



**PRESS RELEASE – 22 JULY 2010**

## **Melbourne Planner's Guide expands to further entice event organisers**

The Melbourne Convention + Visitors Bureau (MCVB) has launched the *Melbourne Planner's Guide 2010/11*, featuring new and expanded sections detailing the destination's incentive offerings, suggested itineraries and regional Victoria's Business Events products and services.

Director, Marketing + Communications for MCVB, Ms Hayley Blumenthal, said the guide had received excellent support from the Business Events industry, and features new and updated information on conference and exhibition venues, hotels, special event venues, conference and event organisers, and Business Events support services.

"Organisers planning a Business Event in Melbourne and regional Victoria will find our Guide indispensable. It offers detailed information about more than 100 outstanding products and services available around the State," said Ms Blumenthal.

"The Guide provides essential information about our destination and information on how MCVB can provide support in securing a Business Event and boosting delegate numbers.

"The *Melbourne Planner's Guide* provides a taste of the city's fabulous offerings including designer shopping, fine dining, nightclubs, bars and cultural experiences. It also includes important, practical information about Melbourne, new infrastructure developments to look forward to and advice about holding a green event.

"Our comprehensive, larger than ever incentive travel section features a rewarding five-day sample itinerary, 'Urban Essentials' experiences and a range of team-based activities that showcase 'Made in Melbourne' experiences, such as barista workshops.

"Additionally, as part of our commitment to showcase products, services and attractions for Business Events in regional Victoria, the guide includes new 'Conferencing in Regional Victoria' information and six sample itineraries covering attractions such as the Yarra Valley, Great Ocean Road, Phillip Island penguin parade, Daylesford spa country and more," said Ms Blumenthal.

The *Melbourne Planner's Guide* is one of MCVB's most important tools in generating interest in Victoria as a world-leading destination for meetings, events, incentive travel and conferences, with 8,000 copies disseminated around the world annually. The 2010/11 guide is now available free of charge by telephone (+61 3 9693 3333) or visiting [www.mcvb.com.au/plannersguide](http://www.mcvb.com.au/plannersguide).

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