



Press Release – 3 December 2009

Melbourne Roadshow Impresses Asia's Incentive Market

Asia was treated to the excitement of Australia's premier horse racing event, the Melbourne Spring Racing Carnival, recently as part of a new initiative to showcase Melbourne's many incentive travel options.

The Destination Melbourne Roadshow, run by the Melbourne Convention + Visitors Bureau, brought the glamour of the Spring Racing Carnival to Kuala Lumpur and Beijing, illustrating how Melbourne's many major events provide the perfect opportunity to reward and re-energise staff.

MCVB partnered with 12 of Melbourne's leading Business Events suppliers, including accommodation and catering providers, event management and team building leaders, and expert staff from Melbourne's leading attractions and unique venues to bring the best of Melbourne to Asia.

According to Ms Sandra Chipchase, MCVB's CEO, the Roadshow showcased Melbourne's high-end product, whilst also highlighting why the city's reputation as Australia's Events Capital is well deserved.

"We chose the Spring Racing Carnival, which includes the world famous Melbourne Cup, as the theme for our Destination Melbourne Roadshow in order to highlight Melbourne's unique experiences to the Asian market.

"The Spring Racing Carnival offers exclusive, VIP experiences, and epitomises Melbourne's reputation as Australia's fashion, food and wine capital – the event's 'Fashion on the Fields' is as much a part of the Festival as is horse racing, and enjoying fine wine and great food cap off the Carnival experience."

Highlighting the role that fashion plays in the Spring Racing Carnival, one of Australia's leading milliners, Kim Fletcher, joined the Roadshow, demonstrating why her millinery workshops are a popular experience for incentive delegates visiting Melbourne.

Ms Chipchase said that the Roadshow achieved strong results, confirming Malaysia and China as growing incentive markets for Melbourne.

"Our Destination Melbourne Roadshow survey findings showed that the majority of buyers and agents (88%) attending the event were very or extremely satisfied that we had the right mix of products and services on show.

"The vast majority were also very or extremely satisfied with sellers' information, presentations, materials and brochures.

"Our survey findings indicate that the Roadshow delivered on its objectives, with almost 80% of sellers surveyed either strongly agreeing or agreeing that the Roadshow exceeded their expectations, and more than 90% indicating that they received significant business leads as a result of attending the Roadshow."

Ms Chipchase said the Roadshow adds to a range of recent MCVB initiatives throughout Asia.

"MCVB's reach into Malaysia and China includes famils held earlier this year to showcase our unique venues and experiences to agents and incentive buyers, as well as recent sales calls and PR activity within the region.

"Overall, our incentive team continues to drive excellent business for Melbourne and Victoria.

"In 2008/09, incentive sales initiatives included a record nine travel familiarisations (hosting 150 travel and corporate buyers and media from around the world), and 14 sales missions, spanning from Vietnam to Mumbai. These initiatives contributed to generating \$32 million worth of incentive business for Victoria.

"We look forward to continuing our strong sales, marketing and PR activity throughout North and South Asia, including through annual Roadshows throughout the region."



Highlights of MCVB's Asia Roadshow included:

- The Asia Roadshow ran as a carbon neutral event, as certified by Climate Friendly
- MCVB promoted its new Event Carbon Calculator, adding to a suite of green initiatives introduced within the last year to make planning a low carbon impact event in Melbourne easy
- Leading Australian Milliner, Kim Fletcher, travelled with the Roadshow, providing demonstrations of her award-winning skills and providing insights into Melbourne's famous fashion scene

MCVB Asia Roadshow Partners:

Accommodation

Crown Towers & Crown Promenade Hotel
Grand Hyatt Melbourne
Oaks Hotels & Resorts
Sofitel Melbourne on Collins
The Westin Melbourne

Attractions

Phillip Island Nature Park
Sovereign Hill

Catering

The Big Group

Event Management

The Big Group
Off-Site Connections

Team Building

Big Stick Adventures

Unique Venues

Flemington & the Melbourne Cup Carnival
Melbourne Convention and Exhibition Centre

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