



Press Release - 5 September 2008

MCVB Showcases Melbourne's Top 50 Incentives and Sustainable Events to Asia

Melbourne's green credentials, sustainable event programs and latest green incentive programs were on show in Asia last week, as the Melbourne Convention + Visitors Bureau (MCVB) Asia Roadshow rolled across the region.

Celebrating a series of environmental firsts for Melbourne and the MCVB, the MCVB Asia Roadshow 2008, which visited Singapore and Taipei, was the first overseas event any Australian Convention Bureau has run as a carbon neutral event.

Also on show were Victoria's top 50 incentive experiences, as MCVB partnered with 15 leading Victorian Business Events to highlight the exciting range of products and services that Melbourne and Victoria have to offer Incentive delegates.

MCVB's CEO, Sandra Chipchase, said:

'MCVB's carbon neutral Asia Roadshow followed several environmental firsts for MCVB within the last 12 months, including the launch of *Melbourne's 'Green Credentials' Summary Report*, which identified green initiatives undertaken by various Melbourne and Victorian government bodies and suppliers to the Business Event industry.

'In addition to promoting the 'Green Credentials' of Melbourne's Business Events industry, MCVB worked with its Roadshow partners to highlight Melbourne and Victoria's 50 top incentive experiences, which showcase the diversity offered by the destination.

'From swimming and sailing with dolphins and seals, to racing sports cars around the Australian Grand Prix circuit, from sipping champagne in a private capsule 120-metres off the ground in the Southern Hemisphere's highest Observation Wheel, to gaining a unique perspective of one of the world's most stunning coastal drives from a helicopter, incentive options abound in Victoria.

'Melbourne's reputation for great food and fine, as well as being known as Australia's capital of culture, mean that unique venues for functions and access to the best, internationally-acclaimed theatre productions are a given, and are effortlessly interwoven into the Melbourne experience.

'In addition to the cosmopolitan urban experience, incentive visitors to Victoria can enjoy the vast natural diversity on offer. Victoria is one of only two places in the world where you can surf against the backdrop of a sunrise on a world-famous surf coast, then ski the rest of the day away at a celebrated snowfield – linked by a 45 minute flight on a luxurious private jet.

'Picking your own fresh, farm produce is also a perfect way to experience the picturesque Victorian countryside – groups can pick strawberries, mushrooms and other produce, prepare their own meals under the guidance of an expert chef, and learn from a celebrated sommelier how to match wines, providing a great way for peers to bond and acquire new skills.

'We are delighted to have partnered with 15 leading members of the Business Events industry to showcase some of Victoria's best incentive experiences, and look forward to further developing the very important Asia market through initiatives such as the 2008 Roadshow,' Ms Chipchase said.



MCVB Asia Roadshow Partners:

Big Stick Adventures
Crown Towers & Crown Promenade
Flemington & the Melbourne Cup Carnival
Grand Hyatt Melbourne
Intercontinental Hotel Group
Oaks Hotels & Resorts
Off-Site Connections
Peter Jones Special Events
Phillip Island Nature Park
Sita Coaches & Sunbus
Sofitel Melbourne on Collins
Southern Star Observation Wheel
Sovereign Hill
Wise Connections
Qantas Airways

Contact:

Brooke Daly, MCVB's Communications Manager, telephone +61 3 9693 3317, or email:
brooke.daly@mcvb.com.au