

# Impact Insights

business  
events  
**sydney**

## FDI World Dental Congress Sydney 2023

### Introduction

Conferences contribute to knowledge economies and industry innovation and bring a range of benefits beyond tourism to local and global communities. Business Events Sydney (BESydney) in conjunction with the University of Technology, Sydney, Business School surveyed delegates attending the FDI World Dental Congress 2023 to understand and measure some of these impacts.

Overall, respondents reported that the conference advanced science through networking and the sharing of knowledge, equipped delegates with new knowledge, ideas and techniques which drove workplace innovation – benefiting communities around the world.

**204**  
survey responses

83% practitioners  
12% academics  
5% other

17% Sydneysiders  
11% regional NSW  
44% interstate  
28% international

## BEYOND TOURISM IMPACTS

**95%**

agreed that the Congress enabled/contributed to scientific advancement (new knowledge / ideas / technology / collaboration)

**91%**

agreed that the Congress enabled/contributed to industry innovation (new knowledge / ideas / technology / practice)

**91%**

agreed that the Congress enabled/contributed to attraction of global talent to Sydney

**81%**

agreed that the Congress enabled/contributed to trade and investment

**75%**

agreed that the Congress enabled/contributed to improved social policy

**58%**

agreed that the Congress enabled/contributed to support of vulnerable communities

Percentage of respondents rating 3 or more out of 5

### What FDI delegates had to say...

"The FDI World Dental Conference in Sydney 2023 made substantial contributions across various aspects. It greatly facilitated professional networking, provided extensive opportunities for knowledge sharing and learning, significantly contributed to professional development, fostered business opportunities, offered a global perspective on dental practices, and played a crucial role in raising public awareness and advocacy for improved oral health."

#### About scientific advancement

"The novel scientific concepts mixed with practical solutions to everyday clinical problems makes attendance invaluable."

"The FDI Congress includes meetings among global leaders in the oral health profession, to discuss on crucial issues relating to the advancement of the field, global health policies, welfare of patients, innovative research etc."

"This event is a great deal in terms of its contribution in scientific advancement in my home country PNG."

"I came to learn new advancements in dentistry and modern equipment along with new dental materials which will boost up my dental practises."

#### About industry innovation

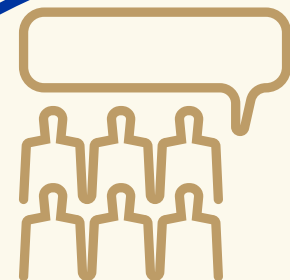
"The whole point of the Congress was to innovate the way that we practice dentistry, so new ideas discussed will advance our practice here in Australia."

"The event had a trade show that exhibited a lot of new products where there was the opportunity to speak to industry representatives about the research and uses of these products, thus increasing the industry innovation."

"Opportunity to hear international speakers sharing their experiences from different parts of the world is a huge advantage to the Australian Dental community."

#### About attracting global talent to Sydney

"The FDI Congress includes meetings among global leaders in the oral health profession, to discuss crucial issues relating to the advancement of the field, global health policies, welfare of patients, innovative research etc. And the congress has attracted talents in the field of oral health around the world to travel to Sydney for the event."

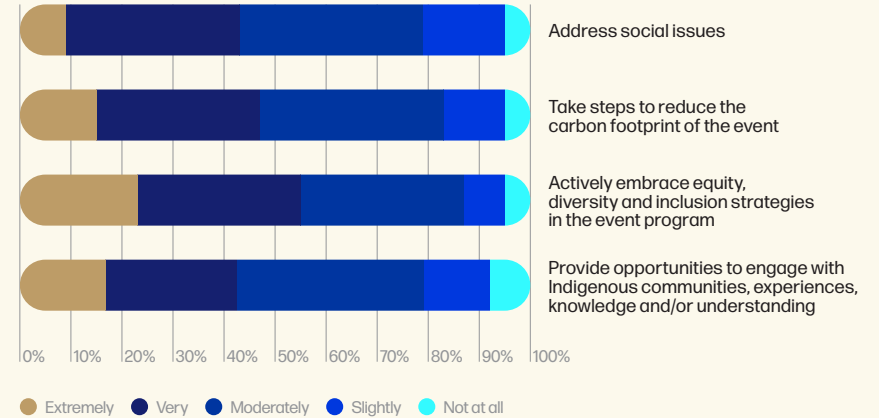


### What FDI delegates think...

“Dental health is an issue that impacts upon the entire human population and thus this event was a perfect opportunity to raise, discuss and plan for the management of this global issue and the diverse range of people that it affects. The event brought together an equally diverse population to target these issues and was thus catered towards embracing equity, diversity and inclusion.”

### About the importance of Social and Environmental Sustainability

Approx. **80%** of delegates said it is **moderately to extremely important** to them that business events engage in social and environmental sustainability activities, with almost 50% saying it is **very to extremely important** to them



## TOURISM IMPACTS



### Top 3 flight booking leadtimes

- 24% 6+ months
- 34% 3-6 months
- 26% 1-3 months



### Top 3 types of accommodation used

- 48% 4-5 star
- 17% Private accommodation
- 10% Serviced apartment



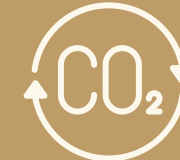
### Top 3 booking channels used

- 22% Hotel website
- 19% Booking engine
- 15% Conference website



### Did you duty free shop at Sydney Airport?

- 52% Yes
- 48% No



### Did you buy carbon offsets for your flight?

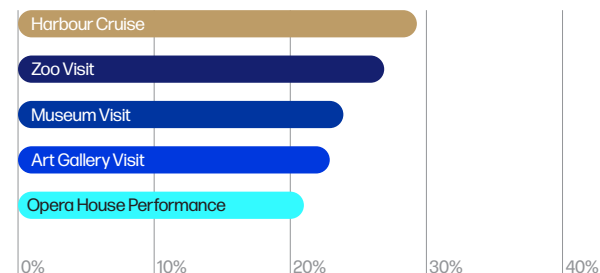
- 14% Yes
- 86% No



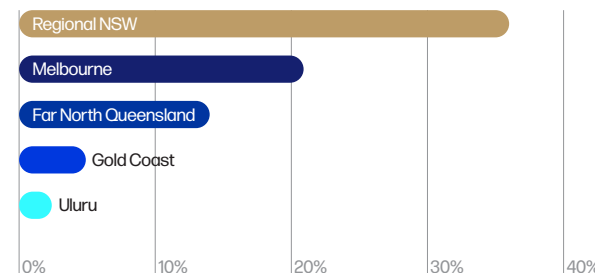
### Happy with the Australian visa application process?

- 88% Rated 4 or 5 out of 5

### Percentage of delegates visiting top 5 tourist attractions



### Percentage of international delegates visiting top 5 areas outside Sydney



93%

think they will visit Sydney again in the future

90%

would highly recommend Sydney as both a conference and tourist destination (based on scores of 8+ out of 10)