

CONFERENCES:

CATALYSTS FOR THRIVING ECONOMIES

TOURISM BENEFITS

Business events generate significant tourism benefits. In 2016 they increased tourism exports, created jobs and injected money into the local economy.



39 MILLION
people attended
business events



430,000
business events
were held



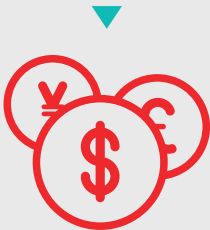
\$30.2B
in direct expenditure
was generated



193,000
jobs created

Source: *Value of Business Events to Australia*, Ernst & Young Australia, 2017

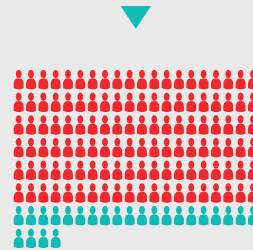
INTERNATIONAL ASSOCIATION CONFERENCE DELEGATES



spend an average of
\$694
per conference day
in Sydney



stay an average
of
3.8 DAYS
beyond the
conference
duration



bring
24
additional
international visitors
per every 100
conference delegates



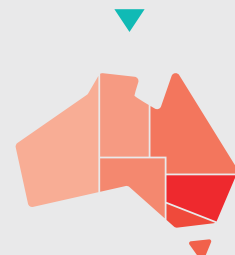
69%
visited Sydney
for the first time
because of the
conference



90%
international delegates
would not have come to
Sydney if it were not for
the conference



72%
international
delegates intend to
visit Sydney again



25%
also visited
other states

Source: *Estimating Inscope Expenditure attributed to Business Events held in New South Wales*, Foley, Edwards, Schlenker and Hergesell, 2014

BEYOND TOURISM BENEFITS

More significant however, is the value of collaboration and information exchange created at international business events that, in turn, forms the foundation for innovation. This creates positive outcomes for a range of stakeholders including delegates, exhibitors, businesses and retailers, and more importantly over time, drives long lasting social change through industry sectors and governments which benefits local communities.

DELEGATES/BUSINESSES



91% of respondents agreed that the conference immediately exposed delegates to new and innovative ideas, and **93%** to new and innovative knowledge



76% found that the conference supported the development of global research and collaboration



41% of exhibitors said that they made sales contacts, while **25%** increased sales

INDUSTRY SECTOR



83% of respondents agreed that the conference enabled the local sector to showcase their expertise to a global audience

MORE THAN

70%

found that the conference exposed them to new and innovative techniques and technologies



68% noted that the conference developed the knowledge and capabilities of early career delegates

COMMUNITY



83% of respondents agreed that the conference raised the profile of Sydney



41% would like to live and work/study in Sydney as a result of attending the conference



7% have applied for a position to work or study in Sydney, enhancing the local expertise on a permanent or semi-permanent basis