



Media Information

Melbourne dining rates highly with convention delegates

According to a recent study, 77% of international and domestic delegates visiting Melbourne, Australia rated their dining experience at 7+ out of 10. In addition, almost a quarter of delegates (21.1%) rated their experience at a 9 or 10.

Delegates described dining out in Melbourne as 'diverse', 'interesting', 'sophisticated' and 'stylish'.

The study commissioned by the Melbourne Convention + Visitors Bureau (MCVB) and the Melbourne Exhibition and Convention Centre (MECC) found that international and domestic delegates eat on average 3.71 meals at restaurants during their stay in Melbourne.

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.

The study found that convention delegates dine predominantly in the city and Southbank, a shopping and eating precinct that stretches along the Yarra River. On the fringes of the city, Carlton and St Kilda followed closely. Less frequented locations included Brunswick, South Yarra and Richmond, also found just outside the city.

"One of the benefits of holding a convention in another country is the opportunity to enjoy new restaurants and innovative cuisine. That's where Melbourne excels," said Garry Kingshott, CEO, MCVB.

"According to a recent article in the Wall Street Journal Europe, innovation is the hallmark of eating out in Melbourne.

"It's no wonder we impress. We are proud of our city's restaurants, cafes, bars, fresh food stores and markets. We are a multicultural city with a plethora of food styles and restaurants," said Mr Kingshott.

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.

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Media Information:

Janelle Schreiber, Schreiber PR, T: 9598 5522, M: 0412 402 137, E:

Janelle@schreiberpr.com.au

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