbourne experience. These are great selling points to have identified in this independent study, and which MCVB can promote when bidding domestically and internationally for the right to host Business Events.

'When we add delegates' positive experiences of Melbourne to their decision to experience all that Victoria has to offer through pre- and post-touring throughout the State, we see why Victoria really is a number one destination for Convention Delegates.

'The Melbourne Convention Delegate Study captures the value and nature of Convention Delegate activity and expenditure in Melbourne and Victoria, and will be an important tool for the conventions industry in terms of benchmarking and promoting Melbourne and Victoria as one of the world's best Business Events destinations.

'I am delighted that we now have quantified, independent research findings that prove just how satisfying Melbourne and Victoria are in the eyes of Convention Delegates,' Ms Chipchase said.

### **Contact**

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