



## TOP OVERSEAS WORKERS BOOST VICTORIAN ECONOMY BY \$60M

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Around \$60 million has or will soon be injected into the Victorian economy by overseas companies rewarding their top-performing staff with a trip to Melbourne according to new figures today released by the Melbourne Convention + Visitors Bureau (MCVB).

Already 33 International Incentive and Corporate Events generating more than \$60 million have been secured for Melbourne by MCVB's Incentives Unit.

"This includes \$34 million when more than 8000 delegates from Greater China visit Melbourne this April for the Amway Greater China Leadership Seminar," said MCVB CEO Sandra Chipchase.

"Feedback from Asian based Incentive Buyers shows they are impressed with the variety of options and unique experiences available in the Melbourne itineraries."

Ms Chipchase said foreign companies were increasingly rewarding their top-performing staff with overseas trips where they were put up in the finest hotels with all expenses paid.

"This is a very lucrative market for Melbourne and the city is growing its reputation as Australia's most stylish incentive travel reward destination."

Ms Chipchase said the launch of a new DVD showcasing Melbourne and Victoria as the ultimate incentive reward destination combined with MCVB's representation in Europe, the US and Asia had helped spread the word about all that Melbourne has to offer the incentive traveller.

The new Melbourne Incentive brochure, "Melbourne Incentives - Personally Rewarding", was distributed in January 2007 and has since been made available online and on mini CD-ROMs in Simplified Chinese, Traditional Chinese, Korean, Japanese, Thai, French and German.

Ms Chipchase said she was thrilled that Melbourne had also won a tender from Tourism Australia to host the Asian, US and UK Corporate Incentive familiarisation programs.

"This resulted in more than 50 top Incentive Buyers from those regions experiencing Australia's most exciting and sophisticated incentive city last November," Ms Chipchase said.

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