

WELCOME TO MELBOURNE

.....a dynamic, exciting city where modern architecture and innovative design are juxtaposed with heritage buildings reflecting Australia's colonial history. Melbourne is home to one of the world's leading meeting and incentive events, the AsiaPacific Incentives & Meetings Expo (AIME), held annually in February. The Melbourne Convention and Exhibition Center is the world's first 6 star Green Star environmentally rated convention centre. Many other Convention venues are located in the city centre.

DID YOU KNOW THAT:

- *Melbourne is recognized internationally as a centre of excellence in medical research.
- *Melbourne was voted the world's second most livable city. (2010)
- *Melbourne emerged as Australia's most popular destination for domestic travelers. (2010)
- *Melbourne was voted Australia's No.1 city for shopping, style and romance, sporting and cultural events, nightlife and world-class restaurants. (Source: Roy Morgan Research, July 2006).
- *Melbourne is Australia's Major Event capital- there is always something on in Melbourne!
- *Melbourne is a member of BestCities Global Alliance, the convention bureaus network dedicated to the delivery of the world's best service experience for the best meetings industry. Partners include: Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver.
- *Melbourne was awarded first place in the Knowledge Metropolis category at the 2010 Most Admired Knowledge City (MAKCi) Awards, run by the World Capital Institute.
- *Melbourne is a truly global destination for major events, and is home to five of the six most significant annual sport events held in Australia – the Australian Football League Grand Final, the Spring Carnival, featuring the Melbourne Cup, the Australian Open Tennis Championships, the Boxing Day Cricket Test and the Australian Formula 1™ Grand Prix.
- *With this in mind, for the third time, Melbourne was awarded the world's 'Ultimate Sports City' in 2010, ahead of Singapore, London, Berlin and Sydney (SportBusiness Group).
- *Melbourne Airport was named the 'Low Cost Airport of the Year' in 2009 by the Centre for Asia Pacific Aviation.
- *Melbourne Airport is open 24 hours, is curfew free and currently has an average of 635 international flights and 3,214 domestic flights per week.



ACCESSIBILITY:

Melbourne International Airport is open 24 hours, is curfew free and currently has ___ direct international flights per week to and from major destinations. Within a short distance of Melbourne are pristine beaches, rugged coastlines, scenic mountains and forests, historic towns, wineries, golf courses and Australian wildlife ideal for post-conference touring and incentive programs. Victoria's Great Ocean Road, including Twelve Apostles and world-famous Bells Beach are on the Australia National Heritage list.

ACCOMODATIONS:

Melbourne has approximately 25,500 rooms located in the Melbourne Tourist Region, over 10,000 in the business district. The city is home to new hotel developments and renovations.

MEETINGS:

MCEC offers 5,500-seat plenary hall, 32 meeting rooms, a grand banquet room, and foyer for 8,400 guests + 30,000 sq. meters of exhibition space. For events small and large.



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