



## MEDIA RELEASE

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### **New Melbourne eGuide takes inspiration up a notch**

**- Third edition for business event planners out now -**

The Melbourne Convention Bureau (MCB) is excited to launch its third edition of the popular interactive [Melbourne eGuide](#). Engaging, educating and influencing global conference, meeting and incentive event planners about why the world meets in Melbourne, the latest eGuide turns up the dial on the city's rich and diverse cultural infrastructure, services and experiences, as expected from Australia's events capital and leading destination for business events – Melbourne.

Special features include how to spice it up in Melbourne's Chinatown offering suggestions on where to conference, stay, eat and play; to highlighting historic venues with unique stories to consider for your next business event or incentive itinerary.

Local and international association event planners will find out how Melbourne successfully hosted 14,000+ delegates from over 120 countries when the mega Rotary International Conference came to town.

While conference, meeting and incentive planners can enjoy learning about the city's impressive capabilities catering to diverse cultural needs, including a feature on China-ready suppliers and Crown Melbourne's impressive ability to cater to the unique cultural needs of international groups including large Indian delegations.

New to the edition is a useful MCB Recommended Supplier Directory to help plan a business event, while special thought has been given to including practical information such as clickable icons to drill down into venue capacities. Readers will also be inspired by all that's new in Australia's business events capital, including venues, lux transport experiences, hotels and restaurants.

MCB Chief Executive, Julia Swanson shared that data insights from the previous two Melbourne eGuides launched in late 2022 and early 2023 speak volumes about the value of this high-quality publication to business event owners and planners.

"Data has shown that our previous two eGuides have been well received globally as an essential destination awareness and planning tool, with 8000+ visits to the eGuide and impressive content engagement including RFP requests and hundreds of visits to featured MCB suppliers," said Ms. Swanson.

"The guide's easy-to-read layout, accessible design and interactive map that enables event owners, planners and delegates to create custom itineraries – from site inspections to conference programs to pre and post travel plans - are all excellent features.

"However, it's also the practical content that generates such a high rate of engagement, such as walkable conference program ideas with a cultural twist, showcasing how delegates can easily and safely walk from hotel to meeting venue to gala event while experiencing the melting pot of Melbourne's iconic heritage and culture." Ms Swanson explained.

The newly featured walkable conference programs include an embedded interactive map to help planners visualise the location and distances of suggested hotels and venues, along with tips for delegates on where they can stop along the way to enjoy Melbourne's world-renowned coffee, laneway bars and shopping.

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Stay up-to-date on all things innovative, new and popular in Melbourne. Access your copy of the latest Melbourne e-guide at <https://eguide.melbournecb.com.au/> and start planning your next business event experience in Melbourne.

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