

Melbourne Showcases Corporate and Incentive Travel Assets During Business Events Australia Greater China Showcase

The Business Event Australia Greater China Showcase has wrapped up in Victoria after two days of uniquely Melbourne experiences.

The major incentive showcase for the China market took place across Melbourne and regional Victoria, with Victoria the first state in Australia to ever hold the showcase outside of China.

Capitalising on the burgeoning incentive travel economy Asia presents, Melbourne Convention Bureau (MCB) recognised the important opportunity the showcase presented to demonstrate its expertise in the corporate and incentive travel market.

“Corporate and incentive travel is a strategic business tool for organisations to attract and retain the best staff to ultimately achieve business goals.

“This is why it’s so important to get incentive reward programs right, and to do this we build our relationship with groups who choose to host in Victoria on partnerships, not transactions,” said Karen Bolinger, Chief Executive Officer, MCB.

MCB worked with top suppliers across the business events industry to develop the bespoke program which demonstrated the diversity of experiences on offer.

“Because the China market is already exceptionally well-travelled, corporate and incentive travellers have evolved from a ‘tick the box’ trip and are wanting experiences that money can’t buy which enables them to develop professionally and personally as individuals, and aligns with their values.

“We are fortunate in Melbourne and Victoria to be able to work with suppliers who can offer experiences that meet the requirements of the modern incentive delegate; interactive, VIP, authentic, affordable and condensed,” Ms Bolinger said.

Partners in the program included Crown, The Langham Melbourne, Melbourne & Olympic Parks, Showtime Event Group, Melbourne Convention and Exhibition Centre, Victoria Racing Club, Rochford Wines, Business Events Geelong, Campbell Point House, Jack Rabbit Vineyard, Harry the Hirer and Atlantic Group.

Tourism Australia Managing Director, John O’Sullivan said, “hosting the Business Events Greater China Showcase in Australia was a strategic decision, giving important decision makers from China the chance to experience Australia’s incentive offering for themselves and to return inspired to choose Australia for their next business event.”

“Working with our partner the Melbourne Convention Bureau on the host city program for the Showcase provided delegates with the chance to get to know the greater Melbourne region, as well as to meet and do business with Australian industry.”

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