

Media Release

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Melbourne Convention Bureau Offers Bespoke Deals through its *Melbourne Values You* Program

Melbourne Convention Bureau (MCB) has again launched its successful initiative, the *Melbourne Values You* program, to provide unique opportunities for the international incentive market.

Melbourne Values You provides a range of special offers from MCB partners, for incentive travel reward planners, designed to make planning an event in Melbourne cost effective and price competitive in comparison to other Australian states and international destinations.

Over 50 MCB partners have embraced the program, providing over 150 deals across hotels, attractions, venues and business events products and services. This is a 67 per cent increase in partner participation and 87 per cent increase in deals offered from the programs inception in 2013, demonstrating the value and appeal of the initiative.

Participating partners include Crown Hotels, Accor Hotels, Hilton, Melbourne Star Observation Wheel, Kentera Events, Chadstone Shopping Centre, Chocoholic Tours, Hidden Secrets Tours, Queen Victoria Market, Epicure – Melbourne Cricket Ground, Etihad Stadium, St Kilda Venues and many more.

MCB Chief Executive Officer, Karen Bolinger, said Melbourne is the complete business events destination and has been made more attractive thanks to the *Melbourne Values You* program.

“Melbourne as the world’s most liveable city and the world’s friendliest city is seeing a growing number of international incentive groups flocking here to experience the unique pulse of the city.

“Melbourne Convention Bureau has an impressive track record of securing and hosting large incentive groups and creating bespoke itineraries. No group ever has the same experience twice in Melbourne.

“Thanks to the support of our partners through Melbourne Values You we can provide access to a diverse range of offers such as hotel room upgrades, reduced entry into attractions, food and beverage packages and truly VIP experiences, ensuring each event is unique,” said Ms Bolinger.

To take advantage of these offers, organisations must meet the following criteria:

- Applicable to organisers of association conferences, corporate meetings and incentive reward programs only
- Minimum of 100 delegates travelling at the same time
- Minimum of three nights stay in Melbourne/Victoria
- Groups must be confirmed by 30 June 2017
- Groups must travel by 31 December 2018
- Offers are not available to groups already confirmed prior to the launch of this program in February 2016

For more information about *Melbourne Values You* visit www.melbournecb.com.au

To enquire about hosting your next event in Melbourne and benefiting from the program please contact Jasmine Lim on +61 9693 3320.

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