



PERTH
CONVENTION
BUREAU

Media Release

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CONVENTION BUREAU DELIVERS \$55 MILLION CHRISTMAS BONUS FOR WA

The Perth Convention Bureau has delivered a \$55 million Christmas 'present' for the Western Australian economy.

That's the value of convention and incentive travel business secured by the Bureau in the first six months of the financial year.

Bureau Managing Director Christine McLean said the impressive results validated Western Australia's growing reputation as a destination that delivers world class conferences and events.

"The global convention market has proven to be resilient in times of crisis and our results suggest that international and national organisations have every confidence in WA being able to deliver a highly successful conference attracting strong delegate numbers." she added.

The Bureau has already achieved \$55 million worth of business or 67 per cent of its annual target of \$81 million for the State in the 2009-2010 financial year.

This means that a total of 54 national and international conventions and 11 corporate and incentive travel groups, collectively representing an estimated 27,574 delegates, have confirmed their business for Western Australia.

At the same time last year, the Bureau had secured 48 conventions and incentive groups representing an estimated 21,090 delegates and \$36 million.

"The recent decision by the State Government to remove restrictions on PCB funding acknowledges the importance of the 'smaller but still significant' business events to the economy and will boost our efforts to maintain market share in an increasingly aggressive marketplace." Ms Mclean said

She added that "Perth hosting the CHOGM in 2011 would also provide a significant boost to the State's international profile as a business events destination."

The Bureau has been responsible for securing business events for Perth and Western Australia since 1972.

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