

Business events - 2018 and beyond

5 June 2018

Karen Bolinger, CEO








Agenda

- 1. The impact of Business Events on Melbourne's accommodation sector**
- 2. MCB Partnership Program - 2018 and beyond**

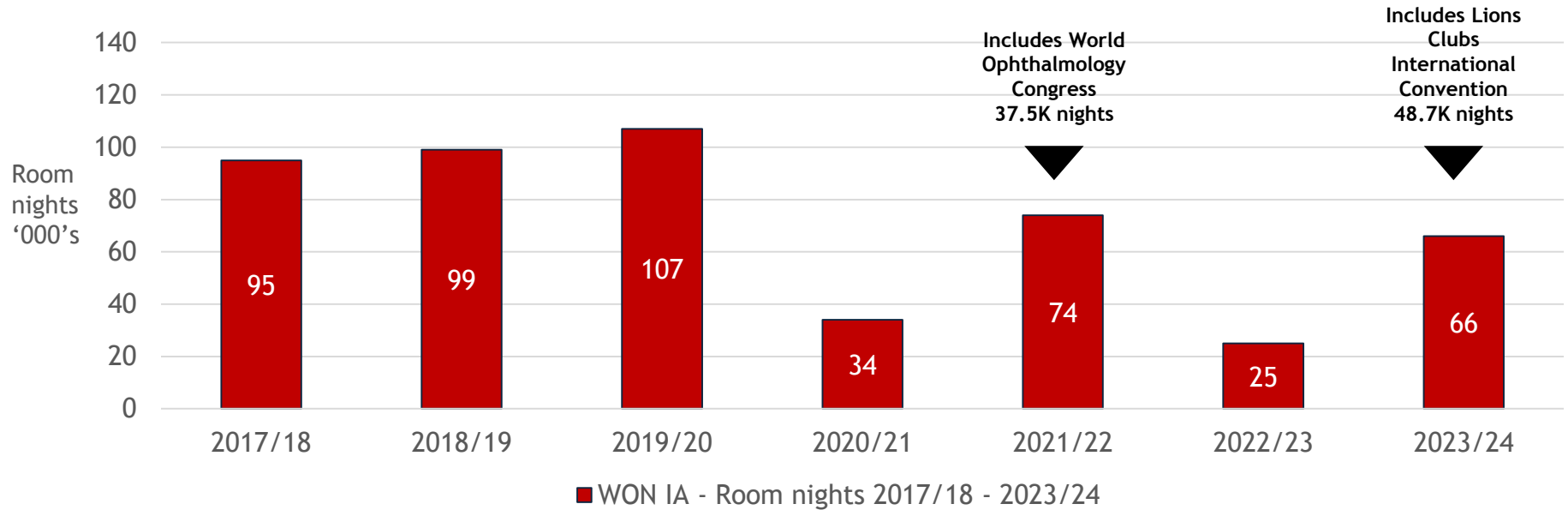
The next 6 years are looking positive for business events coming to Melbourne – with a significant pipeline of leads

