



GREAT  
EXPERIENCES  
LIVE  
HERE

MELBOURNE  
AUSTRALIA

# MELBOURNE'S STRENGTHS



## ENVIABLE LIFESTYLE

Over 200 countries and 180 languages represented

World's Most Liveable City 2011-2017  
(7 years in a row)



## ACCOMMODATION FOR EVERY PURPOSE

Over 34,000 hotel rooms in the city centre and inner Melbourne with another 12,000 additional rooms over the next few years



## REGIONAL ATTRACTIONS

Regional Victoria offers visitors with an abundance of experiences many within an hour's drive of Melbourne. From the wineries of Yarra Valley to the majesty of The Twelve Apostles, there's something for everyone



## MAJOR EVENT CITY

Melbourne has one of the most exciting and vibrant major events calendars in the world.



## HIGH LEVEL SAFETY AND SECURITY

One of the world's safest, friendliest and cleanest destinations



## FREE TRAM TRAVEL

Free tram travel within the city centre passing many of Melbourne's inner landmarks



## EXCELLENT CONNECTIVITY

35 international airlines fly direct to Melbourne from 40 destinations, 523 times per week



## FREE WI-FI

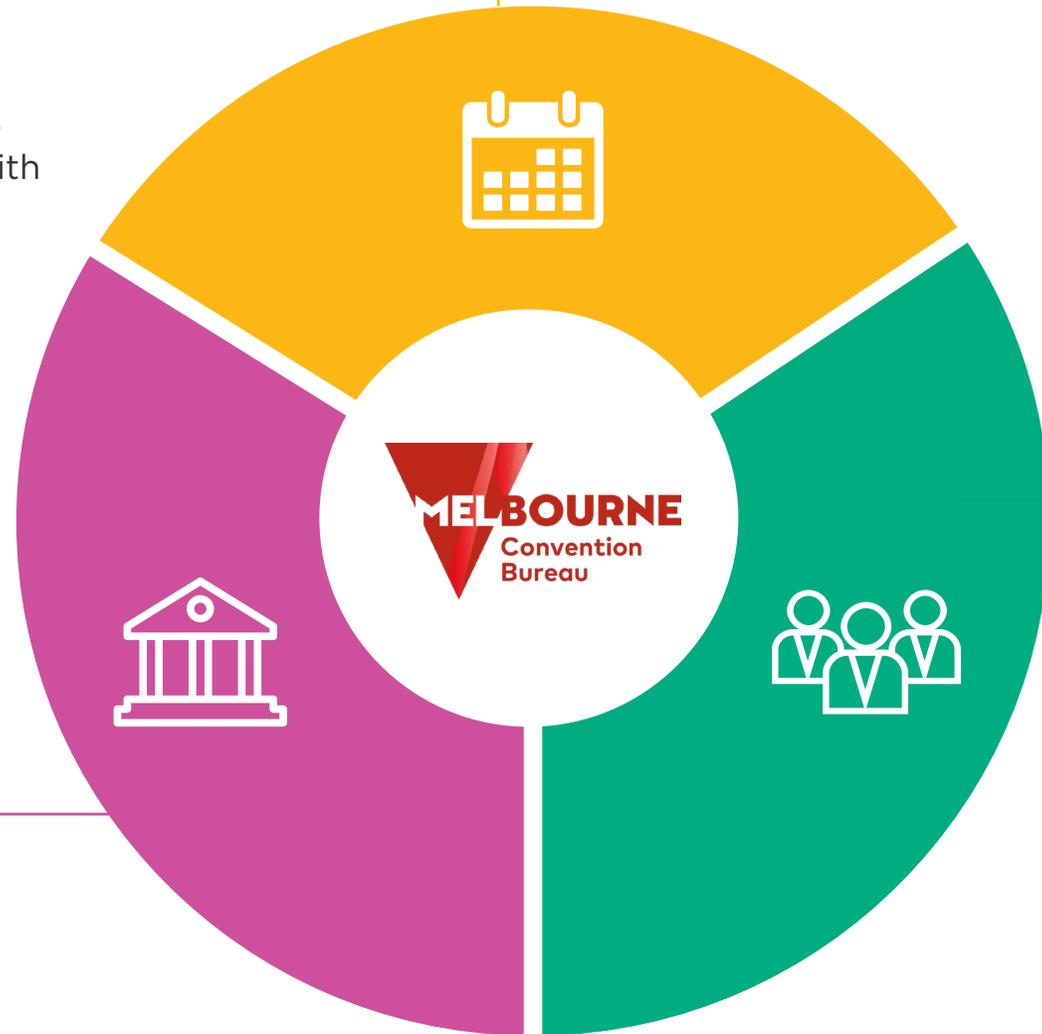
Melbourne's city centre has Australia's largest and fastest free Wi-Fi network

