



Media Information
13 July 2006

MCVB launches 06/07 Melbourne Planner's Guide

Melbourne Convention + Visitors Bureau (MCVB) has launched its sophisticated, new 06/07 Planner's Guide, featuring important information on venues, accommodation and services intermixed with vibrant images of Melbourne, Australia designed to capture the heart and soul of the City.

"The Melbourne Planners Guide is the essential resource for anyone planning events in Melbourne," said Sandra Chipchase, CEO, MCVB.

"It is the most valuable resource you could have when planning an incentive, meeting, conference or major event in Melbourne. This year we have increased our print run by 2,000 copies, just to keep up with demand," she said.

Following the launch of last year's print and online Guides, MCVB surveyed users to obtain data on how often the guide was used and its ease of use.

The survey found that 83% of users had used the Planner's Guide up to 10 times. In addition; 60% of users had utilized the Guide when looking for conference and exhibition venues, 36% for finding accommodation and 39% when searching for venues with a difference.

"It was very pleasing that 100% of users rated the Melbourne Planner's Guide 'good to excellent' for product information, destination information, design and layout and overall quality compared to other Guides," said Ms Chipchase.

The Melbourne Planner's Guide features an easy to use index and tab format, an incentive section, touring information, train and tram network maps and the hottest entertainment, dining and shopping spots.

The entire Guide will also go live on the MCVB website www.mcvb.com.au in August.

For a copy of the Melbourne Planner's Guide please call +613 9693 3333 or visit our website and complete the online order form.

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