CONFIRMED BUSINESS 2018 - 2024

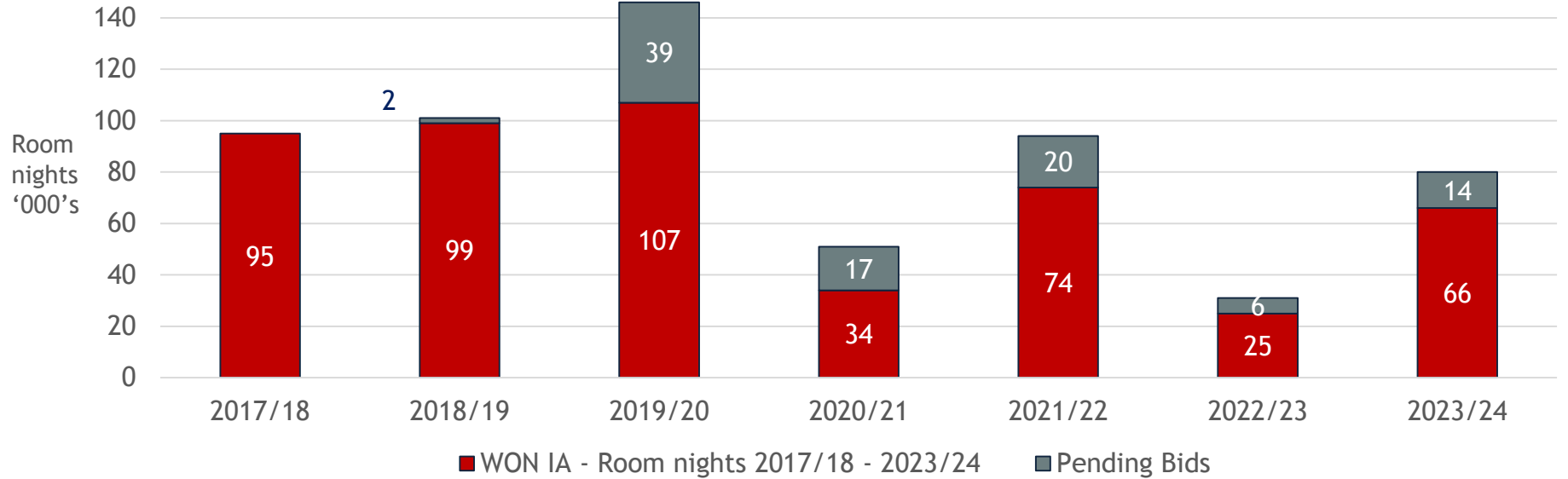
BUSINESS MIX	# EVENTS	# DELEGATES	# ROOM NIGHTS	ECONOMIC CONTRIBUTION
 International Associations	 105	 135K	 453K	 \$795M
Corporate Meetings and Incentives	59	12K	24K	\$51M
Short-lead business	49	16K	14K	\$56M
TOTAL	213	163K	491K	\$902M

MCB will continue to deliver BE room nights, targeting mega events and conferences

