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## Hola! Privyet! Melbourne sets sights on Russian and Spanish Incentive Markets

Increasing international interest in Melbourne as an Incentive destination has seen the Melbourne Convention + Visitors Bureau publish Russian and Spanish versions of its popular incentives brochure: *Melbourne Incentives - Personally Rewarding*.

The brochure, already published in English, Simplified Chinese, Traditional Chinese, Korean, Japanese, Thai, French and German, takes readers on a sensory journey through Melbourne; a journey that evokes the emotions with experiences which reward and revitalise.

Incentive ideas and itineraries are divided into Melbourne Sights, Melbourne Sounds, Melbourne Scents, Melbourne Touch, Melbourne Tastes and Endless Possibilities, providing an array of memorable experiences for incentive reward winners.

Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB), says:

"Melbourne is known as Australia's capital for shopping, style, romance and events. Add to this the all-round sensory experience that Melbourne offers - from culinary classes with master chefs, to taking in one of the world's most scenic drives along the Great Ocean Road; from experiencing the roar of Formula 1 cars at the Australian Grand Prix, to sampling the best of Melbourne's coastal spa scene - and it shows that Melbourne really does spoil the senses, and personally reward incentive delegates.

"Incentive delegates also enjoy the change of pace offered by regional Victoria, with award-winning wineries, spectacular coastlines and picturesque landscapes with unique Australian wildlife all within an hour's drive from the city.

"The Incentives Market for Melbourne is going from strength-to-strength. Less than two years after its inception, MCVB's Incentive Unit has already secured in excess of 33 International Incentive and Corporate Events, worth more than \$60 million.

"With strong growth from incentive markets such as Asia, which recently saw more than 7,000 incentive delegates visit Melbourne on the Amway China Leadership Seminar Program, Melbourne is looking to further expand and grow its international Incentives markets. We have identified Spanish-speaking markets, including Spain and South America, as well as Russia as emerging incentive markets for Victoria, and will be using new translated versions of MCVB's highly successful *Melbourne Incentives - Personally Rewarding* brochure to market Melbourne as a unique Incentive destination in these markets."

*Melbourne Incentives - Personally Rewarding* also includes a map of the State of Victoria, highlighting the locations of major attractions and travel times by coach from Melbourne, flying time to Melbourne from all parts of the world and a fold-out 3D map of the Melbourne Central Business District, marking the location of major hotels and venues.

The Spanish and Russian versions of the *Melbourne Incentives - Personally Rewarding* brochure will be distributed electronically and on disc, and both can be downloaded in PDF format from the MCVB website: [www.mcvb.com.au](http://www.mcvb.com.au).



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