



## **National Media Information**

### **My Restaurant Rules in Melbourne**

If you want to open a restaurant in Melbourne then locating it in the city or Southbank might be your key to success.

A study commissioned by the Melbourne Convention + Visitors Bureau (MCVB) and the Melbourne Exhibition and Convention Centre (MECC) has found that national and international convention delegates eat on average 3.71 meals at restaurants during their stay in Melbourne spending on average \$133 per meal.

So what? Well, over a twelve month period, that amounts to more than \$23 million that is spent in Melbourne restaurants.

The study found that convention delegates dine predominantly in the city and Southbank, followed by Carlton and St Kilda. Less frequented locations included Brunswick, South Yarra and Richmond.

The multicultural influences on Melbourne dining experiences did not escape them either. Delegates described dining out in Melbourne as 'diverse', 'interesting', 'sophisticated' and 'stylish'.

The study found that 90% of domestic and international delegates dined at a restaurant away from their convention centre or hotel. 23% of delegates dined out at restaurants twice during their stay, almost 18% consumed three meals at restaurants and 19.5% had four meals.

When asked to rate their dining experience on a scale of 1 – 10, 77% of delegates rated their experience at 7 or above. In addition, almost a quarter of delegates (21.1%) rated their experience at a 9 or 10. The results showed that both domestic and international delegates gave similar ratings.

"The value of business tourism is often vastly underestimated," said Garry Kingshott, CEO, MCVB. "Business tourists spend more than leisure tourists. In Victoria each year, convention delegates contribute \$3.4 billion to the economy. They keep our many of our restaurants and hotels full, spend money with our retailers and visit local and regional attractions."

MCVB is a not-for-profit organization which aims to ensure Melbourne is recognised locally, nationally and internationally as one of the world's best cities for hosting business events. MCVB markets Melbourne as a business events destination and assists organizations to bid for national and international business events for Melbourne and Victoria.

Ends

Media Information:

Janelle Schreiber, Schreiber PR, T: 9598 5522, M: 0412 402 137, E: [Janelle@schreiberpr.com.au](mailto:Janelle@schreiberpr.com.au)

\* The Melbourne Delegate Study 2004 was conducted at seven conferences held in Melbourne during October and November 2004.