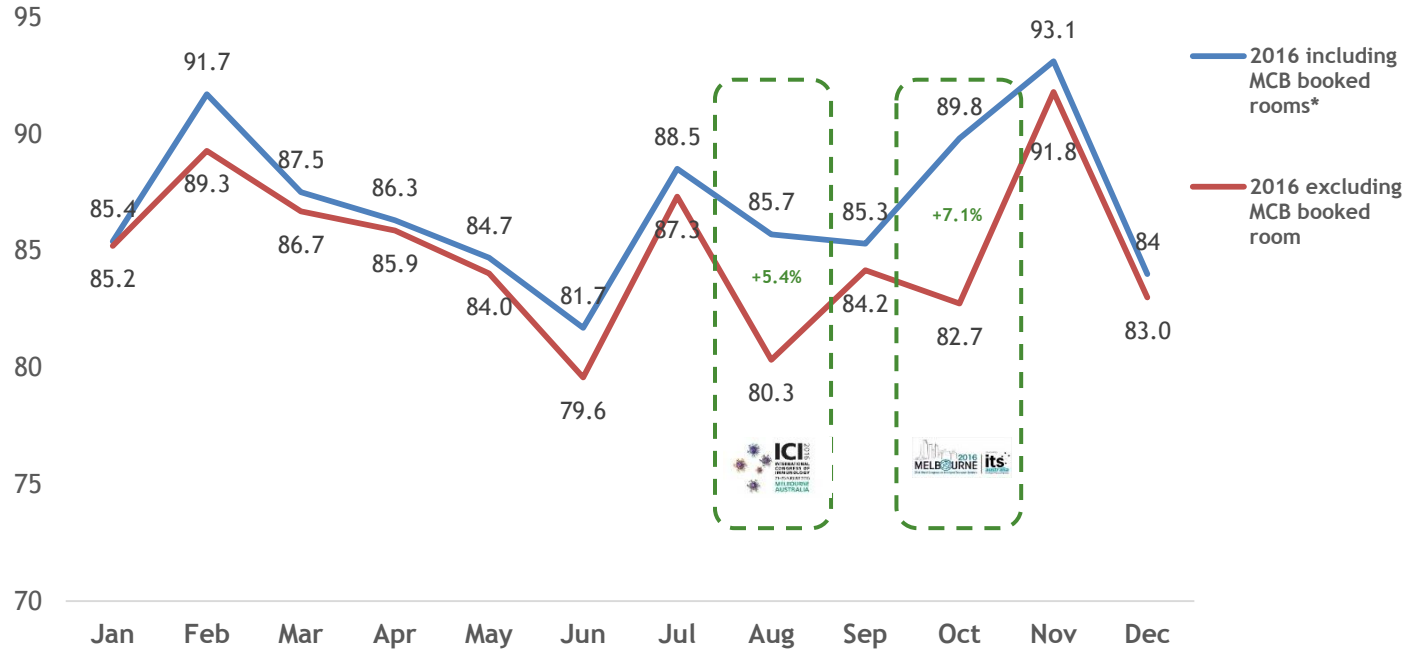
WON IA - Room nights 2017/18 - 2023/24



Additionally there are 98K room nights in pending bids awaiting decisions

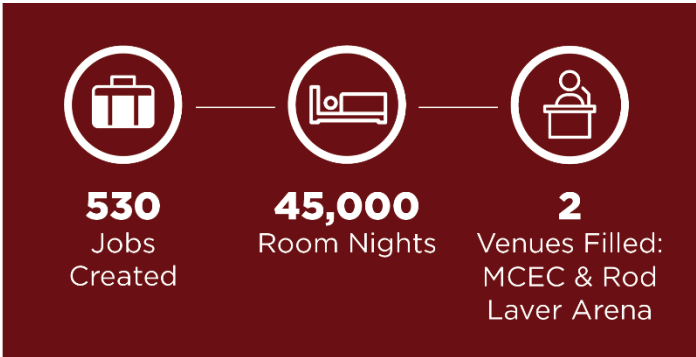
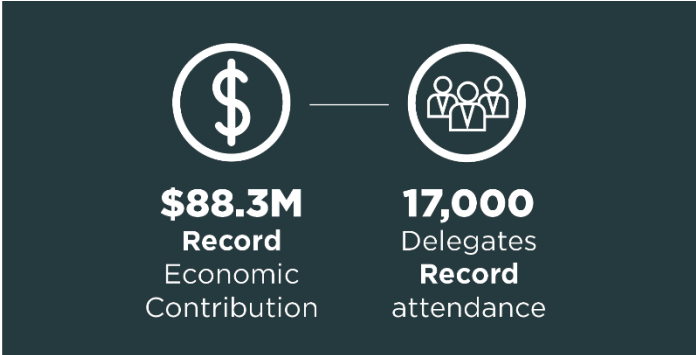


In 2016, we can see the impact Business Events are having on CBD occupancy



* Source: STR database

The bid team are currently working on Rotary 2023, which if won would deliver 45K room nights to Melbourne

