

Perth Wins \$107 Million in Conferences

7th July 2014

FOR IMMEDIATE RELEASE

The 2013/14 financial year has seen Perth Convention Bureau achieve record results in its 42 year history. Conference delegates will stay for 201,147 days spending \$107,976,196 million dollars whilst attending conferences in the City of Perth and the state of Western Australia (WA).

This has exceeded the 2013/14 financial year's WA State Government target of securing \$104million in Direct Delegate Expenditure (DDE). The impressive figure reflects a calculated DDE that values the on-ground spend of visiting international and national conference delegates.

Chairman of PCB, Mr Ian Laurance AM said, "PCB's latest figures represent a fantastic result for the Western Australian economy. These results indicate that PCB continues to "punch above its weight" in the Business Events industry despite new infrastructure and increasing competition across Australia and around the South Eastern Asian Region "

CEO Paul Beeson added "Exceeding our targets is a wonderful reflection of the professional, focused PCB Team working closely with our supportive industry. This, combined with ongoing improvements to Perth and Western Australia's tourism and venue product offering is ensuring our message has far greater impact" PCB CEO, Paul Beeson said.

Conferencing is the highest yielding tourism sector, with an international delegate spending five times more than a leisure tourist. "The value of conferencing and business events is increasingly appreciated by governments worldwide, as it is here in Western Australia," CEO Paul Beeson said.

Funded by the West Australian Government through Tourism WA and by the City of Perth, the Perth Convention Bureau drives the business events sector in Perth and Western Australia by securing large, high yielding conference events and marketing the City and State as a premium conference destination.