

Media Release

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Melbourne Takes Centre Stage in Hong Kong

The [Melbourne Convention Bureau](#) (MCB) took the best of Melbourne's corporate incentive suppliers to Hong Kong for the 'MCB Melbourne Showcase' on 24 April 2017.

The event showcased Melbourne as the premier incentive travel destination in Australia, providing valuable exposure and networking opportunities for MCB partners, with the opportunity to meet top Hong Kong based business events agents.

Over 20 agents attended the half day event and participated in presentations from MCB, [Melbourne Convention and Exhibition Centre](#) (MCEC), [Southwharf Events](#), [The Langham, Melbourne](#) and [Triumph Leisure Solutions](#).

Karen Bolinger, CEO of MCB said the bureau is always looking for new ways to provide value to partners, while bringing Melbourne to the world.

"This event provided a cost-effective marketing solution for MCB partners, enabling them to meet face-to-face with key influencers, resulting in new sales leads and referrals.

"With Virgin Australia launching a new direct flight between Hong Kong and Melbourne from July this year the timing is right to highlight Melbourne's unique offering as an incentive reward travel destination," Ms Bolinger said.

The day commenced with a sit-down lunch, followed by a presentation from MCB Regional Director North Asia and Greater China, Jessica Chang.

Ms Chang highlighted Melbourne's new attractions and infrastructure developments that will have a positive impact on business events in Melbourne and regional Victoria, and how these attributes translate to big rewards specifically for incentive planners and delegates.

Brooke Doughty, MCEC, Manager Associations and Exhibitions, showcased the expansion of MCEC and how incentive planners can benefit from the additional 20,000 square metres of flexible multipurpose event space.

Brad Dabbs, South Wharf Events General Manager, highlighted South Wharf Promenades attributes as a unique one stop shop for incentive groups of all sizes. Mr Dabbs emphasised the venues focus on excellence in food, beverage and entertainment, for which Melbourne is so renowned.

Gary Lo, Director of Sales, Langham Hospitality Group, outlined how consideration is given to Chinese delegates through its tailored welcoming program called Ying. The specially designed program ensures guests have an enjoyable experience through a series of well-defined approaches including Ying Specialities, Ying Welcome, Ying In-room and Ying Cuisine.

"The Langham, Melbourne has sister properties across Hong Kong and China that helps with the brand's recognition and all hotels share a consistent devotion to delivering genuine, personalised service with poise. Guests coming to Melbourne are also familiar with Langham's signature Service Stylists who stand out in their pink-hued suits and are renowned for trouble-shooting and providing an extra layer of expert service unavailable anywhere else," Mr Lo said.

Blake Harries, Triumph Leisure Solutions Director, demonstrated how they bring ideas to life as a one stop shop for high impact events, activations, video production, exhibitions and attractions.

Ms Bolinger said MCB will continue to showcase Melbourne to established and emerging markets in innovative ways.

“There are many benefits in holding an event such as this. It drives sales leads for our partners, keeps Melbourne and Victoria top of mind and most importantly generates potential business for Melbourne,” she said.

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