

Media Release

Monday, 14 October 2019



Melbourne awarded the 'Oceania's Leading Meetings & Conference Destination 2019' title for the sixth time

Melbourne has scooped up the prestigious title 'Oceania's Leading Meetings & Conference Destination' at the World Travel Awards 2019, consolidating its credentials as a leader in the business events sector.

Melbourne was voted as 'Oceania's Leading Meetings and Conference Destination' for the sixth year, -- previously known as 'Australasia's Leading Meetings and Conference Destination' -- it represents an esteemed accolade that further demonstrates Melbourne as a top business events destination.

Melbourne Convention Bureau (MCB) Acting Chief Executive Officer, Julia Swanson said Melbourne is always top of mind for the big international conferences worldwide, driven by an array of success factors that make the city an ideal host for meetings and incentive groups.

"This award validates our excellence in the business events sector, recognising our outstanding infrastructure, knowledge capital, cross-collaboration and limitless options to experience the destination."

"We are proud to be continuously recognised as the leading destination in the sector. Melbourne's reputation for its collaboration is one of the many reasons we constantly secure and deliver high profile conferences for the state, which showcase Melbourne on a global stage."

In 2018-2019 financial year MCB secured business events worth \$507 million to the Victorian economy, which is testament to its commitment to ensuring every business event held in Melbourne is outstanding in delivery and provides lasting legacies for delegates, organisers and the state.

"These outstanding results and the World Travel Award recognition reinforce Melbourne's strong position in the business events industry," Ms Swanson added.

The World Travel Awards have been acknowledging and celebrating excellence across all sectors of the tourism industry for 26 years. The awards are selected via votes cast by travel professionals and high-end tourism consumers.

- ENDS -

Media enquiries:

Giselle Lloyd, Melbourne Convention Bureau

T +61 3 9002 2325 / +61 429 553 183

E giselle.lloyd@melbournecb.com.au