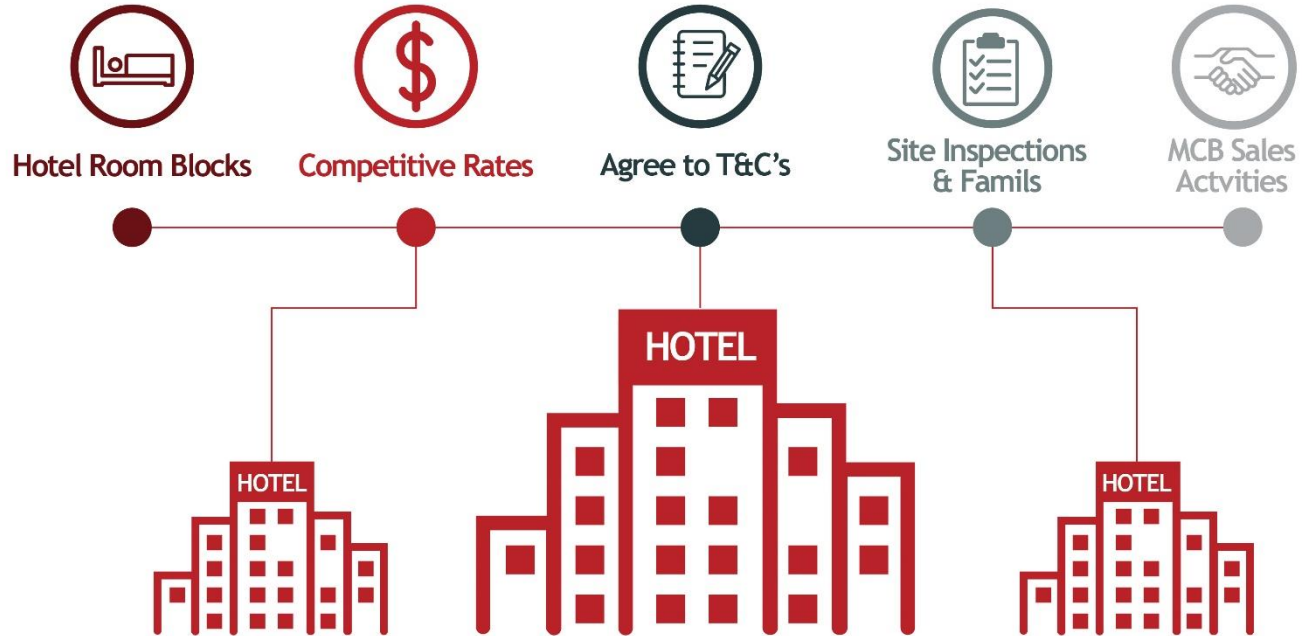


The biggest convention Melbourne has ever hosted

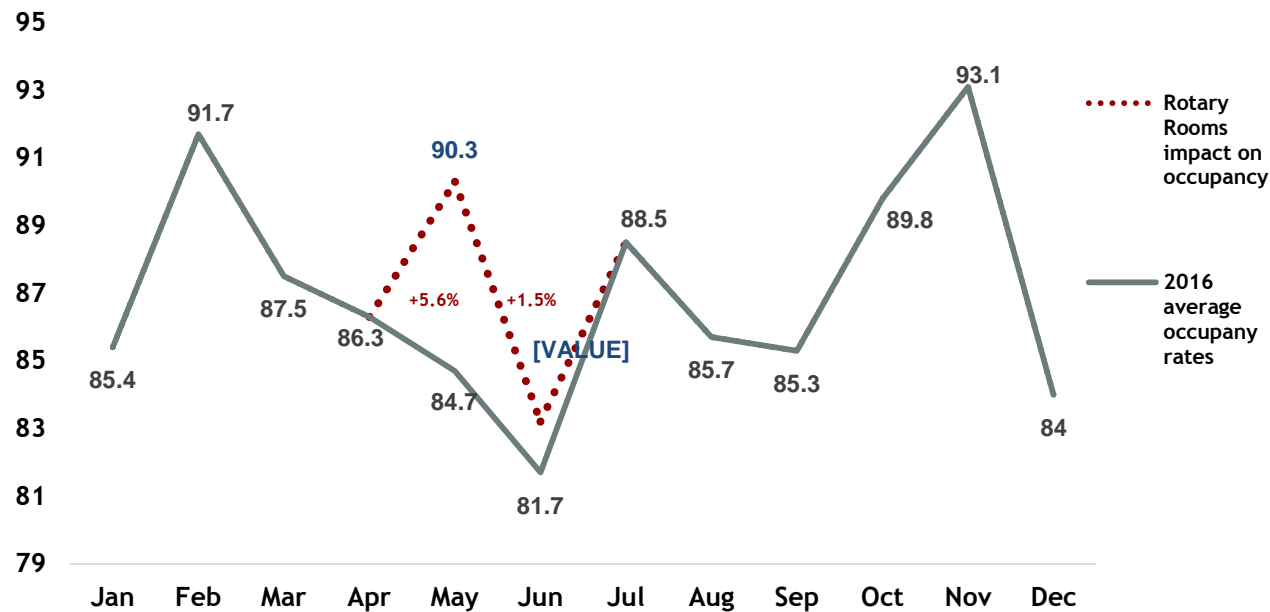
Creates jobs and wealth in Victoria

Hotel Support

MCB NEEDS THE SUPPORT OF MELBOURNE HOTELS



Rotary would boost hotel occupancy rates during slow winter period



MCB Partnership Program - 2018 onwards



100K plus
BE CBD
room nights
in 2018/19



8500 new
rooms
coming
online



Delegate
data
capture and
profiling



Non-Partner
CBD Hotels
& Metro
Hotels



Boom in
delegates
using OTA

In response to the rise of OTA's, MCB are introducing changes to their Partner Program