# MELBOURNE CONVENTION BUREAU (MCB)

Established 43 years ago in 1976. MCB is a membership based organisation with over 250 members

Since 1 July 2016, a subsidiary of Visit Victoria. Funded by State and City Government and tourism industry memberships

30 staff plus 5 international offices



**CONNECTIVITY  
STARTS  
HERE**



# INCREASED CAPACITY | DIRECT FLIGHTS



- Asia
- Middle East & India
- New Zealand
- Pacific & North America
- Europe

**A BIG DAY  
ENDS HERE**



# ACCOMMODATION

19,500

hotel rooms in  
Melbourne City

14,500

hotel rooms in  
Greater Melbourne



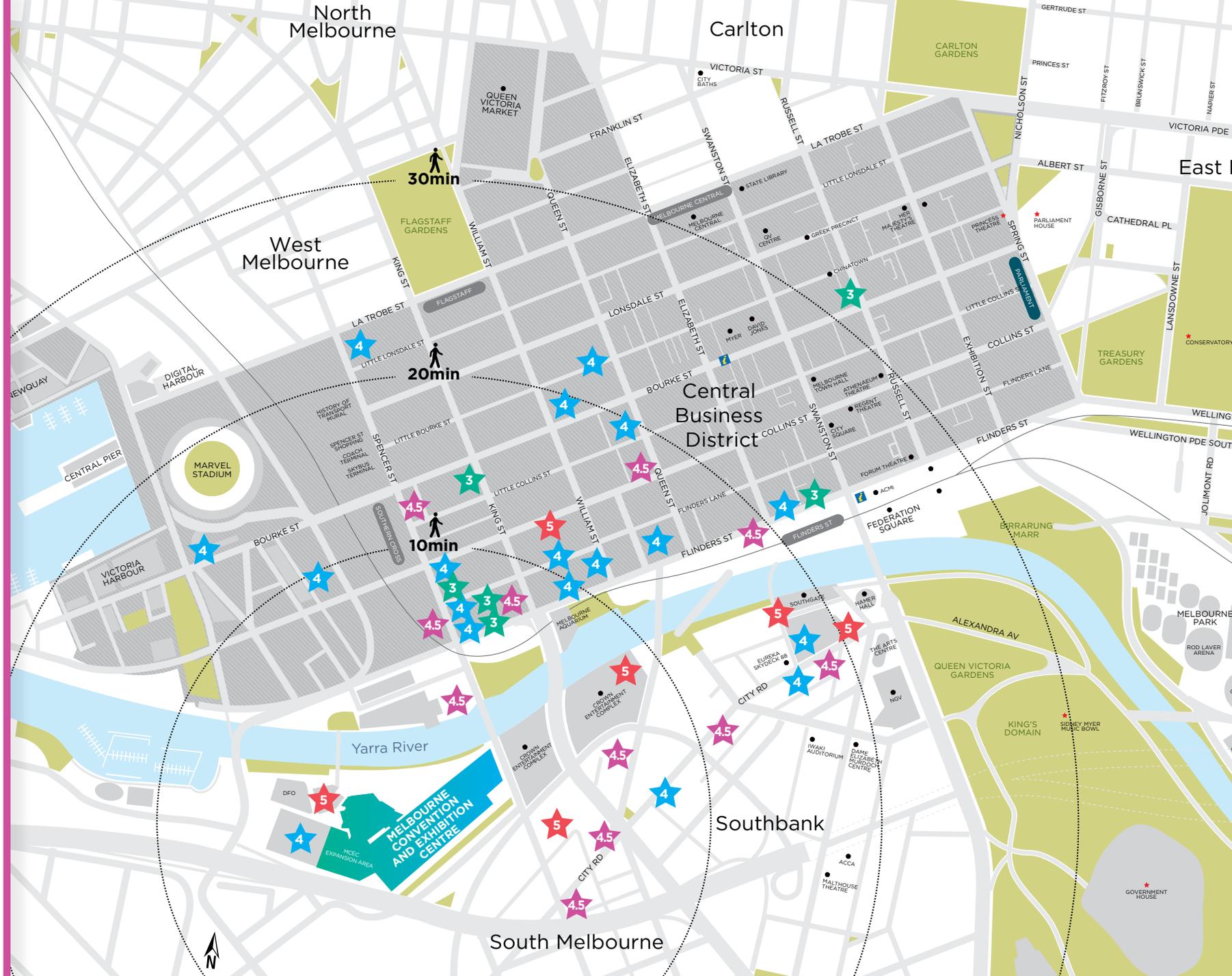
**21 HOTELS**



**156 HOTELS**



**105 HOTELS**



# NOVOTEL AND IBIS MELBOURNE CENTRAL

- 4.5 Star dual brand hotel
- 482 Rooms
- Opened Nov 2018



# CROWNE PLAZA MELBOURNE

- 4.5 Star
- 402 Rooms
- \$25 million transformation of guest rooms and facilities



