

Impact Insights 2025

BEYOND TOURISM IMPACTS

Global association meetings have a powerful influence that once harnessed can have an impact on solutions for issues faced around the world – environmental, health, sustainable or social. Meeting with purpose can create positive outcomes not only for attendees, but for local communities long after delegates return home. They contribute to driving our knowledge economy, attract direct foreign investment and global talent that allows Sydney to take innovative ideas to the next level and this creates global change we can all benefit from.

BESydney and research partner, the University of Technology Sydney, Business School, undertake primary research to support this. Delegates were asked about the extent to which the conferences they attended contributed to scientific advancement, fostering industry innovation, trade and investment, advancing social policy, improving equity, and attracting global talent and enhancing sector development. The results are undeniable. Delegates agreed conferences enabled / contributed to:



Importance of Sustainability

Delegates demand event organisers take into account the big issues when it comes to business events, stating these issues were moderately to extremely important:



Conferences serve as strategic platforms to drive innovation and address critical social issues within their fields. This series of four association event examples found on our website [Research page](#) explores these insights from a delegate’s perspective to discover how these events catalyse meaningful change:

- [IUSTI World Congress Incorporating The Australasian Sexual & Reproductive Health Conference 2024 Impact Insights](#)
- [17th International Symposium on Veterinary Epidemiology and Economics \(ISVEE17\) 2024 Impact Insights](#)
- [15th International Congress on Mathematical Education \(ICME-15\) 2024 Impact Insights](#)
- [FDI World Dental Congress 2023 Young Dental Forum One Year Follow-up Report](#)

*Online Survey responses were received from 1060 delegates attending 11 international association conferences in 2024. 72% were international delegates, 17% interstate and 11% were from NSW. 66% were academics, 28% practitioners and 6% other. Source: Hergesell, A. & Foley, C. (2025) *Catalysts for innovation, drivers of change: The Economic and Social Impacts of Business Events in NSW 2024* University of Technology Sydney. Report prepared for Business Events Sydney.

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Value of business events to New South Wales

We know that the global meetings we secure attract delegates who contribute directly to our destination through the business visitor economy, with a higher average direct

spend than leisure-only visitors. They drive repeat visitation to our city; and they provide direct business to venues, hotels and other organisations across the hospitality and

tourism sector. They create jobs and inject new money into the NSW economy.

International association conference delegates



\$872

average spend per delegate per conference day (includes organiser spend)



4.1 days

average stay in NSW beyond conference duration



28

additional international visitors per 100 conference delegates



82%

visited Sydney for the first time because of the conference



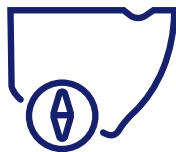
99%

would not have come to Sydney if it were not for the conference being here



80%

intend to visit Sydney again



31%

visited regional NSW



56%

would like to work/study in Sydney, with 5% applying immediately after the conference

Interstate association conference delegates



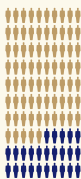
\$597

average spend per delegate per conference day (includes organiser spend)



2.6 days

average stay in NSW beyond conference duration



25

additional international visitors per 100 conference delegates

NSW delegates



\$434

average spend per delegate per conference day (includes organiser spend)



81%

NSW based attendees would have attended the event if it had been held outside NSW

All delegates



81%

would highly recommend Sydney as both a conference and tourist destination

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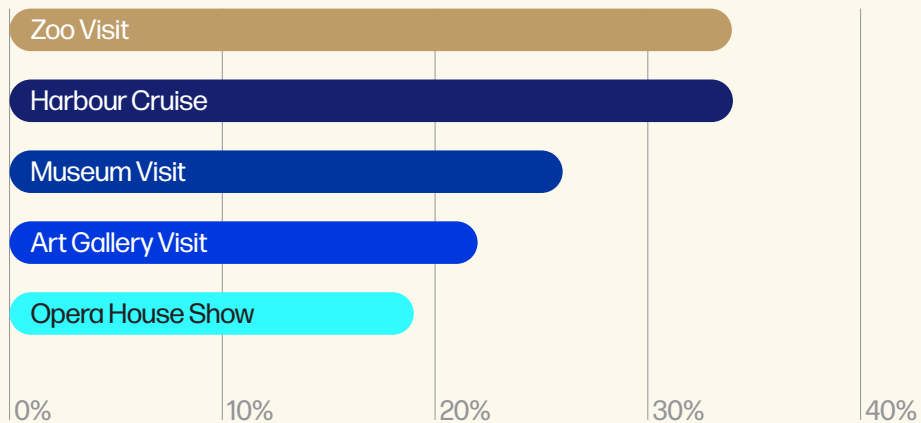
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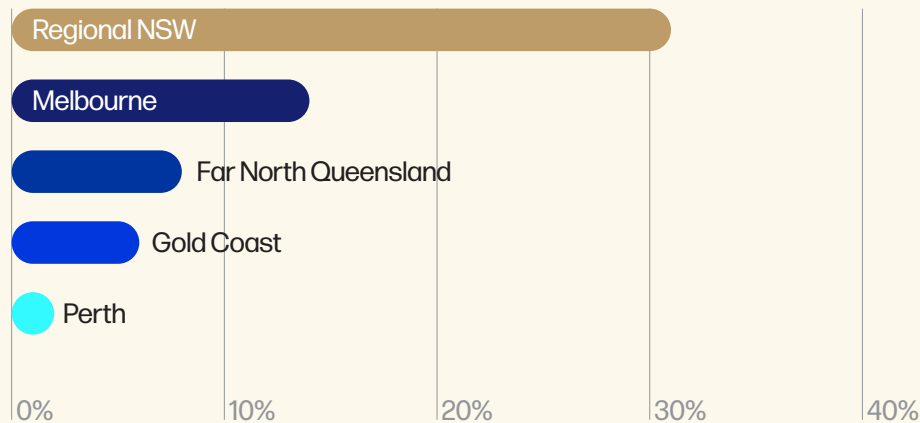
Delegate purchasing behaviour



Percentage of delegates visiting top 5 tourist attractions*



Percentage of international delegates visiting top 5 areas outside Sydney



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