

# With 98.7 per cent of budget achieved, Allen is leaving behind a 'strong' PCB

OUTGOING Perth Convention Bureau (PCB) chief Christine Allen says the Bureau has had another strong year and the outlook is "very promising".

The Bureau is on track to surpass its sales target of A\$87 million in delegate expenditure secured in the 2010-2011 financial year.

At the end of April, the PCB had secured convention and incentive travel business worth an estimated A\$85.9 million, representing 98.7 per cent of its annual target.

Allen said she was "extremely confident" of surpassing the year's sales target.

Notable recent bid wins include the Australian Fire and Emergencies Service Authorities Council (AFAC) annual conference for an estimated 1100 delegates in 2012 and the Alzheimer's Disease International Conference in 2015, which is expected to attract 2000 delegates.

Allen said that the PCB had secured several good conference wins for the off peak June/July periods in 2012, adding: "This business will be a welcome boost to our venues and suppliers during what is a traditionally quiet period for the business tourism industry."

Another encouraging sign for the business tourism sector had been the strong growth in corporate meeting and incentive travel business from Indonesia.



Christine Allen

"This is very encouraging and shows that our incentive business is starting to pick up again after the fallout from the global financial crisis," she said.

"We are extremely hopeful that we will see substantial growth from Asia in the C&I market in future years. China, in particular, would seem to offer great potential for growth, given the recent China-Australia accord on tourism with an emphasis on company-paid incentive travel.

The PCB managing director said that Perth's standing as a business tourism destination was growing all the time. Hosting the Commonwealth Heads of

Government Meeting (CHOGM) in October would showcase Western Australia to the world and provide a significant boost to the state's marketing efforts.

Securing the prestigious international gas conference - LNG18 - earlier in this financial year had further underlined WA's growing status as an attractive convention destination.

The conference, which will be staged in Perth in 2016, is expected to attract up to 5000 delegates and inject A\$50 million into the Western Australian economy.

## New Perth web site tells it all

A NEW website that provides a one-stop shop for travellers looking for information about Perth, Western Australia is now on line.

It's from the City of Perth and covers the CBD, East Perth, West Perth and most of Northbridge.

The website ([www.showmep Perth.com.au](http://www.showmep Perth.com.au)) provides information about the city, new events, retailers and places to wine and dine.

People planning a public event - large or small - are encouraged to contact the City of Perth with event details.

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