# THE SAVOY HOTEL ON LITTLE COLLINS

- 4.5 Star
- 163 Rooms
- Completed multi-million dollar refurbishment



# ADINA APARTMENT HOTEL SOUTHBANK

- 4 Star
- 220 apartment hotel
- Opening 2019
- Located on St Kilda Rd



# HOTEL CHADSTONE MELBOURNE BY SOFITEL

- 5 Star MGallery by Sofitel
- 250 apartment hotel
- Located opposite Chadstone Fashion Capital
- Opening late 2019



**CAPTIVATING  
SPACES  
LIVE  
HERE**



# STATE LIBRARY OF VICTORIA

BANQUET: 290

COCKTAIL: 520

Major redevelopment  
with new venue spaces



# THE TIMBER YARD

BANQUET: 1,200  
COCKTAIL: 4,500

Brand new venue in  
Port Melbourne



# MARNONG ESTATE

BANQUET: 250  
COCKTAIL: 400

Winery, restaurant and  
conference venue close  
to Melbourne



# BUTLER LANE

BANQUET: 200

COCKTAIL: 300

Renovated warehouse  
space in Richmond



# STATE OF GRACE

BANQUET: 50

COCKTAIL: 180

Re-opened Nov 2018

Hidden bar in the city



# MELBOURNE & OLYMPIC PARKS

CAPACITY: 2,000-10,000

\$1B Redevelopment  
including new function  
centre, auditorium, breakout  
rooms and terrace





# SHOWTIME EVENT GROUP

CAPACITY: 280-1,000

Multiple unique venues  
across the city

**EXPERIENCES  
START  
HERE**



A group of people dressed in historical attire, including hats and coats, are gathered at night. They are holding lanterns, which are illuminated, casting a warm glow. The scene is set outdoors, with a building and a street lamp visible in the background. The sky is dark, and the overall atmosphere is historical and atmospheric. The text is overlaid on an orange triangular graphic on the left side of the image.

