



**Press Release – Monday 16 February 2009**

**Melbourne Delivers Another First For Business Events Industry**

The Melbourne Convention + Visitors Bureau (MCVB) announced today at the Asia Pacific Incentives and Meetings Expo (AIME) that it will embark on a long term study of the 'intangible,' non-tourism benefits of Business Events – a first for any CVB in Australia and understood to be the first of its kind in the world.

MCVB's CEO, Ms Sandra Chipchase, who initiated the study, said:

'The tourism benefits of Business Events, for example accommodation, catering, transport and pre and post touring, are well known and acknowledged.

'What is clear from the National Business Events Strategy delivered to the Minister for Tourism, Hon. Martin Ferguson AM MP, in October last year is the lack of hard data available on all of the other associated benefits of Business Events.

'This new study will assist everyone in Australia in our sector as well as Government to understand the incredible yield and benefit of these events in driving export dollars, education, business migration and innovation.'

MCVB has commissioned experts at Victoria University to undertake the study.

Professor Leo Jago from Victoria University (VU), who will head the research team, said:

'For too long evaluations undertaken for the Business Events industry have focussed exclusively on the short-term tourism benefits of hosting Business Events.

'The Centre for Tourism and Services Research at VU is delighted to be partnering with the MCVB in this pioneering study to develop an approach to quantify these broad-based benefits, and to demonstrate more accurately the contribution that Business Events make to the economic and social well being of the local economy.'

The study will initially target four conventions and their associated exhibitions being held in Melbourne and will track the benefits, pre, during and post the event over three years.

The events range in size from 400-800 delegates and cover the medical, scientific and environmental/sustainability fields.

According to the Business Events Council of Australia, the Business Events industry is worth more than \$20b based on tourism expenditure alone, and directly employs more than 116,000 people.

It is expected that the study will produce groundbreaking data which will make Treasury officials and Government bureaucrats across the nation recognise the additional benefits of the sector.

**Contact**

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