

PRESS RELEASE

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Melbourne: Australia's Biggest Mover in International Meetings Rankings

Melbourne had Australia's biggest increase in the number of international meetings in 2010, according to the latest Union of International Associations (UIA) report, released in June.

Victoria's capital city held 92 international meetings (A+B type - meetings organised by international organisations with at least 50 participants and other international meetings lasting at least three days with either an exhibition or 300 participants or more) in 2010, compared to 39 the previous year, representing a remarkable 136 per cent increase.

As a result, Melbourne jumped 21 places in international association meeting city rankings and is now ranked 18th in the world.

Ms Sandra Chipchase, Chief Executive Officer of the Melbourne Convention + Visitors Bureau, said Melbourne's outstanding achievements were a testament to the city's and MCVB's internationally renowned ability to secure and host successful Business Events.

"This is the greatest increase, year-on-year comparison, for any capital city in Australia, putting Melbourne in the top 20 international meeting cities, and if the trends of the past few years are anything to go by, we are quickly heading towards a top ten position," said Ms Chipchase.

"Melbourne's growth over the last five years (2006-2010) has been spectacular with an increase in international meetings of 74 per cent.

"This report, recognised globally as a key measure of success when it comes to Business Events destinations, therefore identifies Melbourne as one of the world's most rapidly improving cities."

Ms Chipchase said that in terms of city rankings and number of meetings, the results for Melbourne were the best for more than ten years.

"The foundation of this success is the Melbourne Convention and Exhibition Centre, which has further enhanced the city's profile in the Business Events industry, as well as providing the extra capacity required for large meetings.

"Furthermore, Melbourne's accommodation offering, which is another motivation for convention decision makers, has been significantly enhanced over recent years, with the opening of major hotels such as Crown Metropol, Australia's largest hotel, and the Hilton Melbourne South Wharf, which adjoins the Melbourne Convention and Exhibition Centre.

"Although we are very pleased with our ranking and our rapid increase, the opportunity for continued growth and success is considerable."

The statistics are based on information systematically collected annually by the UIA Congress Department and selected according to strict criteria, enabling meaningful comparison from year to year.

The full report will be available from 15 September, 2011.

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CONTACT:

Rebecca Elliott, Communications Manager, telephone +61 3 9693 3317, or email: rebecca.elliott@mcvb.com.au