

# Melbourne incentives Roadshow in Asia

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Melbourne Convention + Visitors Bureau (MCVB) took twelve Victorian companies on a roadshow in Asia to showcase Melbourne as the 'real' Australian incentive experience.

The Roadshow visited Singapore, Hong Kong and Shanghai where key decision makers of major corporations as well as the leading incentive houses and tour operators in each region spent the day meeting with Melbourne's premier business event suppliers.

Designed to position Melbourne as the Australian city that delivers a truly unique and authentic travel experience, the Roadshow introduced Asian clients to some of Melbourne's luxury hotels; unique attractions and venues; and corporate team building and specialist event management companies.

MCVB members involved in the Asia Roadshow were: Phillip Island Nature Park, Grand Hyatt Melbourne, Crown Hotels, Sofitel Melbourne, Qantas, IHG, Oaks Hotels & Resorts, Directions DMC, Big Stick Adventures, Wise Connections, Flemington & the Melbourne Cup Carnival and Sovereign Hill Museums Association.

Edwina San, Manager International Incentives said, 'Asian groups are realising the benefits of staff motivation programs and are prepared to spend money to reward their top achievers. Melbourne delivers exactly what they are looking for - an authentic Australian experience in the style and shopping capital of the country'.

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## NOTES TO EDITORS

- Melbourne Convention + Visitors Bureau (MCVB) is a not for profit organisation that identifies and bids for international conventions to generate export dollars for Victoria.
- The dates of the Roadshow were Singapore - August 6<sup>th</sup>, Hong Kong - August 8<sup>th</sup>, Shanghai - August 10<sup>th</sup>.