



Media Release
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Convention delegates contribute \$10 million to Melbourne's retail sector

Retail spending may be up and down but that's not stopping international and domestic convention delegates 'shopping till they drop' in Melbourne.

A study commissioned by Melbourne Convention + Visitors Bureau (MCVB) and the Melbourne Exhibition and Convention Centre (MECC) revealed that international and domestic convention delegates spend in excess of \$10 million annually in Melbourne's retail outlets during their stay.

"\$10 million spent in the retail sector may sound high but it is actually quite a conservative figure based only on the number of convention delegates MCVB attracted this financial year. Delegates to events we were not involved with would push this figure even higher," said Garry Kingshott, CEO, MCVB.

"We also know that on average, international meeting or conference delegate spend almost six times as much as international tourists. (\$554 compared with \$94 - Source: National Business Events Study). The majority of the convention business that MCVB wins brings international delegates to Melbourne.

The study indicates that convention delegates favour the CBD, Southbank and Chapel Street as their preferred shopping locations.

90% of international convention delegates and 86% of domestic delegates described their shopping experience as 'marvelous'. Both international and domestic delegates also said that Melbourne shopping was sophisticated, stylish and exhilarating.

"It's not surprising that convention delegates enjoy shopping in Melbourne and that the CBD is the most popular haunt," Mr Kingshott said.

"Melbourne is famous for its shopping; it's the fashion capital of Australia. The retail space in the CBD has recently doubled with new developments such as QV, Melbourne Central and GPO. We also have the popular Chapel Street, Acland Street and Brunswick Street as well as the renowned Queen Victoria Market, a bargain hunters dream. From expensive boutiques to markets and discount outlets, Melbourne shopping has it all," he said.

Ends

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.

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.