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Business Events deliver \$93 million bonanza

[Mon 16/08/2010 09:24:57]

The Perth Convention Bureau (PCB) has delivered a \$93.0 million bonanza for the Western Australian economy.

Reporting on the Bureau's sales results for the 2009-2010 Australian Tourism Minister Liz Constable said the State's organisation had exceeded its annual target by more than

"This is an outstanding performance against a background and provides a wonderful return on the State Government's marketing funding to secure business events," she said.



Perth Convention Bureau Managing Director Christine Laurance (pictured front and centre) celebrate the out-year results with the PCB team.

"The business events sector, which embraces conventions travel groups, represents the lucrative high end of the touri committed to ensuring that Western Australia maximises it

Dr Constable said the opening of the Perth Convention Ex been a key factor in underpinning Perth's growth as a conv

"The State's ability to target the larger conventions that pre adequately accommodate is enhancing Perth's appeal as a destination," the Minister added.

The Commonwealth Heads of Government Meeting (CHO a good example of this.

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The Bureau's managing director Christine McLean said the 134 conventions and incentive travel groups in 2009-10, re 50,624 delegates and a \$93,033,036 delegate spend over

She said the estimated delegate spend represented a 39.6 million on the previous year's sales result of \$66,608,627.

"We performed very strongly in both the national and international convention sectors, which demonstrates the resilience of the economic environment," McLean added.

"There are three key reasons for the Bureau's marketing success of expertise and excellence; the destination's ability to deliver and our ability to offer financial incentives."

McLean said the bottom had fallen out of the high yield convention incentive business in the last financial year.

"This can be attributed to the impact of the global financial tourism product in Perth and elsewhere in the State," she said.

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