



**Press Release - 26 February 2009**

**MCVB's record results applauded at MEA Awards**

The Melbourne Convention + Visitors Bureau (MCVB) has been awarded Metropolitan Convention Bureau/Tourism Organisation for the second year running at the Victorian State level of the prestigious Meetings & Events Australia Industry Awards.

MCVB's CEO, Ms Sandra Chipchase, said that the Award capped a record year of achievement for the Bureau, with MCVB's activities attracting 70,000 delegates to Victoria, injecting more than \$261 million into the Victorian State economy.

'Melbourne's superior convention facilities, reputation as a great city to visit, commitment to environmental sustainability and innovative bid strategies saw the city secure the greatest number of international Business Events wins ever achieved in one year.

'From a sales perspective, we have capitalised on, and further developed, Melbourne's reputation as a world leading destination for medicine, science and innovation. Melbourne has secured major international events ranging from nursing to ageing and from geophysics to infection control, despite increasing competition globally.

'MCVB's success in attracting incentive travel business also continues to grown, and in 2008 we staged the biggest incentive event ever held in Melbourne, the Amway Greater China Leadership seminar.

'To win this MEA Award two years running attests to the strength of the MCVB team and our members, as well as to our commitment to fostering winning partnerships to achieve results.

'MCVB looks forward to capitalising on Victoria's strengths, from award-winning environmentally friendly facilities and accommodation, to unique touring experiences, to build upon MCVB's unique business acquisition strategies and to grow Victoria's popularity with both delegates and event planners as a desired Business Events destination,' Ms Chipchase said.

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