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- NEWS
- FEATURES
- PICS
- FORUMS
- JOBS
- DESTINATIONS
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Destination Guide: Australia

Western Australia to boost Australia's meetings industry

KIM BENJAMIN, 13 July 2011

3 comments on this article.

Western Australia will become the nation's meetings mecca during the next 12 months with business events expected to inject more than \$102 million into the State's economy

This is according to Perth Convention Bureau's chief executive officer Paul Beeson, who said that more than 50,000 delegates are expected to attend a total of 91 conventions, exhibitions and corporate incentive programmes booked into the State in the 2011-2012 financial year.

"This is the first time in the Bureau's history that business we have secured in previous years will pass the magical \$100 million mark in projected delegate expenditure over a 12 month period," he said. Beeson said that this boost to business events was the result of strong growth in sales results over the previous four years.

"We have no reason to believe that the growth will slow in the next 12 months when for the first time in our history our annual sales target will exceed \$101 million," he added.



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The Bureau – established in 1972 – is responsible for marketing Perth and Western Australia as a business events destination encompassing conventions, exhibitions and incentive travel groups.

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JULIE SAVILL - 14 July 2011

this is such a joke - there are not enough hotel rooms in Perth currently and those that are here are of an appalling standard. The city is going to have to up its game hugely if it is to make outlandish statements like that!!!!

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CHRISTY WYATT - 15 July 2011

Perth Convention Bureau has been invited to comment on this claim

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SHENADE UNICOMB - 22 July 2011

[Shenade for Paul Beeson]: Thanks for your comments Julie. I'm not sure what data you've based your opinion on and how long ago you were in Perth, but there are more than 6,000 star-rated rooms and 260 accommodation providers in Perth's central business district alone. There have also been recent refurbishments across many of the city's properties. The city is holding the Commonwealth Heads of Government Meeting in October this year, and we'll be accommodating the 4,000+ delegates for it. There are substantially more business tourists coming into Perth each year, which makes me think we must be doing something right. Feel free to contact us for more details, Paul Beeson, Chief Executive Officer (via email: sunicomb@pcb.com.au)

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