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Monday, 25 July 2011

**PCB rolls over A\$100m advanced sales**

Thursday, 30 June 2011

The Western Australian Perth Convention Bureau expects the next 12 months to be a bonanza year, with business events to inject more than A\$102 million into the state economy.

PCB chief executive Paul Beeson said more than 50,000 delegates are expected to attend a total of 91 conventions, exhibitions and corporate incentive programs in the 2011-2012 financial year.

"This is the first time in the Bureau's history that business secured in previous years will pass the magical A\$100 million mark in projected delegate expenditure over a 12 month period," he said.

This figure does not include the Commonwealth Heads of Government Meeting (CHOGM) in October for which the Bureau was not required to submit a bid. CHOGM alone is expected to inject more than A\$50 million into the state's economy.

Beeson said the business events bonanza was the result of strong growth in sales results over the previous four years. He added: "We have no reason to believe that growth will slow in the next 12 months when, for the first time in our history, our annual sales target will exceed A\$102 million."