

Media Release

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A BOOMING BUSINESS EVENTS SECTOR FOR VICTORIA

Business events delivered a \$148 million boost to the economy in May, with delegates from across the globe flocking to Melbourne and cementing our city's reputation as a key global destination for conferences.

The 'mega May' of events included 46 business events at the Melbourne Convention Bureau, which helped fill 61,375 hotel room nights.

A highlight for the month was the 2023 Rotary International Convention, which attracted almost 14,000 Rotary members from over 120 countries. It delivered more than \$91 million to the local economy and supported close to 1,000 jobs – making it one of the most valuable conferences in Melbourne's history.

With support from the Andrews Labor Government, the Melbourne Convention Bureau has secured future events across a range of industry sectors including the World Congress on Leisure Travel 2027, the 21st International Celiac Disease Symposium 2026, and the International Conference on Ocean Energy 2024.

This November, Melbourne will welcome the largest Indian delegation for a corporate incentive travel program when 3,000 delegates arrive for Herbalife India Incentive 2023.

Incentive travel programs are particularly valuable as the delegates visit multiple attractions across the city and travel to regional Victoria, helping to spread the economic benefits across the state.

The Labor Government's National Business Events Program has helped to drive the domestic market with funding delivered to 53 events since it launched in 2021.

The pipeline of business events is strong, with 147 international and national business events confirmed from now until 2028 worth more than \$821 million in economic contribution. These events will attract more than 158,000 delegates which will fill 441,000 hotel room nights – enough to fill the city 18 times over.

The Government continues to invest in high-yield business events with each international delegate spending an average of \$1019 per day on accommodation, tourist attractions, dining out, and shopping.

Melbourne has a strong track record in securing and delivering world-class business events, supported by ideal event infrastructure, quality accommodation, accessible public transport and exciting city experiences.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Business events bring big dollars into our state's economy and they help to create jobs and support local businesses."

"Melbourne has great facilities for business events and our city offers the best cultural, sporting and hospitality experiences in Australia."

Quote attributable to Melbourne Convention Bureau Chief Executive Julia Swanson

"As the state's leading business events acquisition agency, the Melbourne Convention Bureau works with many industry partners and we are proud to have played a significant role in securing these events for Victoria."