



PRESS RELEASE – 15 DECEMBER 2010

MCVB marks 25 year partnership with Qantas

The Melbourne Convention + Visitors Bureau (MCVB) together with Qantas today confirmed the renewal of their strategic partnership, marking 25 years of working together to deliver Business Events delegates for Melbourne.

The strategic partnership has been critical in securing some of the world's biggest Business Events for Melbourne and Australia, from the International Council of Nurses 25th Quadrennial Congress 2013, generating 6,000 delegates, to the 22nd World Diabetes Congress, expected to see 12,500 delegates visit Melbourne in 2013.

Ms Sandra Chipchase, CEO of the MCVB, said, "Having the support of Qantas as a strategic partner has been critical to MCVB's success in promoting Melbourne as a leading Business Events destination throughout the world.

"This support has not only strengthened our bid activities internationally, increasing our competitive appeal in the highly contested Business Events space, but has also assisted us in ensuring high delegate numbers for Melbourne and Victoria.

"Within the last four years alone, MCVB's activities have seen the number of international bids won for Melbourne increase by 300%, and the number of delegates visiting Melbourne for Business Events increase by 360%.

"This would not be possible without the support of strategic partners, and we thank Qantas for their role in helping us achieve record results for Melbourne."

Mr Steve Limbrick, Qantas' Executive Manager Australia Sales, said, "We recognise the significant value of the Business Events market for our business, and see our strategic partnership with MCVB as imperative to assisting us in delivering a superior customer experience and attracting new and return passengers from this important industry.

"We look forward to continuing to work with MCVB to promote Melbourne internationally as one of the world's best destinations for Business Events."

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