



**National  
Media Release**

## **Trams and the Yarra River top Melbourne Icon list**

Melbourne trams and the Yarra River have been rated the top 'icons for Melbourne' by domestic and international convention delegates.

The findings are part of the Melbourne Delegate Study 2004, commissioned by the Melbourne Convention + Visitors Bureau (MCVB) and the Melbourne Exhibition and Convention Centre (MECC).

Domestic convention delegates voted Melbourne trams as the top icon for Melbourne followed by Southbank, the Yarra River, Federation Square and the Melbourne Cricket Ground. International convention delegates favoured the Yarra River, followed by Melbourne trams, Federation Square and the Botanical Gardens.

When asked how they would describe Melbourne to their friends 'back home' domestic delegates described Melbourne as 'great', 'cosmopolitan' and 'fun'. The majority of international delegates perceived Melbourne to be 'friendly', followed by 'beautiful' and 'great'.

"It is not surprising that domestic delegates described Melbourne as cosmopolitan. Melbourne is one of the most cosmopolitan and multicultural cities in the world, with over 200 different nationalities and 150 languages represented in the city," said Garry Kingshott, CEO, MCVB.

"Australian's have always been perceived as 'open and friendly' by foreigners and this result underlines this perception by international delegates," Mr Kingshott said.

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