



EVENTS & CONFERENCES

**Crown Resorts' diverse range of world-class corporate offerings  
makes it a destination for MICE success!**

**AIME 2015 – February 24 to 25**

**MELBOURNE, 4 FEBRUARY 2015** – Crown Resorts will be showcasing their diverse range of innovative MICE offerings across Melbourne and Perth, cementing their reputation as hospitality industry leaders at the 2015 Asia-Pacific Meetings Expo (AIME) on February 24 to 25. Crown's *'Destination for Success'* stand, located at booth #C310 will feature an array of Crown's leading corporate offerings, with samples and examples of the versatile range of large-scale and intimate event spaces, innovative technological offerings, award-winning accommodation, inspired culinary offerings from celebrity chef Guillaume Brahimi and news on the opening of Crown Towers Perth, which is set to change the events industry in WA.

2014 marked the beginning of construction on the highly anticipated Crown Towers Perth, making Crown Perth the first hotel complex in the city with a total capacity of 1,200 rooms. With the addition of Crown Towers, Crown Perth will be the largest hotel complex the city has ever seen. Scheduled for completion in 2017, the new Crown Towers will boast 500 luxury rooms, an array of world class restaurants, leading events facilities and access to Crown Perth's Convention Centre with 4,800 square metres of venue space. This new luxury hotel offering in Perth continues Crown's commitment to delivering world-class accommodation and event experiences, furthering Crown Perth's reputation as a world-leading destination for the MICE market.

Crown Melbourne also continued to develop their MICE offerings, finessing the finest options for corporate events, including exclusive culinary options from celebrity restaurateur Guillaume Brahimi. The esteemed French chef has recently been recognised for his culinary prowess by the French Government, achieving the prestigious title of Knight in late 2014. Along with his Knighthood, Brahimi also holds the title of Crown's Culinary Director, where he creates premium banquet menus for events and conferences, making Crown the only events destination to deliver the cuisine of a world-celebrated chef for large scale functions and events.



*Crown Melbourne*



*Crown Perth*

With a dedicated team of events and conferences professionals, Crown Resorts remain committed to delivering events with unsurpassed onsite service and event options that can cater from groups of ten to 2000 pax. In addition, Crown Hotels offers competitive day delegate packages, ensuring the immense range of corporate offerings are available for all budgets and occasions. All these factors work to uniquely position Crown Melbourne and Perth as Australia's destination for success when it comes to hosting world-class, unforgettable events and conferences for any budget and scale.

### **Crown Spa Pamper Zone**

During AIME 2015, Crown Events & Conferences will also be celebrating the return of the Crown Spa Pamper Zone, located opposite Crown's stand (#C310) at Hospitality Suite 2 to ensure delegates can take a break from their action packed AIME schedules and enjoy a complimentary 15 minute neck, shoulder or hand massage performed by Crown Spa's expertly trained spa therapists. To book, hosted buyers can email [pamperzone@crownmelbourne.com.au](mailto:pamperzone@crownmelbourne.com.au) before 5:00pm on 13 February with their preferred date, time and treatment option.

### **'Destination for Success' Instagram competition**

AIME delegates will have the chance to win one of two \$1,000 Crown Gift cards simply by visiting Crown Hotels 'Destination for Success' at booth #C310 during the conference, and 'checking in' on Instagram. By 'checking in', delegates will have uploaded a photo of the Crown Hotels booth to their Instagram page, selected 'Crown AIME Booth #C130' as the location status, tagged @crownresorts and hashtagged #destination4success. The first 500 delegates to show a Crown representative at the Crown Hotels AIME booth that they have 'checked in' will receive an instant gift of a bottle of Moet Chandon (200ml), and go in the draw to win one of two daily prizes of a \$1,000 Crown Gift card. Entries close each day, Tuesday 24 and Wednesday 25 February, at 5:00pm. Terms and conditions [apply](#).

-ENDS-

For more press information and high resolution imagery, please contact Hatch Communications:

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