

conferences

catalysts for thriving economies



BUSINESS EVENTS
SYDNEY

tourism benefits

Business events generate significant tourism benefits annually for both national and local economies, including tourism exports, job creation and the injection of new money.



43.7M

people attended
business events



484,000

business events
were held



\$35.7B

in direct expenditure
was generated



229,000

jobs created

Source: Value of Business Events to Australia, EY, 2020

international association conference delegates

Global meetings generate significant tourism benefits. In 2019 they increased tourism exports, created jobs and injected money into the local economy.



\$823

average spend
per delegate per
conference day



3.6 days

average stay beyond
conference duration



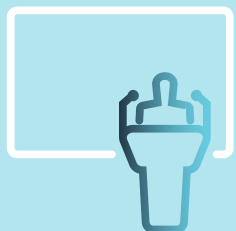
26

additional international
visitors per 100
conference delegate



67%

visited Sydney for the
first time because of
the conference



95%

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



86%

international delegates
intend to visit
Sydney again



46%

visited areas outside
Sydney

Source: Direct Expenditure attributed to International Conferences held in New South Wales in 2017-2018, Edwards, Foley and Hergesell, 2019

beyond tourism benefits

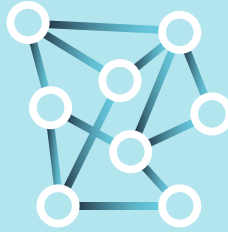
More significant however, is the value of collaboration and information exchange created at global meetings that, in turn, forms the foundation for innovation. This creates positive outcomes for a range of stakeholders including delegates, exhibitors, businesses and retailers, and more importantly over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

delegates/businesses



86%

of respondents agreed that the conference immediately exposed delegates to new and innovative ideas, and **88%** to new and innovative knowledge



64%

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



61%

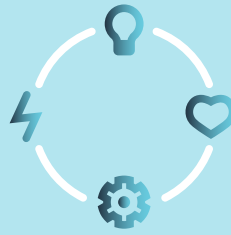
of exhibitors said that they made sales contacts

industry sector



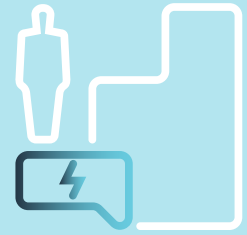
79%

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



>69%

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



67%

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

community



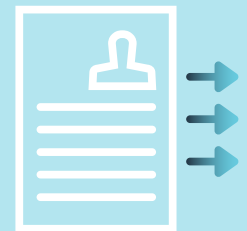
85%

of respondents agreed that the conference raised the profile of Sydney



58%

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



4%

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