

PRESS RELEASE



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Delegate Study Reveals Positive Results for Victorian Economy

A landmark study released today by the Melbourne Convention + Visitors Bureau (MCVB) into the travel and spending habits of visiting convention delegates to Melbourne has reinforced the city's reputation as Australia's Business Events capital.

The Melbourne Convention Delegate Study 2010, which examined the spending and travelling habits of 3,270 delegates from 87 countries, attending eight conferences, painted a vivid and overwhelmingly positive picture of Melbourne's ability to host successful Business Events and in turn generate significant revenue for the state economy.

Ms Sandra Chipchase, Chief Executive Officer of MCVB, said the survey results, which covered conventions held at the Melbourne Convention and Exhibition Centre (MCEC) in the period from March to November 2010, were an excellent means of analysing the trends of convention visitors to Melbourne.

"This comprehensive survey, which is the largest of its kind in Victoria and notably bigger in breadth than the last one we conducted in 2006/2007, confirms what many already know – that conventions create new visitors, repeat visitors and drive regional tourism," Ms Chipchase said.

"However, it also allows us to pinpoint exactly how much delegates are spending, learn more about their travelling habits and their views on key attractions in Melbourne and regional Victoria.

"International delegates spent an average of \$4,134 during their stay in Melbourne, \$2,205 in regional Victoria and \$3,618 in other parts of Australia.

"Most significantly, 63 per cent of respondents were first-time visitors to Australia, emphasising the importance of the Business Events industry in attracting new visitors.

"Furthermore, 27 per cent travelled with two other people who did not attend the conference, so accompanying persons generate significant economic impact as well."

Ms Chipchase said that Business Events also drive repeat business and tourism.

"Seventy five per cent of respondents indicated that attending the conference had increased their likelihood of returning to Australia to do business in the future, while 71 per cent would consider returning to Melbourne for a holiday.

"Best of all, delegates reaffirmed that Melbourne is a safe and friendly city that is easy to navigate and blessed with outstanding infrastructure and convention facilities.

"This augers well for upcoming events such as the 2014 World Congress of Cardiology, where more than 9,000 delegates will be able to see for themselves why Melbourne is world renowned as an outstanding destination for Business Events."

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