- Growth in online travel agents (OTA's) bookings has doubled to US\$35B, since 2013
- There has also been a decline in PCO room-block take-ups with more delegates booking via OTA's
- To support MCB entering the online bookings, two options have been considered:
 - Option 1:** Bookings.com - the number 1 OTA in Australia, and a new partner of Visit Victoria
 - Option 2:** Direct hotel bookings, re-directed from the MCB microsite

Booking.com



The path forward

		Two Commission options:	
	Fee	Bookings.com	Direct bookings via MCB microsite
LARGE HOTELS (251 rooms or more)	Calculation based on room rates, room no's and conference space	<ul style="list-style-type: none"> • 16% commission of room rate charged to hotels for rooms booked by delegates • MCB receive a percentage of the commission • Replicates Visit Victoria consumer model 	<ul style="list-style-type: none"> • 10% commission of room rate charged to hotels for rooms booked by delegates via the MCB microsite
MEDIUM HOTELS with small conference facilities, serviced apartments (151 to 250 rooms)	\$5000		
SMALL HOTELS , serviced apartments (150 rooms or less)	\$3000		

Option endorsed by MCB Board

- Better commercial outcome for hotels
- Direct relationship with delegates

How the booking process would work

1. Conference Website

The screenshot shows the ISSCR 2018 Annual Meeting website. The header includes the event name, dates (20-23 June, 2018), and location (Melbourne Convention & Exhibition Centre, Melbourne, Australia). A navigation menu includes REGISTER, ATTEND, PRESENT, SPONSOR & SPONSOR, PROGRAM, TRAVEL, MEDIA, and ABOUT. The main content area is titled "HOUSING & ACCOMMODATIONS" with the sub-heading "Where to Stay in Melbourne". A prominent call to action reads "Book Before the 16 May Deadline". Below this, there is a "WELCOME TO MELBOURNE" banner with a "FIND OUT MORE" button. The main text encourages delegates to book accommodations at preferred hotels to take advantage of exclusive rates and complimentary Wi-Fi. A "NEW FOR ISSCR 2018" banner promotes a tour while reserving a hotel room. Two buttons are visible: "See Accommodation Options" and "Reserve Your Housing Now".

2. MCB Delegate Microsite

The screenshot shows the MCB Delegate Microsite. The header includes the Melbourne Convention Bureau logo and navigation links for ARTS & CULTURE, FOOD & WINE, SHOPPING, ATTRACTIONS, MAJOR EVENTS, and ACCOMMODATION. The main content area is titled "SEARCH HOTEL SUPPLIERS" with a search bar and filters. A grid of hotel suppliers is displayed, including Crown Hotels, Accor Hotels, Pan Pacific, Grand Hyatt Melbourne, The Langham Melbourne, and Pullman Hotels and Resorts. A red box highlights the Crown Hotels supplier card, and a red arrow points from the "Reserve Your Housing Now" button on the conference website to this card.

3. Partner Website

The screenshot shows a partner website for Crown Melbourne Hotels & Accommodation. The header includes the Crown logo and navigation links. The main content area features a large banner with a video player and the text "CROWN MELBOURNE HOTELS & ACCOMMODATION". Below the banner, there are four smaller images representing different hotel properties: Crown Towers Melbourne, Crown Metropol Melbourne, Crown Promenade Melbourne, and Crown Spa Melbourne. A red box highlights the entire partner website screenshot, and a red arrow points from the "WELCOME TO MELBOURNE" banner on the conference website to this screenshot.

THANK YOU

