

Media Release

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Melbourne's go-to resource for planning inspiring incentive programs is now available

Melbourne Convention Bureau (MCB) has released their annual go-to planning tool for bespoke and inspiring incentive programs. The digital 2019 Melbourne Incentives Planners' Guide (MIPG 2019) – developed both in English and Simplified Chinese, provides a myriad of ideas to assist meeting planners and corporations when looking to host memorable incentive programs in Melbourne and regional Victoria.

As a leading premium incentives destination, Melbourne offers limitless experiences from dining, shopping and art, through to wildlife encounters, adventurous activities and beautiful regional spots. The 2019 planning tool provides extensive information about the best of the best of Melbourne and regional Victoria, as well as businesses that offer specific services for the Chinese business traveler. Planners will be spoilt for choice when it comes to designing exciting programs.

MCB Acting Chief Executive Officer Julia Swanson said, "over the last 5 years we have welcomed 23,000 visitors from China delivering \$100 million in economic contribution to our city.

"Melbourne and regional Victoria offer a multitude of exclusive experiences to suit every group and this planning tool reinforces the city as a premium incentives destination targeting the Asian incentives market by showcasing specific services suitable to Chinese groups to reward their staff with a once-in-a-lifetime experience."

Latest trends also show incentive groups now prefer more hands-on and immersive experiences and the guide features limitless options for groups to experience the destination like a local. From participating in street art workshops to learning all about our famous coffee, the guide assists every planner to ensure bespoke itineraries are designed to suit every group.

The 2019 edition now includes new features that makes it the 'must have' incentives planning tool:

- New and exciting sample itineraries that will inspire meeting planners when designing incentive programs.
- New 'Regional Spotlights' to highlight Victoria's regional offering with a wide range of diverse experiences within one-hour drive of the city.
- Photo icons featuring the best spots for group photos inspiring delegates to share their special moments through social channels.
- New tailored sections including outdoor experiences and animal engagement experiences.

The 2019 Incentives guide also features a comprehensive directory of key venues, accommodation options and business event products and services that will help planners deliver an impactful itinerary.

Download the [2019 Melbourne Incentives Planners' Guide](http://www.melbournecb.com.au) from www.melbournecb.com.au

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