

# Media Release

## Wednesday 18<sup>th</sup> September

### **Melbourne Convention Bureau wins Skift Design Award for 360 VR uncovering Melbourne**

The Melbourne Convention Bureau (MCB) has been globally recognised for its Melbourne Virtual Site Visit, yesterday at the Skift Global Forum in New York, winning Best AR, VR or Mixed Reality Experience.

The Virtual Site Visit is recognised for its transformational design experiences to enhance the travellers' journey by combining advanced virtual reality and comprehensive immersive experiences, showcasing Melbourne and Victoria as a leading business events destination.

The Skift Design Awards are unique to any other awards competition in the market, recognising designers and businesses who showcase innovative, forward-thinking design projects across physical and digital touch points, including built environments, tech-enabled services, and experiential moments during travel.

MCB's Acting CEO Julia Swanson said MCB is proud to receive the Skift Design Award for our Melbourne Virtual Site Visit.

"It's exciting that business events are among the mix of award winners dominated by highly competitive leisure travel entrants.

"We set out to create a tool that would allow us to connect with international associations and professional conference organisers using innovative technology that delivers an immersive 360 first-person experience to plan their upcoming conference in Melbourne, Australia, anywhere at any time on any device. And we've achieved that.

"The Virtual Site Visit captures what it feels like to be in Melbourne and showcases iconic landmarks, Melbourne's Convention Precinct, Knowledge Precinct, alongside over 30 Melbourne hotels, venues and attractions, as well as popular regional touring locations in 360 VR.

"We're proud of the transformational experience we've created using VR technology. Its proven to be a real asset in not only influencing international decision makers to choose Melbourne for their next business event but also incredibly popular for delegate boosting," Ms Swanson said.

MCB partnered with Business Events Australia through its Advance Program on this innovative project to promote Melbourne and Australia to key international audiences.

"We were proud to partner with MCB on the Melbourne Virtual Site Visit which not only showcases the features of the destination but also demonstrates the innovative thinking that draws thousands of people from around the world to events in Melbourne and Victoria every year," said Penny Lion, Executive General Manager Events, Tourism Australia.

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### **About the Melbourne Virtual Site Visit**

Designed to inspire and deliver practical information, the Melbourne Virtual Site Visit mirrors the standard site visit offering for international association clients and PCOs conducting inspections of the destination as part of their planning process, as well as useful information for potential delegates as to what they can do, see and experience in Melbourne during their conference stay.

#### Top Features:

- Superior 'choose your own adventure' navigation, empowering the viewer to explore the scene without interference or guidance.
- 10 journeys and within each journey, a number of highlighted experiences, including MCB partners showcasing Melbourne as a first-choice business events destination.
- A fully immersive experience from arrival at Melbourne Airport to pre/post touring opportunities in city and beyond, to hotels, venues, convention centre and Melbourne as a knowledge hub.
- Fast facts and image gallery features also add to the experience, providing more detail to assist decision makers.
- The opportunity to meet members of Melbourne's business events industry as they introduce their venue.