

## PRESS RELEASE

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### MCVB Pioneers Groundbreaking Braille Survey

The Melbourne Convention + Visitors Bureau (MCVB) has become the first Convention Bureau in the world to use Braille as a research tool.

MCVB piloted the initiative in Kuala Lumpur in February at the 'Vision Rehabilitation – Towards Better Vision' Conference, which focused on new developments in research and rehabilitation for those with low vision.

The groundbreaking survey saw questionnaires distributed in ten versions of Braille, as well as in large print, to more than five hundred attendees, many of whom were vision impaired.

Sandra Chipchase, Chief Executive Officer (CEO) of the MCVB, said the initiative reflects the Bureau's commitment to cutting-edge research and development.

"This world-first survey illustrates how MCVB continues to lead the way in terms of data analysis and quality research on conventions and the travel patterns and factors influencing the destination decisions of association delegates," Ms Chipchase said.

"By distributing the Braille questionnaire, we were able to glean valuable information on how to target these delegates and boost numbers at the event in Melbourne.

"This type of information, which would otherwise have been unavailable to us, is indispensable to Professional Conference Organisers (PCOs), meeting planners and the MCVB itself.

"Our Research Manager, Danielle Ramirez, managed the research program and worked closely with Vision Australia to help boost numbers for the 2014 event in Melbourne.

"We hope that our new initiative will assist our destination to provide even better service to delegates with mobility and/or vision difficulties."

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