LAMPLIGHT  
TOURS AT  
SOVEREIGN HILL  
BALLARAT

# ARTS AND CULTURE



# HARRY POTTER AND THE CURSED CHILD

PARTS 1 AND 2

EXCLUSIVE TO  
MELBOURNE



# ROCHFORD WINES

YARRA VALLEY



# WERRIBEE OPEN RANGE ZOO: SUNSET SAFARI

CLOSE TO  
MELBOURNE



# MELBOURNE STAR DOCKLANDS



# QUEEN VICTORIA MARKET



# SPORTS CAPITAL



# URBNSURF MELBOURNE

MELBOURNE  
AIRPORT

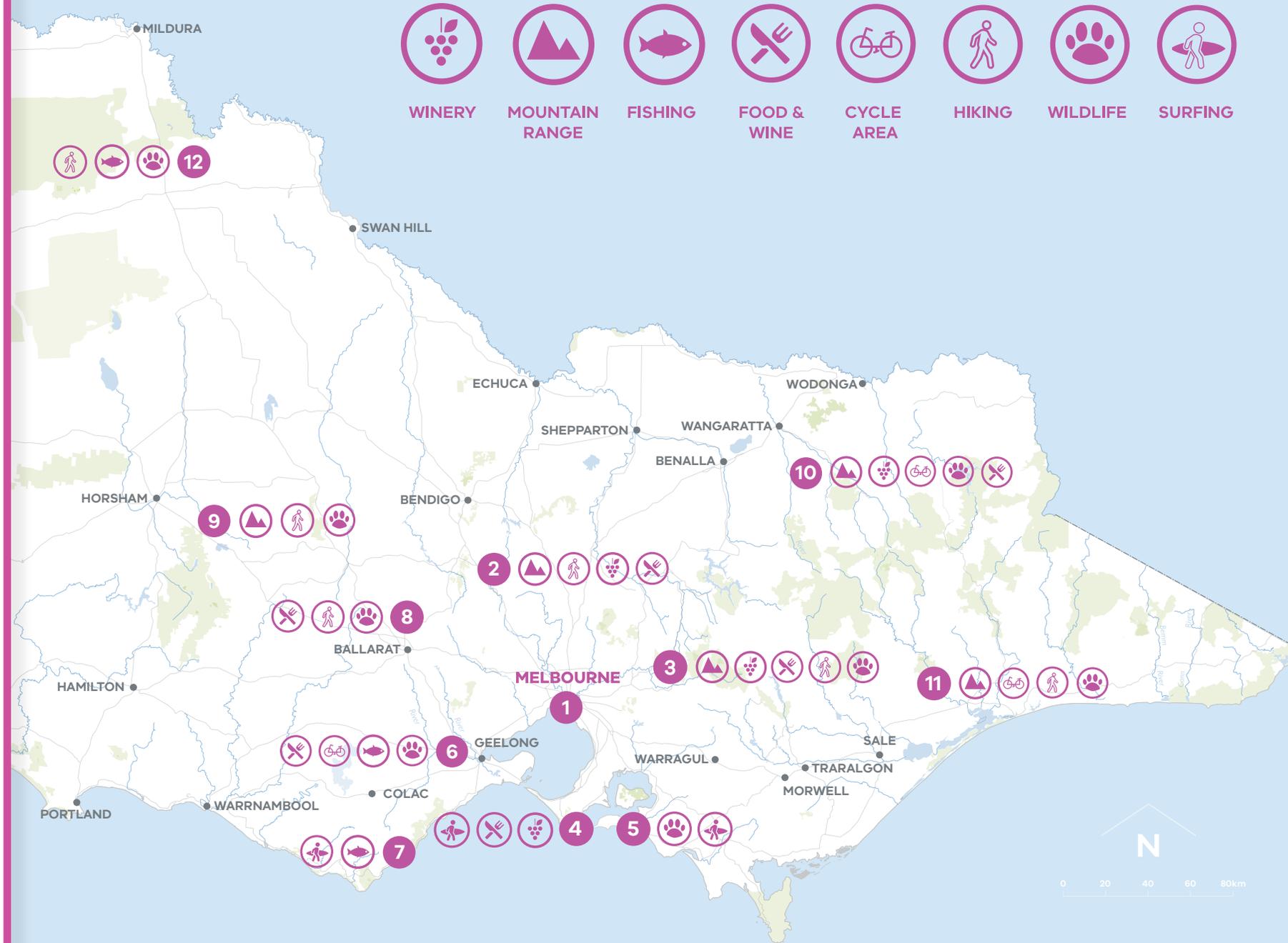


# BEYOND MELBOURNE



# REGIONAL VICTORIA

1. MELBOURNE
2. DAYLESFORD & THE MACEDON RANGES
3. YARRA VALLEY & THE DANDENONG RANGES
4. MORNINGTON PENINSULA
5. PHILLIP ISLAND
6. GEELONG & THE BELLARINE
7. GREAT OCEAN ROAD
8. GOLDFIELDS
9. GRAMPIANS
10. HIGH COUNTRY
11. GIPPSLAND REGION
12. MURRAY REGION



# MICROFLITE HELICOPTER RIDES

MELBOURNE TO  
YARRA VALLEY AND  
MORNINGTON  
PENINSULA



# MEET THE PENGUINS

PHILLIP ISLAND



# GO KART RACING

PHILLIP ISLAND &  
MELBOURNE



# OAKRIDGE WINES

YARRA VALLEY



# SOVEREIGN HILL

BALLARAT





# WILDLIFE ENCOUNTERS

YARRA VALLEY, PHLLIP  
ISLAND, GEELONG AND  
GREAT OCEAN ROAD

An aerial photograph of the Melbourne skyline at dusk. The foreground is dominated by a dense green park with several palm trees. In the middle ground, the distinctive white lattice tower of the Melbourne Cricket Ground stands prominently. The background is filled with a variety of skyscrapers, including the Eureka Tower and the Rialto Towers. A large teal triangle is overlaid on the left side of the image, pointing towards the center.

**CONTACT  
MCB**

# MCB OFFICES

## MELBOURNE - HEAD OFFICE

Collins Square, Tower Two  
Level 28, 727 Collins Street  
Melbourne, VIC Australia 3008

**T** +61 3 9002 2222

**E** info@melbournecb.com.au

## SHANGHAI

Contact: Natascha Chiang

**T** +86 21 5569 7757

**M** +86 137 0189 2632

**E** shanghai@melbournecb.com.au

## NEW YORK

Contact: Maria Rivera

**T** +1 212 206 7632

**E** northamerica@melbournecb.com.au

## LONDON

Contact: Fiona Chappell

**T** +44 (0) 20 7836 7766

**E** europe@melbournecb.com.au

## KUALA LUMPUR

Contact: Kelvin Yin

**T** +6012 884 8388

**E** kualalumpur@melbournecb.com.au



@melbourneconventionbureau



@melbconventions



@melbourneconventionbureau

**melbournecb.com.au**

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