



PRESS RELEASE – 16 NOVEMBER 2010

MCVB scoops Tourism Victoria Award for second year running

The Melbourne Convention + Visitors Bureau (MCVB) has again been recognised as the State's best Meetings and Business Tourism organisation at the RACV 2010 Victorian Tourism Awards, held at Crown Palladium last night.

Sandra Chipchase, CEO of MCVB, said the organisation's innovative practices and bidding expertise, which delivered strong results in the previous financial year, contributed to the organisation's award win.

"In 2009/10, MCVB's activities secured Business Events projected to attract 71,891 delegates and their partners and families to Victoria, injecting \$269 million into the State economy over the next five years.

"MCVB's strong relationships with a range of partners, including Tourism Victoria, City of Melbourne and the Melbourne Convention and Exhibition Centre, were critical in achieving these results," said Ms Chipchase.

MCVB's highlight wins for 2009/10 included the 35th Congress of the Societe Internationale d'Urologie 2015, expected to attract 4,000 delegates and generate \$10.8 million in economic impact; and the Healthcare Information and Management Systems Society (HIMSS) Asia-Pacific Conference and Exhibition 2011, expected to generate \$8 million for the State and attract 2,000 delegates.

In the national market, the Bureau generated more than 200 new Business Events leads and assisted in generating a record 100 national Business Events for Victoria.

Ms Chipchase said that MCVB continued its proactive marketing activity in 2009/10 including a new digital marketing strategy and an Asia-Pacific TV campaign.

"This year MCVB introduced a world-first online digital delegate boosting tool to not only boost delegate numbers and spend while in Victoria, but to also increase the number of visitors accompanying delegates.

"Our television commercial on the Australia TV Network reached 6 million viewers in 44 countries across Asia, the Pacific and India, appealing to both the business and Association markets, and communicating Melbourne's outstanding reputation in technology, innovation, research and education.

"The Bureau commenced new projects with strategic partners in 2009/10 to increase destination-focused communication with delegates with the aim of materialising and increasing delegate numbers and spend while visiting Melbourne and Victoria.

"MCVB's service standards are also key to our success, with 98 per cent of clients rating MCVB as 'excellent' in post bid surveys for areas such as professionalism, assistance in bid preparation and enquiry response time.

"I am delighted that our team has taken out this award for the second year running, and I would like to thank the State Government, MCVB's members and our strategic partners Crown, Qantas, Hilton and Virgin Blue for their ongoing support in helping us to secure this prestigious award," said Ms Chipchase.

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