



SYDNEYSIDERS WOWED BY WEEKEND IN MELBOURNE

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Melbourne Convention + Visitors Bureau (MCVB) hosted some of Sydney's top corporate clients for a three day action-packed tour of Melbourne and Victoria - highlighting why Australia's most sophisticated city has taken the mantle of business events capital.

Decision makers from PricewaterhouseCoopers, Commonwealth Bank, Bovis Lend Lease and Insurance Australia Group were invited to discover Melbourne in winter this August and to experience first hand why Victoria's Yarra Valley region is so world renowned.

Guests were wowed on arrival as they were transferred from the airport via a Stretch Hummer to the elegantly refurbished Sofitel Melbourne. The itinerary continued with a visit to some of Melbourne's hottest new event venues - Eureka Tower, Central Pier and the precinct for the new Melbourne Convention Centre. Day two and guests were whisked away for an afternoon of exclusive wine tasting at Domain Chandon and Yering Station in Victoria's Yarra Valley - located less than 50 minutes from Melbourne city centre.

Then Melbourne took on Sydney in the form of a Collingwood v Sydney Swans Australian Rules Football game where guests enjoyed the stylish surroundings of the elegant corporate dining room at the MCG. And opportunities weren't lost for guests to sample Melbourne's famous shopping and chic late-night laneway bars.

'I can tell you that our appetites for wonderful food, good champagne and unique conference venues has definitely been satisfied', said a representative from Insurance Australia Group.

From PricewaterhouseCoopers, 'Melbourne is a great city for walking around with everything in close proximity, and I was also surprised that the Yarra Valley is less than an hour away from the city centre.'

Commonwealth Bank's representative added, 'Everything was first class, the jaw dropping transport, the exquisite cuisine, the fine champagne, the great company and the overall experience Melbourne delivered. Well done to all involved in its organisation.'

Sandra Chipchase, Chief Executive Officer of MCVB said, 'This year we will be focusing a lot more on attracting this kind of high level national corporate business, the feedback to date has been phenomenal.'

MCVB secured national corporate business to the value of around \$35 million in the 2006/07 fiscal year.

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Notes to editors

- Melbourne Convention + Visitors Bureau (MCVB) is a not for profit organisation that identifies and bids for international conventions to generate export dollars for Victoria.