

Melbourne Launches New Planning Resources

Melbourne Convention Bureau (MCB) has launched two comprehensive 'must-have' planning resources, the digital 2018 Melbourne Planners' Guide and the 2018 Melbourne Incentives Planners' Guide in two languages. As Australia's number one city for delegate attendance and a leading premium incentives destination, both planning tools will provide ideas, inspiration and exciting itineraries to assist event planners looking to host unique and memorable business events in Melbourne and regional Victoria.

From dining and shopping experiences through to arts, culture and adventurous activities, the 2018 edition of the *Melbourne Planners' Guide* lists the many key attributes that can be enjoyed in the vibrant city of Melbourne or within a short drive into the diverse regional areas of Victoria. The Guide also features a comprehensive directory of key venues, accommodation and business event products and services that will help planners deliver an impactful event.

This year a new dedicated incentives' planning resource has been specifically developed both in English and Simplified Chinese, targeting the Asian incentives market. The *Melbourne Incentives Planners' Guide 2018* provides planners with tailored activities for incentive groups to experience when they come to Melbourne, as well as businesses that offer specific services for the Chinese business traveler.

Karen Bolinger, MCB Chief Executive Officer, said "Melbourne is among the top three cities for incentive groups visiting Australia, offering a diverse range of experiences that can't be found elsewhere."

The Melbourne Planners' Guide 2018 has transitioned into a fully digital tool, aligning itself with MCB's sustainability objectives as well as allowing more flexibility to include quarterly updates ensuring event planners are kept up to speed with the latest destination news from Melbourne and regional Victoria.

The 2018 edition of both publications include tailored sections such as new experiences coming to Melbourne; new hotels and venues; iconic Melbourne; top food experiences and the major events and productions calendar, highlighting many new and exciting reasons to host events in our state.

The *Guides* feature a comprehensive list of hotels, venues, restaurants, specialist event support services from MCB industry partners providing planners with the tools to create memorable and immersive itineraries. In addition, international travel routes, latest air services and Melbourne transport information are included to assist in logistics planning.

"These publications strengthen Melbourne as a first-choice destination for business events by showcasing a combination of state-of-the art infrastructure, a year-round calendar of world-class events and a wide range of immersive and unique experiences available to all delegates", Ms. Bolinger said.

The new Melbourne Planner's Resources can be accessed at:

<http://bit.ly/MelbPG>

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Contact:

Leah Hubay, Melbourne Convention Bureau, Communications Manager

T +61 3 9002 2325 E Leah.hubay@melbournecb.com.au