



## 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, Australia by 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).

International convention delegates voted the Yarra River as the top icon for Melbourne followed by Melbourne trams, Federation Square; a lively epicenter for arts and events taking up a whole city block in central Melbourne and the Royal Botanic Gardens. Domestic convention delegates favoured Melbourne trams followed by Southbank; a shopping and eating precinct that stretches along the Yarra River, the Yarra River, Federation Square and the Melbourne Cricket Ground.

When asked how they would describe Melbourne to their friends 'back home' international delegates described Melbourne as 'friendly', 'beautiful' and 'great'. Domestic delegates described Melbourne as 'great', 'cosmopolitan' and 'fun'.

"Australian's have always been perceived as 'open and friendly' by tourists and this result underlines this perception by international delegates," said Garry Kingshott, CEO, MCVB.

"I agree with their notion that Melbourne is 'great'. We are renowned for our food and wine, have the best shopping in Australia as well as marvelous attractions. Melbourne is truly great," 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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\* The Melbourne Delegate Study 2004 was conducted at seven conferences held in Melbourne during October and November 2004.