

CASE STUDY PERFECT CHINA

MELBOURNE
AUSTRALIA



EVENT FAST FACTS

PERFECT CHINA INCENTIVE GROUP
19-24 JUNE 2017



3,200
DELEGATES



DESTINATIONS
MELBOURNE AND
REGIONAL VICTORIA



\$19.5M
ECONOMIC
CONTRIBUTION



8,000
ROOM NIGHTS



61
FLIGHTS



12
HOTELS WITHIN CBD



5 REGIONS
DANDENONGS, BALLARAT,
MORNINGTON PENINSULA,
PHILLIP ISLAND, GREAT
OCEAN ROAD

MELBOURNE HOSTED ONE OF ITS LARGEST CHINESE INCENTIVE GROUPS, PERFECT CHINA, ACCOMMODATING 3,200 DELEGATES FOR AN IMMERSIVE 5-DAY ITINERARY.

A global leader in direct selling with 33 branches and more than 7,000 outlets nationwide in China, Perfect China, rewarded 3,200 of its top performers with a customised program in Melbourne and regional Victoria.

The arrival of the mega Chinese group reinforced Melbourne as a first-choice destination for delivering high impact incentive reward programs, which contributed \$19.5 million to the state's economy, showcasing why Melbourne is one of world's top incentive reward destinations.

Melbourne Convention Bureau (MCB) worked closely with Perfect China from the bidding stage to the event execution, carefully creating and delivering an innovative program for delegates.

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Melburnians are friendly and the team at Melbourne Convention Bureau were meticulous in their service and passionate about supporting this strategically important program.”

Perfect China Representative

TEAM MELBOURNE

The MCB won the bid to host Perfect China for Melbourne due to the state's ability to host the large incentive group in the city and regional areas. In addition the collaborative approach of the industry including government, regions and suppliers, as well as the world-class infrastructure and only in Melbourne experiences placed Victoria as a first-choice destination for Perfect China.

The strength of MCB's relationship with its partners influenced the delivery of a bespoke program, with key partners providing a tailored program to meet the cultural needs of the Chinese delegation.

The program was supported by State and Local Government, with the Minister for Tourism and Major Events, John Eren, meeting and greeting the Chinese delegation of media, and City of Melbourne Lord Mayor Robert Doyle providing a welcome message to the group.





SHOWCASING MELBOURNE AND REGIONAL VICTORIA

A five-day itinerary allowed the group to immerse themselves in diverse and exceptional experiences around Melbourne and regional Victoria. From walking around the Fitzroy gardens, visiting the iconic Flinders Street Station to relaxing by the bay on Mornington Peninsula and living the ultimate farm experience, the group experienced the best of Melbourne and Victoria. MCB supported PTC Express Travel and Perfect China to deliver a bespoke program which allowed the group to live some of Victoria's unique experiences.

The first day of the program gave the group the chance to walk through Melbourne CBD, breathe the air of the Fitzroy gardens, and visit Flinders Street Station, the most iconic train station that serves the entire Metropolitan rail network.

Perfect China's delegates were also transported back in time, travelling for just over an hour north-west of Melbourne to Sovereign Hill. Awarded as Australia's Best Tourist Attraction and famous for its discovery of gold, the group saw Australia's history come to life and explored the town in the gold rush era. Venturing underground on a fully guided gold mine tour and shopping 1850's style, created some lasting memories.

Another day packed with great experiences, delegates were taken to the stunning Phillip Island where they experienced the Antarctic Journey and submerged themselves in the world's most extreme continent, as well as came face-to-face with Australian Fairy Penguins. For those wanting a faster paced experience delegates took part in Go Kart racing at Phillip Island to the backdrop of the ocean.

Delegates also experienced the world's oldest steam train, Puffing Billing, taking in the sights of the Dandenong Ranges along the journey. Following this, delegates could choose their own adventure and enjoy the coastal Mornington Peninsula, dine in the wine region of Red Hill or visit the 12 Apostles along the Great Ocean Road. All options showcasing the vast landscapes of Victoria.

“ The Perfect China group provided a wonderful opportunity to showcase the best of Melbourne and regional Victoria, while generating \$19.5 million in economic contribution for our state ”

The Hon. John Eren
Minister for Tourism and Major Events

For a change of pace delegates had the opportunity to shop for gifts and souvenirs in the largest shopping centre in the Southern Hemisphere, Chadstone Shopping Centre.

The trip created lasting memories for the Perfect China group, motivating distributors to explore new sales strategies and increase their sales performance for the opportunity to experience high calibre rewards, such as the Melbourne experience.

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