



Press Release - 21 July 2008

Melbourne mixes business and pleasure for Sydney's corporate clients

Spa treatments, stretch hummers, exclusive shopping and 'hidden secrets' were all on the itinerary to impress Sydney's top corporate clients as part of recent Melbourne winter familiarisation ('famil') programs.

Hosted by the Melbourne Convention + Visitors Bureau (MCVB) in conjunction with The Langham Hotel and United Airlines, the famils saw 16 of Sydney's top corporate clients enjoy an indulgent experience of Melbourne.

The famils highlighted how Melbourne, Australia's most sophisticated city, seamlessly mixes business with pleasure, showcasing the city as Australia's Business Events capital.

Key decision makers from the banking, telecommunications and legal industries were wowed from the moment they stepped off their business class United Airlines flight and into a waiting stretch hummer. From here they were escorted to the Langham Hotel, where they enjoyed spa treatments at the luxurious Chuan Spa.

The itinerary also incorporated a river cruise to Melbourne's hottest new event venue - Atlantic at Central Pier, Docklands - as well as a trip the city centre, where Melbourne's 'hidden secrets' tour highlighted the city's celebrated shopping arcades and laneways.

Fine food and wine were also famil highlights, with guests treated to dinner at Alto on level 25 of the Langham Hotel. Industry innovator, Staging Connections, provided theming and audio visual expertise for the dining experience.

Lisa Pile, MCVB's Director, Sales Development, said:

'We are increasingly focusing on attracting high level national corporate business given the significance and contribution of this business to the Victorian economy and Business Events industry.

'Within the last financial year, MCVB secured national corporate business to the value of \$30.5 million, with initiatives such as famils for corporate clients raising the profile of Melbourne as a world-class Business Events destination.

'Melbourne is a city which effortlessly blends its cosmopolitan style and sophistication with its position as Australia's business hub - home to the Australian stock exchange and a centre of excellence in many business fields, such as media research.

'Our winter famils were well received by attendees, with guests commenting that they were surprised at how much could be incorporated into one day in Melbourne, whilst one corporate client from the banking sector commented that it was one of the best famils she had experienced.

'MCVB looks forward to continuing to work with our members to host famils, showcasing all that Melbourne has to offer top corporate clients, and to showcase Melbourne as the mantle for Business Events.'

Contact: For further information contact Brooke Daly, MCVB's Communications Manager, telephone +61 3 9693 3317, or email: brooke.daly@mcvb.com.au