



Media Release
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Melbourne Achieves Another First with BBC World

John Pandazopoulos, Victoria Minister for Tourism, announced today that Melbourne will run Australia's first television advertising campaign in Asia to generate conventions for Melbourne.

"Melbourne is Australia's undisputed leader in sporting, cultural and major events – we now aim to take the business events mantle and build on the annual \$1.2 billion economic impact to Victoria," he said.

The campaign is an initiative of the Melbourne Convention + Visitors Bureau (MCVB) who, together with partners the Melbourne Exhibition and Convention Centre (MECC), will launch the television campaign in early 2007. This is a first for the Bureau and The Centre.

The campaign consists of more than 300, 30 second TV spots on BBC World running over a four week period. It will be seen by close to 1 million key corporate decision makers. Viewers will see the television commercials in Bangkok, Hong Kong, Jakarta, Kuala Lumpur, Manila, Singapore, Taipei, India, Seoul, Sydney and Tokyo. The television advertising campaign will also be supported by an online campaign on BBCWorld.com.

MCVB CEO, Sandra Chipchase said the MCVB aims to lead the way in Business Event Sales and Marketing.

"Victoria is the innovation state and this is one of several innovations the new MCVB team will be implementing in the near future. The increased financial support from the State Government has enabled us to achieve this first for any Bureau or Centre in Australia as well as a first for Melbourne," she said.

The campaign is designed to:

1. generate enquiries from corporate decision makers and association executives to stage their conventions and corporate meetings in Melbourne,
2. generate enquiries from Asian corporations wishing to hold their Incentive Travel programs (a reward for performance) in Melbourne, and
3. boost delegate attendance at the many conventions that MCVB wins for the city each year.

BBC World, the BBC's commercially funded international 24-hour news and information channel, is owned and operated by BBC World Ltd, a member of the BBC's commercial group of companies.

BBC World is seen in 14.438 million households and 549,729 hotel rooms across the Asia/Pacific Region. More than 65 million people watch BBC World across the globe each week. BBC World is available in more than 200 countries and territories worldwide, and reaches 274 million households (141 million 24-hour homes) and more than 1.3 million hotel rooms. It is also available on 46 cruise liners, 36 airlines and 18 mobile phone platforms. BBCWorld.com receives 5 million impressions and 750,000 unique users per month. (More)

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