



## More Business Events = More Jobs

More jobs will be created in Victoria's accommodation industry if a new, enhanced four-year funding agreement for Visit Victoria and the Melbourne Convention Bureau is put in place.

Therefore, the Accommodation Association of Australia is urging Victoria's political leaders to throw their support behind the initiative.

The Association's Chief Executive Officer, Richard Munro, said: "The importance of a potential new four-year funding agreement is that it would help ensure that bids to host major business events, including meetings, conferences and conventions, made by the Melbourne Convention Bureau will be able to continue, instead of being put on hold because of uncertainty surrounding the resources of the bureau.

"As an integral part of tourism, the accommodation industry has experienced strong growth in recent years and a significant amount of this growth is directly because of visitors who have been travelling to Victoria for business, including for business events.

"Without wishing to downplay the important contribution that visitors travelling for leisure purposes make to the economy, delegates visiting Australia for business events spend, on average, 21 per cent more than other international visitors during their trip and 77 per cent more per day.

"The expansion of the Melbourne Convention and Exhibition Centre and the development of new hotels in Melbourne means there is a greater capacity to host more major business events in Victoria, but this is unlikely to happen without a new funding agreement for the Melbourne Convention Bureau."

Recent examples of Melbourne hosting major international business events include the International Inner Wheel Convention (10-14 April, which was attended by 1500 delegates from 48 countries) and the incentive reward travel program which was staged across Victoria by global life insurance company AIA (10-13 April, 2400 international delegates).

"It's not just accommodation businesses who benefit from Victoria hosting major business events," Mr Munro said.

"The entire tourism ecosystem, including convention centres, other venues where meetings are held, restaurants, hospitality venues and retail businesses, among others, receive additional income directly as a result of business events.

"Tourism businesses which generate more income will employ more staff."

-ENDS-

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**MEDIA RELEASE  
19 April 2018**

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