



MEDIA RELEASE

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Melbourne attracts Australia's largest Indonesian incentive group

The single largest Indonesian incentive group ever hosted in Australia will be landing in Melbourne throughout February and March for the Tupperware Indonesia Manager Incentive Trip 2015.

A global leader in direct selling, Tupperware is one of the most trusted names in housewares globally, and will use the event to reward over 4000 of its highest achieving sales managers, team leaders and distributors.

Delegates will arrive in stages over the next eight weeks for a four-day program and deliver an estimated \$19 million economic contribution to the Victorian economy.

Melbourne Convention Bureau (MCB) tailored a unique itinerary to appeal to the specific interests of the group; first time visitors to Australia, and mainly women aged between 30-50 with a passion for shopping and sightseeing.

Tupperware Indonesia Sales Support Manager, Agus Mustapa, said MCB's collaborative approach, commitment to finding the perfect fit, and the city's ability to easily host a group of this size, were important factors in his decision to choose Melbourne over other potential Australian cities.

"MCB took the time to understand what we were really looking for: an exciting, entertaining and inspiring trip in a safe and vibrant destination."

"Melbourne was the clear stand out. Aside from the endless attractions, thriving shopping culture, ease of access to regional areas, and reputation as a safe and friendly city, it also has the infrastructure necessary to accommodate large groups – great hotels, entertainment and attractions, and all in a city that is easy to get to, and easy to get around," he said.

MCB CEO Karen Bolinger said that "Melbourne is becoming an increasingly attractive option for the Asian incentive market, and we are seeing growth from Indonesia in particular."

"We are in the unique position to offer visitors an exciting and dynamic urban experience in the World's Most Liveable City, with the natural and historical wonders of regional Victoria only an hour or two away," she said.

"Guests can leave having experienced a real taste of the beauty, complexity and diversity of Australia, from both a regional and urban perspective - a characteristic quite unique to Victoria."

MCB collaborated with key partners City of Melbourne and Tourism Australia, who assisted in securing the bid, negotiating a seamless customised VISA application process between WITA Tour (the travel agent) and the Australian embassy, and facilitated discussions with airlines to ensure ease of travel.

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