



**Press Release – 1 March 2010**

### **New collateral shows Melbourne is Made for Top Achievers**

The Melbourne Convention + Visitors Bureau has launched new collateral promoting the many ways in which Melbourne is made for incentive travel.

New collateral includes a brochure entitled 'Top Ideas for Top Achievers,' and a new incentive travel promotional DVD.

Launching the collateral at the Asia-Pacific Incentives & Meetings Expo, Sandra Chipchase, MCVB's CEO, said the new brochure and DVD were part of an overall strategy to target new and established incentive travel markets for Melbourne.

"MCVB's new 'Top Ideas for Top Achievers' brochure shows the many ways in which Melbourne can impress and reward incentive groups from 'up-above', placing delegates 'at the top'.

"These include taking a private jet from Bells Beach to Mount Hotham, providing spectacular views and the opportunity to learn to surf at some of Australia's best coasts, or take private lessons on Victoria's stunning ski fields – all within the same day.

"For city luxury, delegates can sip champagne and enjoy a 10 course degustation dinner on 'Level 89' of the sky-high Eureka Tower, the world's tallest residential building, providing views across the city and out across picturesque Port Phillip Bay.

"Other unique options include flying over the Great Ocean Road or our world-class golf courses, complete with mid-air golf tutorials, before touching down and putting the lesson into play.

"For the perfect start to the day, delegates can take a dawn hot air balloon ride floating above the stunning Yarra Valley wine region."

Ms Chipchase said that the MCVB was also delighted to launch a new incentive travel promotional DVD, which is available in 10 languages.

"Our new DVD showcases the many ways in which Melbourne invigorates the senses, including through fine wine and dining, spa treatments, and exciting team building activities, as well as through the unique Australian experiences offered throughout regional Victoria.

"Whether indulging in the fashion and party atmosphere of the Spring Racing Carnival, or taking time out to shop at a local designer boutique, our DVD shows that Melbourne really is made for incentive travel."

Ms Chipchase said that MCVB is committed to continuing its success in attracting incentive travel business to Melbourne, following last year's record results.

"In 2008/09, MCVB's 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 incentive sales success this year through new sales and marketing initiatives. The launch of our new incentive collateral will help us showcase why Melbourne is Australia's 'top' incentive destination."

**Contact:** Brooke Daly, Communications Manager, telephone +61 3 9693 3317, or email: [brooke.daly@mcvb.com.au](mailto:brooke.daly@mcvb.com.au)