

Business Events Sydney delivers a record year and \$611m event pipeline

Business Events Sydney has delivered a record year in 2025–26, securing 104 global and national business events that will bring 77,000 delegates and an estimated \$345 million in direct expenditure to NSW.

The result builds a confirmed pipeline of 108 events through to 2030, worth an estimated \$611 million in direct expenditure. Together the events will bring 144,000 delegates together in Sydney to collaborate and drive industry development.

Globally, business events are a major driver of economic growth and innovation, generating US\$1.8 trillion in total GDP in 2025, a figure comparable to the global pharmaceutical industry¹.

Business Events Sydney CEO Amanda Lampe said Sydney is well positioned to continue growing its share of high-value global business events, particularly in the areas of technology, health and critical minerals.

“This year we helped secure a series of the world’s leading artificial intelligence and robotics conferences, reinforcing Sydney’s growing reputation as a destination for innovation and future industries.

“Governments are now recognising that business events are strategic economic infrastructure rather than tourism activity, because the returns show up in investment, skills and industry capability,” Lampe said.

In FY2025–26, 80 global and national business events secured by Business Events Sydney were held, 53,000 delegates and generating an estimated \$257 million in direct expenditure for the state.

¹Events Industry Council's 2026 *Global Economic Significance of Business Events*

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About Business Events Sydney (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney and industry.